EFFECT OF FIRM SIZE ON THE RELATIONSHIP BETWEEN STRATEGIC PLANNING DIMENSIONS AND PERFORMANCE OF MANUFACTURING FIRMS IN KENYA

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Effect of Firm Size on the Relationship between Strategic Planning Dimensions and Performance of Manufacturing Firms in Kenya

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DECLARATION

This thesis is my original work and has not been presented for a degree in any other university.

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DEDICATION

This thesis is dedicated to my parents, the late Jama Ali, and my mother, Maryam Jama for their inspiration and immeasurable sacrifices and lastly, my beloved ones, Fatuma (Asad) Mohamed Ali and our children and Fatuma Jama Issa for their immeasurable sacrifices, encouragement and selfless support.
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ABBREVIATIONS AND ACRONYMS

BRICITS  Brazil Russia, India, China, Indonesia, Turkey and South Africa

BPM    Business Performance Measurement

BPMS   Business Performance Measurement System

BSC    Balanced Score Card

CEO    Chief Executive Officer

EAC    East African Community

EU     European Union

ERS    Economic Recovery Strategy

FSP    Formal Strategic Planning

GDP    Gross Domestic Product

GNP    Gross National Product

IJVs   International Joint Ventures

KAM    Kenya Association of Manufacturers

KBV    Knowledge Based View

KIPPRA Kenya Institute of Public Policy and Research Analysis

KPI    Key Performance Indicators

M&E    Monitoring and Evaluation

MCS    Management Control Systems

MDGs   Millennium Development Goals.

OECD   Organization of Economic Development and Co-operation

PMS    Performance Measurement System

RBT    Resource Based Theory

R&D    Research and Development
ROA  Return on Assets

ROK  Republic of Kenya RPED

Regional Programme on Enterprise Development.

SBU  Strategic Business Unit.

SPFP  Strategic Planning Formality Process

SPI  Strategic Planning Index

SPSS  Statistical Package for Social Science

SWOT  Strength Weakness Opportunities and Threats.

TFP  Total Factor Production

US  United States

WB  World Bank