REACHING THE UNREACHED: MOBILE MONEY UPTAKE IN GHANA

MARCH 12-13, 2013
GHANA TECHNOLOGY UNIVERSITY COLLEGE
GTUC PROFILE

Ghana Technology University College (GTUC) is a technology oriented institution of higher learning, committed to providing educational experience of the highest quality.

Established in November 2005, GTUC was granted accreditation by the National Accreditation Board (NAB) on March 30, 2006 and officially inaugurated on August 15, 2006. The University College is governed by a nine-member University Council, supported by the President, Vice President, Registrar, Deans of Faculties and staff.

GTUC is affiliated to the Kwame Nkrumah University of Science and Technology, Kumasi, Ghana, Aalborg University, Denmark and Coventry University, UK.

The University College is working to carve an outstanding reputation as a leader in teaching excellence, and a world-class centre of research and intellectual creativity.

GTUC offers world class Certificate, Diploma, Degree and Postgraduate programmes under three core faculties: the Faculty of Engineering, Faculty of Informatics and Faculty of IT Business. Nearly 4,000 students are pursuing various programmes at the University College.

Courses and programmes of the University College are carefully structured and taught by seasoned lecturers with modern training equipment in a conducive learning environment. These prepare students for meaningful and rewarding careers which are key to the nation’s economic growth and social well-being.

Graduates of GTUC’s have the theoretical knowledge and hands-on experience that equip them for successful careers in the telecommunications, business and ICT industries.

Conference Research Team

Prof. Edwin Mensah

Edwin “Cliff” Mensah received his Ph.D in Economics from North Carolina State University. He joined the School of Business at the University of North Carolina at Pembroke in 2004 as a visiting Professor and later as a tenure-track Assistant Professor of Economics in 2005. He is also a visiting Professor of Economics at Valley View University and Data Link University, Ghana-West/Africa. He is the author of the book: “Economics of Technology Adoption: A Simple Approach” and has authored and co-authored articles appearing in a number of proceedings and peer reviewed journals including the Journal of Economic Psychology, Journal of Consumer Policy, Journal of Development and Agricultural Economics, Journal of Applied Business and Economics, Research in Business and Economics Journal, International Journal of Sustainable Strategic Management and the International Journal of Business, Marketing and Decision Sciences. Currently, Cliff serves as an Associate Professor and Chair of the Department of Economics, Finance and Decision Sciences.

Prof. Zhixin Richard Kang

Dr. Zhixin (Richard) Kang is currently an assistant professor in Quantitative Methods at the School of Business Administration, University of North Carolina at Pembroke, USA. He teaches Business Statistics and Spreadsheet and Database Management classes for undergraduate students, and Quantitative Methods class for graduate students at UNC Pembroke. He joined UNC at Pembroke in 2008. Dr. Kang holds a Ph.D. in Business Administration (Field: Business Statistics) from the University of Illinois at Chicago, USA. Dr. Kang’s research interest is in the fields of applied statistics, financial economics, financial econometrics, time series modeling and forecasting, and real estate finance and economics. His research has been published in Communications in Statistics - Theory and Methods, Journal of Real Estate Finance and Economics, Statistics and Its Interface, Journal of Real Estate Portfolio Management, and Journal of Transnational Management. He has presented his papers in many academic conferences, and has served as a reviewer, session chair, and discussant in these conferences as well. In addition, Dr. Kang regularly reviews papers for many peer-reviewed academic journals.

Yaw Owusu-Agyeman

Yaw Owusu-Agyeman is the Head of Undergraduate Examinations and Records at Ghana Technology University College. He has four (4) international ‘peer reviewed’ conference publications and a book publication in Principles of Management and Office Practice. Yaw Owusu-Agyeman obtained a Bachelor of Arts (Law/Sociology) from the Kwame Nkrumah University of Science and Technology, Ghana in 2003 and an MSc in Educational Science and Technology from the University of Twente, The Netherlands in 2006.

