



**Uva Wellassa
University**

**The Impact of Information Strategy towards the Financial
Performance in Government Banking Sector**

(With Reference to Uva Development Bank)

Dissertation in Fulfillment of Degree of Bachelor of Business Management in
Entrepreneurship and Management

The impact of Information Strategy towards the Financial Performance of the developing banking sector (with reference to Uva Development Bank)

By

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Key Words: *Information strategy; financial performance; Information technology; Organizational performances; Service leadership; Information strategy practices*

Abstract

The primary purpose of this research was to identify the impact of information strategy in the context banking sector with reference to Uva Development Bank. This research paper develops and tests a model to examine the effect of Information Strategy (IS) to the Financial Performance (FP) in the Uva Development Bank branches. This research presents an analytical discussion and empirical evidence of the relationship information technology investment and FP. Theoretical views allow for the complex relationship between the IS and FP. The results are tested on the basis of 10 Uva development branches represent Uva province; data are collected primary and secondary sources. Empirical evidence is presented that IS having indirect, strong positive relationship with FP through organizational performances (OP). Organizational performances are highly depending on information strategy practices with service leadership. For this it is not only affect financial performances but also other organizational practices such as increase service quality, offer fast and memorable service to customers as well