

**INFORMATION COMMUNICATION TECHNOLOGY ADOPTION AND WORK VALUES
AMONG MIDDLE LEVEL ACADEMIC MANAGERS IN SELECTED PRIVATE AND
PUBLIC UNIVERSITIES IN NAIROBI COUNTY, KENYA**

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ABSTRACT

The study investigated the relationship between information technology adoption and work values among middle level academic managers in selected private and public universities in Nairobi County. The null hypothesis of no significant relationship between information technology adoption and work values among middle level academic managers was tested. This study also determined the level of information technology adoption as well as the level of work values in these universities, the study also sought to establish if there is a significant relationship between information technology adoption and work values. Descriptive correlation design was used in this study, from the analysis of the means and the pearsons correlation coefficient, the findings revealed that there is low level of information technology adoption in the universities, fair levels of work values was also discovered. The study also revealed a significant positive relationship between information technology adoption and work values. The study recommended that Universities should comprehensively respond to change by embracing innovation technology adoption. The study further recommended that university management should review their work environment policies so as to align their employees work values to their corporate strategy subsequently improving their productivity.

KEYWORDS: Information Technology Adoption, Good Innovation Practices