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Mobile Money Adoption in Ghana: Why So Long? (IMTFI Blog)

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Tuesday, March 12, 2013

Mobile Money Adoption in Ghana: Why So Long?

IMTFI fellows Cliff Mensah and Richard Zhixin Kang report from Accra, Ghana on the conference "Reaching the Unreached: Mobile Money Uptake in Ghana." See the program [here](#).

Are Ghanaians tired of change or reluctant to change? Or they simply do not know about "it?"

What is IT? she asked.

Mobile money, we answered.

Is IT here ... in Ghana? How does IT work?

This is an excerpt from a dialogue we had with a respondent while collecting data in the streets of Accra, the capital of Ghana; unfortunately, it reflects the views of many Ghanaians who could benefit from the use of mobile money (MM). Without apportioning blame, we ask: How can "IT" be used, if "IT" is not known?

In light of Ghana's longue duree of monetary instability and financial transformations, it would be safe to say that, for Ghanaians, the past has been a *fog of monetary transitions*. From the use of cowrie shells to barter, fiat money, colonial currencies used alongside local currencies, and other currency modification exercises, Ghanaians' (as well as much of West Africans') experience with multiple and changing currency regimes is well entrenched in people's daily lives (see, for instance, Jane Guyer's introduction to *Money Matters* (1994). Given this historical penchant for adaptability, the reticence to the adoption of newly introduced financial instruments—such as mobile money services—is surprising. Further, given the successes of other MM services in comparable African countries (such as the success of MPESA in Kenya), new MM initiatives in Ghana were seen as having the potential to combat poverty in a country where the gap between the "Haves" and "Have not" is widening rapidly. Unfortunately, this is yet to be realized

The case of mobile money uptake in Ghana, thus far, has been anything but successful. One wonders whether this is due to [the regulatory environment](#), the lack of trust in the service providers, a simple lack of knowledge, or the spate of fraudulent online activities plaguing the nation. To address the low uptake of mobile money, a diverse body of researchers, practitioners, retailers and consumers of telecommunication products is convening to discuss the issue at a 2-day conference on MM uptake titled, "Reaching the Unbanked," and scheduled to take place at the Ghana Technology University at Tesano, Accra-Ghana on March 12th-13th. The conference is bringing together all the relevant stakeholders in the mobile money industry in Ghana to deliberate on the slow adoption of mobile money and strategies to improve its uptake.

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Following a speech by Ghana's current Minister of Communication Dr. Omane Boamah, [Peter Zetterli](#) of the Consultative Group to Assist the Poor (CGAP) presented the keynote address. While addressing the conference theme in a keynote titled: "Mobile Money in Ghana—Why Has it Taken So Long and Where are We Headed?" Zetterli focused on "illustrating the critical importance of getting agent networks right and outlining the key areas involved in doing so." Following the keynote address, conference participants have begun to engage in panel sessions, research presentations and consumer-service provider interactions to foster a better understanding and awareness and uptake of mobile money.

Conference panels address the following themes:

- Mobile Money as a Payment Platform for Goods and Service
- The Role of Regulators in the Mobile Money Industry
- Market Potential for Mobile Money
- Sociocultural Challenges in the Use of Mobile Money Services
- Mobile Money Penetration among Urban Poor and Rural Communities in Ghana
- Developing Strategic Partnerships in Providing e-Money Services
- The Role of Rural Banks in Providing Mobile Money Services to Rural Poor Communities
- Innovation in Electronic Financial Services
- Mobile Money and Microfinance
- The Role of Retailers in Enhancing Mobile Money Uptake
- Barriers to Mobile Money Uptake

As a segue to a rigorous discussion on the issues underpinning the low adoption rates of MM in Ghana, researchers from Ghana Technology University will discuss the consumer perception of MM; they will contrast the views of the urban poor with that of their rural counterparts. The discussion will build upon preliminary findings from survey data collected in Accra, Ghana's capital city and Swedru, the capital of the Agona West municipality of the Central Region (about 1 ½ hours' drive from Accra). The municipal district shares common borders with AkimAkroso of West Akim to the northeast and Winneba of the Effutu municipality to the northwest. The Agona West Municipality covers an area of 667 square kilometers and a population size of 160,000. Trading and farming are the two primary sources of livelihood. Data from Swedru was collected from 100 retailers and 300 consumers as opposed to the 250 retailers and 500 consumers interviewed in Accra.

