

ASSESSMENT OF THE FACTORS THAT INFLUENCE INTERNET SERVICE PROVIDERS IN THE APPLICATION OF TECHNOLOGY PUSH STRATEGY IN KENYA: THE CASE OF JAMII TELECOM LIMITED (JTL).

HEZRON OSANO Africa Nazarene University	FAITH N. OYARO Africa Nazarene University
--	--

CITATION: Osano., H .& Oyaro, N. F. (2015).Assessment of the Factors that influence Internet Service Providers in the Application of Technology Push Strategy in Kenya: The Case of Jamii Telecom Limited (JTL). *International Journal of Economics and Finance* 4 (11), 1-17.

ABSTRACT

Innovation is considered the life-blood of competitiveness and is central to the wellbeing of societies. It ensures the creation of better or more effective products, processes, services, technologies or ideas for meeting the needs of society. In this paper, we analyze the initiatives behind two major innovation strategies.

The initiative behind innovation is considered to either occur because of research and invention (technology push) or due to user's needs expressed through market demand and other channels (demand pull). This study investigated the factors that influence Internet service providers to apply a technology push strategy in Kenya. A descriptive survey design was used in the study where both employees and customers of Jamii Telecom Limited (JTL) participated. The findings were that: Science and R&D; Availability of new technologies; Collaboration with research based institutions; Availability of funds; and Entrepreneur's creativity significantly influence technology push. It was also revealed that some demand pull factors were also considered in innovation activities and these included; increased pressure from Competitors, New demands from customers and Emerging opportunities to enter new markets or to expand sales.

We conclude that both innovation strategies can coexist in the same environment and profitable combinations of factors from each strategy should be considered in implementation of new innovations in the market.

Keywords: Technology Push, Demand Pull, Innovation

[View Full Text PDF Format](#)