Abena Offe

Ms. Offe holds a Masters degree in Development Studies from the Institute of Social, Social and Economic Research (ISSER), University of Ghana, Legon and a BSc (Land Economy) from the Kwame Nkrumah University of Science and Technology. From March 2006 to February 2009, she was the Programmes Coordinator at the Institute of Economic Affairs (IEA), Ghana, a public policy think-tank. She is currently the Coordinator, Academic Partnerships at the Ghana Technology University College Accra, Ghana.
About the Conference

With mobile phone penetration rate well over 90 percent and expected to reach 100 percent by 2013, lack of awareness of mobile money among Ghanaians and the low adoption rate of the product is quite thought provoking. Ghana, a developing country with economic conditions similar to Kenya, is yet to realize the full potential of mobile money in meeting the financial needs of those who currently feel socially excluded from the financial discourse.

Researchers and mobile money service providers alike are dummified with the dismal adoption rates in Ghana given the success stories of MPESA in Kenya, and the diverse potential benefits mobile money has to offer the poor and consumers at large. One wonders if an intensified, concerted effort (beyond Radio/TV advertisements and Flyers) that engenders dialogue and hands-on activities would do a better job at creating awareness to help improve uptake in Ghana—hence a 2-day Mobile Money conference organized under the theme; Reaching the Unreached: Mobile Money Uptake in Ghana.

The conference is aimed at exploring the role of retail agents in the provision of mobile money services in Ghana and identifying the hindrances to the uptake of mobile money services among the rural and urban poor in Ghana. It would thus create a forum for retail agents, mobile money service providers, regulators, policy makers, researchers, community leaders/organizers and consumers to interact and deliberate on the impediments to the adoption of mobile payment systems and strategies to enhance usage. It is hoped that bringing the relevant stakeholders together in this manner would help enhance the awareness of mobile money services and demystify the perceived complexity of the product, build trust and reduce consumer apprehension toward the product. Among others, the results of a field survey conducted in Ghana on eight hundred (800) consumers and three hundred and fifty (350) retailers will be discussed.

