An Investigation into the Effect of Management Factors on Performance of (Micro, Small and Medium Enterprises) in Kenya

W L Njanja and Prof Rene' Pelissier

Department of Business management, Unisa, P.O. Box 392, Pretoria

E-mail: wanjikulily2000@yahoo.com, pellir@unisa.ac.za

Dr Martin Ogutu

Department of Business Administration, University of Nairobi, Kenya

E-mail: ogutum@uonbi.ac.ke

Abstract

This article forms part of the result of a doctoral study on business enterprises focusing on the Micro, Small and Medium Enterprises (MSMEs) in Kenya. The primary aim was to critically investigate the management factors affecting performance of MSMEs in Kenya. The findings reveal that the critical management factors critical to the different categories of enterprises differed in MSMEs. This creates an important beginning in policy recommendation towards economic recovery in Kenya.

Keywords: Performance, Business enterprises, Management factors, Business categories, Kenya, Micro, Small and medium enterprises.