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The Integrative Effects of Various Management Strategies in the Performance of MSMES

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Abstract

The study of integrative effects of various management strategies in Kenyan MSMEs was an objective in a major study leading to doctoral award. The various management strategies selected were the chief executive (owner manager strategies), human resource, technological, financial, entrepreneurial, marketing as well as interpersonal and environmental factors. Profitability was taken as the measure of performance. A predictive equation was obtained capable of classifying cases into either performance or non performance. Several recommendations were made that would benefit the managers of MSMES.

Key words: Integrative effects; MSMEs; Management strategies; Management factors; Performance