Reaching the Unreached: Mobile Money Uptake in Ghana

DAY 1 — TUESDAY, MARCH 12, 2013

8:30am – 9:00am: Arrival and Registration of Participants
9:00am – 9:05am: Opening Prayer
9:05am – 9:15am: Welcome Address Dr. Robert A. Baffour Vice President, GTUC
9:15am – 9:35am: Technology and Change Prof. Patrick Bobbie Registrar, GTUC
9:35am – 9:45am: Remarks by Special Guest Hon. Dr. Edward Omane-Boamah Minister of Communications
9:45am – 10:10am: Keynote Address Mr. Peter Zetterli Consultant Group to Assist the Poor (CGAP)
10:10am – 10:20am: Photograph Session
10:20am – 10:35am: Snack Break
10:40am – 11:15am Session I: Why Are We Here? 
Chair: Dr. Franklin Asamoah-Baah, GTUC 
Presenters: Yaw Owusu-Agyeman, GTUC, Abena Ofori, GTUC, Prof. Edwin Clifford Mensah, UNC-Pembroke, USA, Prof. Zhixin Richard Kang, UNC-Pembroke, USA, Prof. Vivian Dzokoto, Virginia Commonwealth University, USA 
11:15am – 11:35pm Session II: Mobile Money Market Potential 
Chair: Prof. Zhixin Richard Kang, UNC-Pembroke, USA 
Paper Presentation: Present–Day Opportunities in Greater Ibadan-Lagos-Accra, aka GLA, West Africa 
Presenter: Mr. Joel Patenaude, J2 Partners 
11:35am – 12:00pm Session III: Mobile Money Lived Experiences 
Mr. Ayso van Eysinga, Cocoa Abrabacoa Association, Prof. Vivian Dzokoto, Virginia Commonwealth University, USA, Prof. Edwin Clifford Mensah, UNC-Pembroke, USA 
12:00pm – 12:40pm: Session IV: Partnership and Regulation 
Chair: Mr. Eli Hini, MTN Ghana 
Paper Presentation: The Role of Regulators in the Mobile Money Industry 
Presenter: Samuel Eduam, ProCredit Ghana Ltd 
Paper Presentation: Keeping the Guards On while Implementing and Accepting Mobile Money Services in Ghana 
Presenters: Zangina Ishaq, University of Cape Coast, Ghana, Ishmael Apliah Gyamerah, Central University College, Accra Ghana, Benjamin Amoah, Central University College, Accra Ghana 
12:40pm – 1:30pm: Lunch 
1:30pm – 2:30pm Session V: Barriers to Mobile Money Uptake 
Chair: Mr. Selorm Adadevoh, Millicom Ghana Ltd 
Paper Presentation: The Slow Adoption of Mobile Money Services in Ghana: An Evaluation of Consumer Perception 
Presenters: Ishmael Apliah Gyamerah, Central University College, Accra Ghana, Zangina Ishaq, University of Cape Coast, Ghana, Benjamin Amoah, Central University College, Accra Ghana 
Paper Presentation: Challenges Facing the Uptake of Mi-insurance Loyalty Based Life Insurance Schemes: A Case Study of the yCover Micro-Insurance Scheme in Kenya 
Presenters: Karani N. Nelson, Egerton University, Kenya, Cyrus Isabake, The Mombasa Polytechnic University College, Kenya 
Paper Presentation: Barriers to Uptake and Use, A Case Study of Agency Banking in Kenya 
Presenters: Dr. Martina Muthue, Multimedia University College of Kenya, Dr. Ndelit Ndai, Multimedia University College of Kenya 
2:30pm – 3:00pm: Panel Discussion I: Overcoming Barriers to Mobile Money Use 
Chair: Mr. Emmanuel B. Amponsah, HOD Valley View University 
Performance Management and internal Controls. Ishmael has co-authored works including Determinants of Bank Profitability in Ghana. Ishmael holds a BSc Accounting Degree and MPhil Business Administration Accounting option from the University of Ghana Business School. He is a member of the examination committee at the Central Business School and also a course advisor. Aside academics, Ishmael loves football and watching movies, he was one time the secretary to the finance committee at the Mamprobi Baptist Church. 
Cyrus Isabake 
He is a participating researcher at the Mombasa Polytechnic University College, Kenya. 
Zangina Ishaq 
Before enrolling on the PhD program at the Queensland University in Australia he was a lecturer in Accounting and Auditing at the University of Cape Coast, prior to this he worked at Standard Trust Bank now United Bank of Africa (UBA). He holds a BSc Accounting Degree, MPhil Business Administration Finance from the University of Ghana Business School. He is a qualified accountant at the Association of Certified Chartered Accountants (ACCA). Zangina’s research interests are Capital Structure, Asset Pricing, and Corporate governance. Some works co-authored by Zangina includes ‘Corporate liquidity management of listed firms in Ghana’, Corporate governance, disclosure and foreign share ownership on the Ghana Stock Exchange, ‘Efficiency and Risk-Taking Behaviour of Ghanaian Banks’, ‘Mutual Fund Performance in Ghana’, ‘Stock market development and financing decisions of listed firms in Ghana’, ‘Ownership structure, corporate governance and corporate liquidity policy: Evidence from the Ghana Stock Exchange’. Outside academia, Zangina loves football and watching movies. 
Mark-Oliver Kevor 
He has been a lecturer in the ICT Department of the Presbyterian University College, Ghana for 6 years. He has co-authored a paper on the challenges of e-learning and authored a book on e-counselling in Ghanaian higher institutions. He holds a BSc Electrical/Electronic Engineering and an MSc ICT/Management from KNUST. 
Philip Machoka 
He is a lecturer in the School of Science and Technology at United States International University. 
Martina Muthue 
She holds a PhD in Communication and Information Studies from the University of Nairobi and is a founder member of the Africa Mobile Money Research Centre which hosted a successful World Mobile Money Conference in Nairobi, Kenya in April, 2012. 
Nandhi Arul Mani 
After obtaining her doctoral degree from the Faculty of Management Studies, she had been researching in urban poverty, microfinance, self-help groups, mobile banking and financial inclusion. She has collaborated on studies for IFAD, Rome. She has 35 years of teaching undergraduate and post-graduate students. Areas of teaching relate to Microeconomics, Management, Marketing Management at the undergraduate level and Marketing Management, Consumer Behaviour, and Managerial Economics at the Post Graduate level. She has been awarded grants by the IMF, University of California, Irvine for her work on cyclerickshaw pullers in Delhi and EKO mobile banking. Currently she is the lead investigator of an action research on banking the unbanked rickshaw pullers on a grant from IMF.
Project Management, IT Governance and Computer Networking and System Integration. He holds an M.A in Information Technology from Lincoln University in the UK and recently completed the University of London external LLB degree.

