Connect2Recover

International Telecommunication Union

African Advanced Level Telecommunications Institute (AFRALTI)

# Market Resilience in Emerging Digital Economies: Case Study of Kenya during COVID-19 Pandemic

Dr. Geoffrey Gitau Kamau
Email: gkamau@afralti.org

African Advanced Level Telecommunications Institute (AFRALTI)

Connect2Recover

# Overview

- Project Summary and Rationale
- Objectives
- Methodology and Approach
- Tasks and deliverables
- Workplan and M&E
- Question and answers

African Advanced Level Telecommunications Institute (AFRALTI)

Connect2Recover

# Project Summary and Rationale

"Market resilience ensures a dynamic Digital Economy by stimulating competition and innovation (World Bank, 2019; UNCTAD, 2019, ICTA, 2019)."

## Rationale

Ability of the market to self-regulate and provide affordable prices to end-users by maintaining a diverse and competitive market.

## Problem

The Covid-19 pandemic and its control measures have exacerbated the human dependency on digital infrastructures resulting in unprecedented spike on broadband traffic. Thus, increased use of digital infrastructure compared to pre-Covid-19 period.

## Outcome

Achieve reliability and resilience of digital infrastructure, as well as the availability and affordability of connectivity, and enabling the continuity of services.

African Advanced Level Telecommunications Institute (AFRALTI)

Connect2Recover

# Objectives

The overall objective of this research project was to evaluate the Market Resilience in Emerging Digital Economies based on a Case Study of Kenya, during COVID-19 Pandemic. Specific objectives were:

i. To determine the market resilience maturity status in Kenya during Covid-19 phenomenon.

ii. To report on the market changes experienced in Kenya during the Covid-19 phenomenon.

iii. To determine the interventions that were taken for market resilience in Kenya during the Covid-19 phenomenon.

iv. To evaluate the effects of the market resilience responses undertaken in Kenya during the Covid-19 phenomenon.

African Advanced Level Telecommunications Institute (AFRALTI)

Connect2Recover

# Research methodology and approach

- The research used exploratory research study design with mixed method of qualitative and quantitative approach
- Both primary and secondary data has been collected and analyzed
- Target population was selected Government of Kenya departments, private organizations providing critical digital services, ICT focus groups and professionals.
- Data has been analyzed with quantitative and qualitative statistical methods and tools.

African Advanced Level Telecommunications Institute (AFRALTI)

Connect2Recover

# Tasks and deliverables

**The project tasks were divided into three (3) phases:**

**PHASE 1 PROJECT INCEPTION & DESIGN**

Inception meeting Project team members allocation of duties, scope of work definition, Compiling Inception report, establishing communication strategy, initial literature review, designing of data collection tools and their evaluation for validity and reliability.

**PHASE 2 - DATA COLLECTION AND ANALYSIS**

Piloting of the data collection tools, actual data collection for both primary data and secondary data, data analysis and draft report.

**PHASE 3 - COMPLETION OF FINAL DELIVERABLES**

Presentation of the Draft Report to relevant stakeholders, drafting the final report, submission and disseminated of final report to ITU.

African Advanced Level Telecommunications Institute (AFRALTI)

Connect2Recover

# Work plan and M&E

| | | |
|---|---|---|
| **PHASE 1 PROJECT INCEPTION & DESIGN** | 01/12/21 to 17/01/22<br>20 days | Completed 100% |
| PHASE 2 - DATA COLLECTION AND ANALYSIS | 17/01/22 to 11/04/22<br>60 days | • Completed 80%<br>• Preparing draft report |
| PHASE 3 - COMPLETION OF FINAL DELIVERABLES | 11/04/22 to 31/05/22<br>36 days | To commence |

African Advanced Level Telecommunications Institute (AFRALTI)

Connect2Recover

# Question & Answer