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The Effects of ICT Practices on the Performance of the Trade and Market Development Bureau in the Amhara Region

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Abstract

Information and Communication Technology has become a key driver of organizational effectiveness by enabling the proper utilization of resources, reducing workload, and increasing efficiency and productivity. This research investigated the effects of information technology practices on the Trade and Development Bureau's performance. A quantitative research approach was employed, utilizing both descriptive and inferential statistical techniques. Data were collected through structured questionnaires from 139 respondents. The findings revealed that all dimensions of ICT practices—namely ICT practices in management, top management support for ICT utilization, ICT-enabled user involvement, and ICT application in monitoring—have a positive and statistically significant effect on the performance of the bureau. Among these dimensions, ICT application in monitoring emerged as the strongest predictor of organizational performance, followed by its practices in management. The study concludes that effective adoption and utilization of ICT practices significantly contribute to improved organizational performance. Based on these findings, the study recommends that the Trade and Development Bureau should strengthen the adoption and utilization of ICT across all organizational functions. The Bureau shall also enhance ICT-supported management practices to facilitate evidence-based decision-making, promote greater top management commitment to ICT initiatives through adequate resource allocation and strategic leadership, encourage user involvement through digital communication and participation platforms, and expand the use of ICT-based monitoring systems to improve performance tracking and accountability.

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