He worked as a banker for 10 years before making a career move into Information Technology and was head of Information Technology faculty of the National Banking College in Accra for 4 years and ATM System Analyst at Standard Chartered Bank.

Eric Amaniku
He is a researcher and lecturer in the ICT Department of the Presbyterian University College. He has authored two books (Assessment of Security Controls and Mobile and Web Applications Support System which are performing creditably well on the international market. He holds B.Sc. ICT and M.Sc. ICT with Management from KNUST.

Benjamin Amoah
He joined Central University College as a lecturer in October 2008, after 13 months of services at Barclays Bank of Ghana Limited. At Barclays, he was an operations processor at the international payment services division at the Bank. This gave Ben as he is called a wonderful practical industrial experience in banking which has in no small way impacted positively on his professional and commitment outlook to work as a lecturer. At Central University College Ben works as Lecturer in Investment Banking and Financial Management at the Department of Finance, he is a course advisor for his department and examination committee member at the Central Business School. He holds a BSc Banking and Finance Degree, MPHil in Business Administration Finance Option from the University of Ghana Business School; he is a certified securities personal by the Ghana Stock Exchange, a final level candidate of the Association of Certified Chartered Accountant (ACCA), and a final level candidate of the Chartered Institute of Bankers (CIB) Ghana. His research interest includes Bank Management, Money and Capital Market issues, investment management issues and Financial Services Management. Ben co-authored ‘Efficiency and Risk-Taking Behaviour of Ghanaian Banks’, ‘Mutual Fund Performance in Ghana’ and ‘Determinants of Bank Profitability in Ghana’. He is working on other articles in progress on asset pricing, off Balance Sheet Activities management among others. Outside academia, Ben loves football and also a Sunday school teacher.

Vivian Dzokoto
She is an Associate Professor at Virginia Commonwealth University and a Researcher at the Institute of Money, Technology and Financial Inclusion.

Samuel Eduam
He is currently the Head of AML Unit at ProCredit Ghana. His duties include Developing AML Policy and Procedures, Training of staff, Reporting to Management Board, Regulators and Group Office (Frankfurt), Conducting Risk Assessments and Ensuring effective supervision of the unit. Aside several trainings and workshops attended in Ghana and abroad, Samuel has facilitated AML workshops for compliance managers organized by US Treasury and Bank of Ghana. Samuel’s passion for Education led him to voluntarily support the establishment of a school which has now admitted 10 pupils and employed 4 staff. Samuel holds BSc. Banking and Finance with French.

Ismail Apiah-Gyamerah
He is a lecturer at the Department of Accounting Central University College, prior to this he worked at Armagated Bank now Bank of Africa. He is a student member of the Institute of Chartered Accountant (ICA) Ghana. His research areas include Bank Panelists: Mr. Selorm Adadevoh, Millicom Ghana Ltd, Mr. Solomon Hayford, MTN Ghana, Mr. Ernest Boateng, Airtel Ghana, Mr. Joel Patenaude, 12 Partner, Dr. Peter Ebo Tobbin, GIMPA, Ismail Adam, Bank of Ghana
3:00pm – 3:30pm: Workshop I: Product Demonstration-
Millicom Ghana Ltd., Airtel
3:30pm – 3:45pm: Coffee Break
3:45pm – 4:05pm: Session VI: Innovation in Mobile Money Platforms-
Chair: Ezer Yeyoah Boateng, GTUC

Paper Presentation: Providing Mobile Money Services to Rural Poor Communities via the Ghana Rural Banks Wide Area Network Infrastructure
Presenter: William Allassani, University of Professional Studies, Legon-Accra, Ghana
4:05pm – 4:50pm: Time With Consumers Key Takeaways of the Day’s Proceedings-
Prof. Edwin Clifford Mensah, UNIC-Pembroke, USA, Prof. Vivian Dzokoto, Virginia Commonwealth University, USA

