ABSTRACT

This study aims at assessing how mobile telephony has revolutionized the management of education systems in Kenya with special reference to Bridge International Academies. Bridge International Academies in the world’s largest education company offering quality primary education within the impoverished parts of Kenya. The following objectives guided the study: to determine the accuracy and speed of a smart phone in conveying information by the academy manager, to identify the advantages of using mobile phone communication in managing Bridge International Academies and to identify the challenges and advantages involved while using mobile phone communication to manage these academies. A case study was conducted through the use of questionnaires to gather both quantitative and qualitative data. The selected sample included academy managers, teachers and parents. The questionnaires were tested first for validity and reliability purposes. Statistical Package for Social Sciences was used to analyze the data collected.

The research findings have indicated that even though mobile phone communication is faced by various challenges, it is an effective and efficient way of managing an education institution. This is because it is reliable and accurate to a great extent.