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While this data is by no means sufficient to make conclusive judgments about Ghanaians' perception of mobile money, it is a first step towards providing a sense of the MM landscape in Ghana; further, it aims to provide different stakeholders, especially MM service providers, access to the thoughts, needs, and preferences of their clients.

The uniqueness of this conference compared to others cannot be overemphasized. The program is carefully designed to foster communication between service providers, transactional agents, regulators and consumers. Currently, about 144 participants from *all walks of life* are attending the conference. This includes MM service providers, financial inclusion experts, development agency representatives as well as local market women entrepreneurs, financial operators in the informal sector and other community leaders as well. As we speak, MM scholars are meeting practitioners to increase the awareness of mobile money, enhance consumer knowledge, and improve its usage in Ghana. This conference will be one of a kind!

Posted by Taylor at [3:12 PM](#) 

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Ghana
Technology
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REACHING THE UNREACHED: MOBILE MONEY UPTAKE IN GHANA

MARCH 12-13, 2013
GHANA TECHNOLOGY UNIVERSITY COLLEGE

Private Mail Bag 100, Accra North.
Tel: 0302 221412 / 221446 / 221456 / 221479 Fax: 0302 223531
email: info@gtuc.edu.gh Website: gtuc.edu.gh



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 of 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 Statistical, 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.

Ndeti Ndati

He holds a PhD in Communication and Information Studies from the University of Nairobi. He is currently the Associate Dean in the Faculty of Media and Communication, Multimedia University College of Kenya.

Karani N. Nelson

He is a Principal researcher at Egerton University, Department of computer Science, Kenya.

Tonny Omwansa

He holds a PhD and is a Lecturer at the School of Computing and Informatics, University of Nairobi.

Joel Patenaude

Joel Patenaude is a 1982 graduate of Worcester Polytechnic Institute and a 1987 graduate of the University of North Carolina at Chapel Hill. He has run 3 businesses: an industrial development corporation, a frozen foods manufacturer and a garden products importer. In 2009 he developed a LEED-certified (green) commercial building in New Jersey, which he now owns and manages. Patenaude's experience in Africa began in 1982 as a US Peace Corps Volunteer working for Kenya's Ministry of Local Government. His import business included suppliers in Ghana, Ivory Coast, Kenya, South Africa and Morocco. He started J2 Partners in 2009, and has since has worked with an Africa-focused e-payments business, and this led to the research he is presenting at this conference.

Kester Quist-Aphetsi

He is a lecturer at the Faculty of Informatics at Ghana Technology University College.

Akosa Wambalaba

She is a lecturer in the School of Social Sciences and Humanities at United States International University and a doctoral student at Gordon Institute of Business in South Africa.

Prof. Francis Wambalaba

He is a Professor of Economics and the Associate Deputy Vice Chancellor for Research at United States International University.

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 dumbfounded 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 Consultative 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 Offe**, GTUC, **Prof. Edwin Clifford Mensah**, UNC-Pembroke, USA, **Prof. Zhixin Richard Kang**, UNC-Pembroke, USA, **Prof. Vivian Dzokoto**, Virginia Commonwealth University, USA

11:15am – 11:35am: **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 GILA, West Africa

Presenter: **Mr. Joel Patenaude**, J2 Partners

11:35am – 12:00pm: **Session III: Mobile Money Lived Experiences**

Mr. Ayso van Eysinga, Cocoa Abrabopa 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 Isshaq**, University of Cape Coast, Ghana, **Ishmael Appiah 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 Appiah Gyamerah**, Central University College, Accra Ghana, **Zangina Isshaq**, University of Cape Coast, Ghana, **Benjamin Amoah**, Central University College, Accra Ghana

Paper Presentation: Challenges Facing the Uptake of M-insurance Loyalty Based Life Insurance Schemes: A Case Study of the yuCover Micro-Insurance Scheme in Kenya

Presenters: **Karani N. Nelson**, Egerton University, Kenya, **Cyrus Isaboke**, The Mombasa Polytechnic University College, Kenya

Paper Presentation: Barriers to Uptake and Use. A Case Study of Agency Banking in Kenya

Presenters: **Dr. Martina Mutheu**, Multimedia University College of Kenya, **Dr. Ndeti Ndati**, 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 love football and watching movies, he was one time the secretary to the finance committee at the Mamprobi Baptist Church.