Bios of Researchers

DAY 2 – WEDNESDAY, MARCH 13, 2013
9:00am – 10:00am: Exhibition Session
Exhibition by Telecom Operators and Financial Institutions
10:00am - 10:20am: Session VI: Mobile Money And Saving Practices-
Chair: Dr. Francis Agyenim-Boateng, GTUC

Paper Presentation: Mobile Banking and Saving Practices of Low Income Households – Evidence from India
Presenter: Prof. Mani Arul Nandhi, PhD, Jesus and Mary College, University of Delhi, Chanakapyur, New Delhi
10:20am – 10:50am: Workshop II: Product Demonstration MTNSkii on Mobile Money (In the local dialect)
10:50am–11:10am: Session VIII: Role Of Retailers In Enhancing Mobile Money Uptake
Chair: Dr. Gilbert Aryee, GTUC

Paper Presentation: E-Money for Enhancing Financial Inclusion - A Case Study of M-Pesa Agents in Kenya
Presenters: Mrs. Akosa Wambalaba, School of Social Sciences and Humanities, Mr. Philip Machoka, School of Science and Technology (SST) Nairobi, Kenya, Patrick M+ndi, School of Science and Technology (SST), Nairobi, Kenya, Prof. Francis Wambalaba, Chandaria School of Business (CSB), Nairobi, Kenya
11:10am – 11:25am: Snack Break
11:25am-11:45am: SESSION IX: Mobile Money Service Applications
Chair: Yaw Owusu-Agyeman, GTUC

Paper Presentation: Examining the Potential in Developing Mobile Money Services to Meet the Needs of Tertiary Students in Ghana
Presenters: Benjamin Amoah, Central University College, Accra Ghana, Ismael Apiah-Gyamerah, Central University College, Accra Ghana, Zangina Isshaq, University of Cape Coast, Ghana
11:30am – 12:10pm: Panel Discussion II: Mobile Money Use through Service Provision Chair: Mr. Isaac Awuku, CEO, Strategic Corporate Resources Ltd., Panelists: Harriet Owusu, UBA, Abdul-Majeed Rafat, MTN Ghana, Jessica Osborn, Millicom Ghana Ltd., Carl Ashia, Airtel Ghana, Dr. Ndeti Ndaiti, Multimedia University College of Kenya, 12:10pm – 12:50pm: Session X: Enhancing Uptake Chair: Prof. Mani Arul Nandhi, Jesus and Mary College, University of Delhi, Charniypuri, New Delhi, Paper Presentation: Integration of m-Payment system in e-Commerce for Small and Medium Scale Enterprises in Ghana Presenters: Kever Mark-Oliver, Presbyterian University College, Ghana, Amankwa Eric, Presbyterian University College, Ghana, Paper Presentation: The Role of Rural Banks in Providing Mobile Money Services to Rural Poor Communities: An effective integration approach of Rural Banks and existing mobile communications infrastructure. Presenter: Koster Quist-Apheteli, GTUC 12:50pm – 2:00pm: Lunch 2:00pm – 3:00pm: Panel Discussion III: Time with the Informal Sector Chair: Prof. Vivian Dzokoto, Virginia Commonwealth University, USA, Prof. Edwin Mensah & Prof. Richard Kong, UNIC-Pembroke, USA 4:30pm – 4:40pm: Closing Remarks Dr. Robert A. Baffour, Vice President, GTUC 4:40pm: Cocktail financial snapshots of 214 travelers and found many to be relatively more financially-organized and banked (over 45% reported carrying a payment card) than the general population. A small number reported having a mobile money account and many reported having 2 of more SIM cards. Many of the travelers indicated they were traders and this group reported the greatest satisfaction with cash. The paper offers a full summary, with observations and commentary. A second aspect of this research involved interviews with industry and government stakeholders to chart ways forward to increase the adoption of digital money when crossing these borders. A few potential pilots emerged and most require initial consultation with the various central bank regulators; the World Bank is interested in sponsoring discussions in late February 2013. Keeping the Guards on while Implementing and Accepting Mobile Financial Services in Ghana Zangina Ishaq, Appiah Ishaq Iyamah, and Benjamin Amoah Technology has been of immense benefit to mankind in different fields the world over and Ghana is no exception. The financial services industry in Ghana has in the recent past presented to consumers a plethora of services aimed at making financial transactions easy. While welcoming the change and new trends in meeting the needs of savvy technologically inclined consumers, one would like to raise the need to ward and keep off individuals who would like to take advantage of users of the other wise valuable financial services. This paper reviews literature on mobile financial services and presents core areas of risk concern that stakeholders would have to watch and manage in order to protect the interest of all the users of this service, making references to experiences from other countries that have been successfully in rolling out Mobile Financial Services. Our findings suggests that areas that needs to be monitored includes the retailers, the client, providers of mobile technology software, staff members of the mobile services providers, and the regulators of the financial services industry. In other words everybody in the chain of rendering and consuming mobile financial services has a responsibility to keep the system safe for the success of the service. Barriers to Uptake and Use of Agency Banking Products Targeting Poor and Marginalized Populations in Kenya Dr. Martina Mutheu and Dr. Tonny Omwansa In February 2011, the Central Bank of Kenya (CBK) released regulations allowing banks to recruit third party agents to offer limited banking services on their behalf. Though this seemed a welcome move because the agency banking promised to provide an extension of traditional banking services to the un-banked, a study on the stabilization of agency banking products in Kenya found out that these models were experiencing difficulties in rollout, uptake and use by the poor and marginalized populations. This paper discusses the various use experiences and challenges cited in the study as well as mobilization strategies with the aim of providing an effective trajectory to guarantee increased uptake, use and sustenance of these products for the benefit of poor and marginalized populations. Patrick Afandu He is a lecturer in the School of Science and Technology at United States International University. William Allassani He is a lecturer at the Information Technology Department of the University of Professional studies, Accra (formerly Institute of Professional studies). His current research interest is in E-Banking, E-Commerce, IT
ABSTRACTS

