

## **The mediating role of Information professionals in Environment scanning for the Intelligent Corporate Financial competitive edge in Kenya. (2015).**

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### **Abstract:**

The strategic value of competitive information to a corporation has received increased attention in management, business practice and information literature. Top level managers make strategic decisions that place the organization in situations that allows it to compete and adapt to turbulent environments in which the competition, market, technology, and social conditions are constantly changing. This paper aims at establishing the mediating role of information professionals in obtaining and disseminating information to enable the top level managers makes strategic decisions. The specific objectives are to; establish the sources of information for scanning, investigate environmental scanning methods utilized, establish the communicative methods utilized by information professionals to disseminate information and investigate the factors limiting effective environmental scanning. The study adopted a multi-case study of four financial institutions namely Bank of Africa, Kenya Women Finance Trust Microfinance and Old Mutual. The study purposively selected information professionals comprising senior librarians, and Archivists and Records Officers, and ICT librarians. Data collection was conducted using open and closed ended questionnaires and data was analyzed using quantitative techniques. Findings indicate that information professionals utilize various formal and informal environmental scanning methods especially virtual methods. However they are limited by factors such as funds. The study recommends that the Information professionals and the information center should make an effort to become the epicenter of a company's environmental scanning programme by becoming more proactive in promoting and defending their role within their own company.

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