Cyrus Isaboke

He is a participating researcher at the Mombasa Polytechnic University College, Kenya.

Zangina Isshaq

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 of 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 Mutheu

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 IMTFI, University of California, Irvine for her works on cycle rickshaw 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 IMTFI.

Project Management, IT Governance and Computer Networking and System Integration. He holds an MBA 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 Amankwa

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 of the Bank. This gave Ben as he is called a wonderful practical industrial experience in banking which has in no small way imparted positively on his professional and commitment outlook to work as 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.

Ishmael Appiah Gyamerah

He is a lecturer at the Department of Accounting Central University College, prior to this he worked at Amalgamated 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**, J2 Partners, **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 Yeboah 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, UNC-Pembroke, USA, **Prof. Vivian Dzokoto**, Virginia Commonwealth University, USA

DAY 2 – WEDNESDAY, MARCH 13, 2013

9:00am – 10:00am: **Exhibition Session Exhibition by Telecom Operators and Financial Institutions**

10:00am - 10:20am: **Session VII: 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, **Chanakyapuri**, New Delhi

10:20am – 10:50am: **Workshop II: Product Demonstration MTNSkit 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 Afundi**, 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, **Ishmael Appiah 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 Rufai**, MTN Ghana, **Jessica Osborn**, Millicom Ghana Ltd., **Carl Ashie**, Airtel Ghana., **Dr. Ndeti Ndati**, 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, Chanakyapuri, New Delhi.

Paper Presentation: Integration of m-Payment system in e-Commerce for Small and Medium Scale Enterprises in Ghana

Presenters: **Kevor 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: **Kester Quist-Aphetsi**, 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

Panelists: **Mr. Ayso van Eysinga**, Cocoa Abarabopa Association, **Mrs Mercy Naa Afoowa Gyan**, Greater Accra Market Association, **Ms. Eva Esi Maison**, Kaneshie Market Association, **Kwasi Donkor**, Millicom Ghana Ltd., **Mr. Seth Obiri**, MTN

Ghana, **Ms. Cynthia Tano**, Standard Chartered Bank, **Esther Amakye**, Airtel Ghana

3:00pm – 3:20pm: **Session XI: Reaching the Unbanked**

Chair: **Dr. Josephine Larbi-Apau**, GTUC

Paper Presentation: Extending Mainstream Financial Services to the Poor and Marginalized. A Case Study of Mobile Banking Products in Kenya

Presenters: **Dr. Martina Mutheu**, Multimedia University, **Dr. Tonny Omwansa**, School of Computing and Informatics, University of Nairobi

3:20pm – 3:50pm: **Panel Discussion IV: Expanding the Service Scope to the Unbanked**

Chair: **Joel Patenaude**, J2 Partners

Panelists: **Mr. Derrick Kwaku Dankyi**, Glife Financial Services, **Ruth Badoo**, MTN Ghana, **Jacob Roex**, Millicom Ghana Ltd.,

Mr. Nii Amankra Tetteh, Barclays Bank of Ghana Ltd., **Mr. Samuel Eduam**, ProCredit Ghana Ltd., **Maame Serwaa Agyekum-Aryee**, Airtel Ghana

3:50pm – 4:30pm: **Time With Consumers**

Key Takeaways of Day's Proceedings

Prof. Vivian Dzokoto, Virginia Commonwealth University, USA, **Prof. Edwin Mensah & Prof. Richard Kang**, UNC-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 or 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 Isshaq, Appiah Ishmael Gyamerah, and Benjamin Amoah

Technology has been of immense benefits to mankind in different fields the world over and Ghana is no exclusion. 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 customers, one would like to rise the need to ward and keep off individuals who would might like to take advantage of users of the other wise noble 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.

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savings play a dominant role in different forms. The findings of the study is based on both quantitative and qualitative methods – interviews, focus group discussions and case studies drawn from 160 mobile banking customers, 23 key informants and non-users. The study brings forth several insights regarding the effects of mobile banking where the users were blending mobile banking in their existing assortment of informal saving methods and bank accounts. A key learning is that saving products for the poor should incorporate design principles based on informal mechanisms to suit the needs of low income users with low, irregular incomes and low savings.