The Slow Adoption of Mobile Money in Ghana:
An Evaluation of the Perception of the Ghanaian Tertiary Student
Appiah Ismael Gyamereh, Zangina Isshaq and Benjamin Amoah

This study investigates the slow adoption of mobile money services in relationship with attitude of Ghanaians towards technological change. Questionnaires were randomly distributed to students of tertiary institutions in Ghana. The Likert Scale was used to rank the views of customers of mobile money services. Descriptive statistical tools of means and standard deviation were used in analyzing the survey data. Perceived security concerns and the trustworthiness of the mobile network system by mobile phone users determine their intent to adopt mobile money services. The study did not explore the difference in experience of respondents with the different mobile network providers which could affect the perception of mobile users.

Examining the Potential in Developing Mobile Financial Services to meet the needs of Tertiary Students in Ghana
Benjamin Amoah, Appiah Ismael Gyamereh and Zangina Isshaq

Mobile Money Services thrives on consumers who are comfortable with technology and in an environment where people make transactions using mobile phone. The tertiary students present a good group of persons who fall into this category as they find themselves at a transitional stage of life with a short time to taking up full responsibility of their affairs. This paper presents mobile financial service opportunities that would be of benefits to Mobile Money Services Providers and the tertiary students which can also be extended to other groups of people in Ghana. Questionnaire administered with elements of the Technology Acceptance Model (TAM) and Users Gratification Model research to some students of tertiary institutions in Ghana and analysed reveals that, areas which readily presents potential for the usage of Mobile Money Service includes, payments of school fees, hostel fees, buying of books, accessing of students loan, payments for photocopies and other personal financial services. Factors of concern for these students in using mobile financial services include, easiness of use, security of transactions, and mobile money accounts management. From chi-square analysis carried out reveals a strong relationship among the products and also a strong significant relationship for the factors of concern for the students. As the monetary authorities’ works on making the Ghanaian economy more cashless, the service providers then have some of these fertile grounds to consider.

