



Adoption of Electronic Banking in Ghana Banking System

By Dr. David Ackah

GRIN Verlag Feb 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2014 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: A, Atlantic International University (School of Business and Economics), course: Ph.D. Economics, language: English, abstract: Electronic banking (e-banking) has brought about a revolution in the functioning of banks as it offers major opportunities to banks and their customers. This has made the transition to electronic banking a necessity for banks in order to be viable. Despite its benefits, developing countries still lag behind in the adoption of electronic banking. This study therefore seeks to examine the adoption of e-banking in the Ghanaian banking industry with Guaranty Trust Bank Ghana Limited (GTBank) as the case study to identify the benefits, challenges and critical success factors for the adoption of e-banking in the Ghanaian banking industry. The research made use of questionnaires and interviews to collect data from staff and customers of GTBank. The results of the study indicated that e-banking adoption was a business strategy taken by the bank in response to customer needs and the changing marketing trends in...



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