EFFECTS OF STRATEGIC EMERGENT ISSUES MANAGEMENT ON ORGANIZATIONAL PERFORMANCE OF PROCESSING INDUSTRIES: A SURVEY OF CEMENT INDUSTRIES IN KENYA

BY

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ABSTRACT

Strategic issue management is a concept that has taken different shapes over the last few decades, becoming a vital element of strategic value to organizations. In the wake of increasingly turbulent business environment, a well-defined strategic issue management system remains necessary have. This will enable the organization to deal with unexpected changes from the internal or external environments landscape, which if not prudently managed, will pose a potential risk to the expected performance of an organization.

This study was set to determine the effect, objectives and practice of strategic issue management in relation to performance of corporate organizations in Kenya. It also examined the challenges of practice of strategic issue management and gives recommendations on how to overcome the hurdles.

The study is significant to managers and leaders as it brings out the dynamics of strategic thinking, continuous improvement, lean thinking and strategic responses that are applicable in order to have a competitive edge and proactively manage challenges that may lead to poor organization performance. In so doing, the study will assist managers in identifying gaps that may require re-evaluation, hence creating the awareness of the importance of strategic issue management as an essential tool in strategic management corporate organizations. Scholars will also use this study as a basis for further research on strategic issue management in relevant processing industries in Kenya.

This research study took the form of a descriptive survey of the Cement Industries, whose head office are in Athi River, in Machakos region, targeting population of middle and top management. Questionnaires and interviews will be the means of capturing the data.

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