E-Money for Enhancing Financial Inclusion – A Case Study of M-Pesa Agents in Kenya
Mrs. Akosa Wambalaba, Mr. Philip Machoka, Patrick Afundi and Prof. Francis Wambalaba

This study investigated implications of mobile money (M-Money) in society. It sought to determine performance and how business partnerships and agent networks responded to developments in m-money ecosystem. Inability were challenges that agents face in doing their business, potential for m-transaction’s enhancement of MDGs at bottom of the pyramid and challenges regulators must contoured to create a financial inclusive environment. The research targeted MPESA agents, used a case study approach and triangulation of exploratory and descriptive research designs.
Amankwa Eric and Kever Mark-Oliver

The adoption of e-commerce by SMEs in Ghana has been slow due to certain barriers including lack of e-payment penetration, trust and high cost of investment. According to the National Communication Authority, the total Cellular/Mobile Voice Subscriber Base in Ghana as of September, 2012 stood at 24,884,195. This suggests that a payment medium via the telephone has a high potential patrarnage. However, the SMEs are yet to adopt the strategic benefits mobile money payment systems present. This is due to lack of integration of the mobile money payment system into the Supply Chain of these SMEs and uncertainties of their profitability. This paper therefore proposes a model for an e-Commerce partnership between Mobile Money Payment Service Providers (MMPSPs), Suppliers and Courier Service Providers to render e-Commerce services to customers with payment made through mobile money. Focused Group discussions were conducted among SMEs and questionnaire administered to customers to gather the requirements of the proposed model. An e3-value model that could be used to analyse the profitability of such partnership was also developed.

The Role of Regulators in the Mobile Money Industry

Samuel Eduam

MNOs in recent times have introduced several innovative products and services onto the Ghanaian market to its customers both poor and rich. One such fascinating innovation is the mobile money – that is, the use of mobile phone to transfer cash - usually transacted in partnerships with Banks. The essence of the study was to ascertain the role of NCA and BOG as regulators for this service. Results of the study showed that the NCA currently promotes fair competition and ensures that customers get good quality of service from MNOs while BOG supervises activities related to the business of banking. In the midst of these roles, both regulators have not coordinated enough controls to prevent abuse of this invention and have ultimately not sort the total satisfaction of customers. To this end, recommendations were made to ensure these shortcomings arc corrected.

Challenges facing the uptake of M-insurance loyalty based life insurance schemes: A case study of the yCover micro-insurance scheme in Kenya

Karani N. Nelson and Cyrus Isaboke

This study sought to establish the challenges facing the uptake of the yCover micro-insurance scheme in Kenya. Various forms of micro-insurance have been available to some low income people in Africa; cooperative insurers since 1970s, community based health insurance schemes in the 1980s and specialized insurance products in mid-1990s. But the uptake still remains low and is still considered to be for the elite. The research design was a descriptive survey that was carried out country wide. The population of the study was yu members while the accessible population was made up of 2,000 yu members sampled from the entire yu subscribers’ population which was stratified according to the location of the membership centres. A semi-structured questionnaire was used as the data collection instrument and both descriptive and inferential statistical analysis techniques were used to analyse the data. Interviews were used in cases where respondents’ literacy levels are low. Distribution skills were found to affect the uptake of the cover. An interesting intervening variable – operator market share – emerged as a determinant of the uptake of the cover since respondents explained that if the product was available in other networks, they could have embraced it easily.

Extending Mainstream Financial Services to the Poor and Marginalized. A Case Study of Agency Banking In Kenya

Dr. Martin Mutheu and Dr. Tonny Omwansa

A large number of the poor and economically disadvantaged and other vulnerable groups continue to remain excluded from the mainstream society devoid of necessary services among them formal financial services. These populations have hitherto become vulnerable and continue to suffer in the hands of alternative exploitative financial service providers. Mainstream financial access promises the poor of independence, freedom and quality life. Mobile banking; an ICT based innovation demonstrates ability to conquer societal, supply and demand barriers to financial inclusion through its three main characteristics i.e. flexibility, self expansion and recombination. However a study on financial inclusion of the poor and marginalized in Kenya indicated that extending financial services to these populations does not necessarily guarantee uptake and use. This paper focuses on conditions that determine actual take up of financial services by poor and marginalized populations and must prevail if these populations are to use the services in beneficial ways to their lives.

Mobile Banking and Saving Practices of Low Income Households – Evidence from India

Ms. Mani Arul Nandhi

This paper is drawn out from a recently concluded study that explored the impact of mobile banking on the savings behaviour and practices of low income households in Delhi, India. Focus of the paper is whether mobile money acts as a substitute or complement to their existing saving practices where cash