To Use or Not To Use? The Ghanaian Mobile Money Question

Vivian Dzokoto

While the use of Mobile Money is on the rise in Ghana, it can be argued that the uptake of Mobile Money has been slow, despite visible marketing activities by the Mobile Network operators. In this paper, the perspectives of users about their decisions to use Mobile Money, and the perspectives of non-users of Mobile Money about their resistance to using Mobile Money over a three year span are discussed. It is hoped that an understanding of the needs and reservations of non-users will inform future Mobile Money marketing and education strategies in Ghana.

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

Kester Quist-Aphetsi

The rapid spread of mobile phones means that the number of mobile users may already exceed the number of banked people in many low income countries. Mobile phones can also offer a communications

channel for initiating and executing on-line financial transactions. This channel may not only reduce the cost of financial transactions for provider and customer, but also allow new entrants to the financial sector, and new relationships to be formed for distributing services. These changes hold the prospect of accelerating access to financial services on the back of the mobile infrastructure. Mobile telephony offers tremendous promise to facilitate the flow of money among rural and poor families at much lower transaction costs, bringing the bank to those currently unbanked. Realizing this promise will require close collaboration among all stakeholders. But most rural banks do not have mobile banking services for their customers. This made it difficult for the full potential and benefits of mobile money financial services to be realized. Most telecommunication service providers run mobile money service solely for their subscribers without an integrated approach of incorporating and integrating rural banking systems into their existing services this makes it difficult for a full fledged exploitation of the mobile financial market. This paper looks at the existing mobile money services and takes critical look at the positive advantages of effective integration approach of Rural Banks and existing mobile communications infrastructure as well as proposing a model for such integration.

Present-Day Money Handling and Mobile Money Opportunities in Greater Ibadan-Lagos-Accra, aka GILA, West Africa

Joel Patenaude

This paper summaries new research on crossborder money-handling practices and the implications for cross border digital money within a study area that includes southern Ghana, Togo, Benin and Nigeria. This work was funded by the IMTFI. We documented

ABSTRACTS

The Slow Adoption of Mobile Money in Ghana: An Evaluation of the Perception of the Ghanaian Tertiary Student

Appiah Ishmael Gyamerah, 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 Ishmael Gyamerah 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 series include, easiness of use, security of transactions, and mobile money accounts monitoring. 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 economy. Implicit 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 confound to create a financial inclusive environment. The research targeted MPESA agents, used a case study approach and triangulation of exploratory and descriptive research designs

and a combination of cluster and convenient sampling. This study concluded that critical success ingredients include widespread infrastructure network and appeal to low income new entrants into the market; amount and availability of the float is not a major impediment; the main threat is fraud, slow system arising from network congestion and security exposure for agents; and the MPESA concept enhances financial accessibility for those at bottom of the pyramid.

Providing Mobile Money Services to Rural Poor Communities via the Ghana Rural Banks Wide Area Network Infrastructure

William Allassani

Under the Ghana Rural Bank Computerization and Inter-Connectivity Project, an activity which was implemented under the Millennium Challenge Account and managed by the Millennium Development Authority, 121 Rural Banks with 534 branches were inter-connected in a V-SAT based Wide Area Network. The project also included the rollout of banking software. Presently the number of banks has increased to 134 with 772 branches. The project aimed at strengthening and improving the capacity of the rural banks to deliver financial services and to offer new banking services, credit services and financial instruments. The Wide Area Network focused on moving cash electronically domestically and internally and making the rural banks part of the country's payment system. This paper makes recommendations on how mobile money services can be implemented over the WAN backbone.

Integration of m-Payment system in e-Commerce for Small and Medium Scale Enterprises in Ghana

Amankwa Eric and Kevor 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 at September, 2012 stood at 24,884,195. This suggests that a payment medium via the telephone has a high potential patronage. 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 (MMPPSPs), 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 whiles BOG supervises activities related to the business of banking. In the midst of these roles, both regulators have not coordinated enough. Again, both regulators have not implemented 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 are corrected.

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

Karani N. Nelson and Cyrus Isaboke

This study sought to establish the challenges facing the uptake of the yuCover 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 the 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 mobile subscribers while the accessible population was made up of 2,000 yu subscribers sampled from the entire yu subscribers' population which was stratified according to the location of the relationship 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. Martina 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 henceforth 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 conger 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 complementary to their existing saving practices –where cash