

Effect of strategic leadership on organizational performance of audit firms in Nairobi County, Kenya: a case of Deloitte Kenya

by

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APPROVAL

EFFECT OF STRATEGIC LEADERSHIP ON ORGANIZATIONAL
PERFORMANCE OF AUDIT FIRMS IN KENYA: A CASE OF DELOITTE
KENYA

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Business Administration degree.

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DECLARATION

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PERFORMANCE OF AUDIT FIRMS IN KENYA: A CASE OF DELOITTE
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I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

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LIST OF ABBREVIATIONS AND ACRONYMS

SPSS: Statistical Package for Social Sciences

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ABSTRACT

Strategic leadership has been used by various firms around the world to solve different organizational issues. The purpose of the study was to establish the effect of strategic leadership on organizational performance at Deloitte Kenya. Its objectives were to identify the components of strategic leadership at the Deloitte firm, establish the level of organizational performance at the Deloitte Kenya, and to determine the effect of strategic leadership on organizational performance at the Deloitte Kenya. The study employed descriptive research design. The population of the study was 643 employees at the Deloitte Kenya and the target population was 256 employees drawn from Deloitte Kenya's Administration, marketing, customer service, finance, and Human resource departments. The study used stratified sampling technique to select a sample size of 77 employees. Questionnaire was used to collect data and SPSS version 21 was used to analysis the data. The study found that strategic direction, strategic control, firms resources and corporate culture were employed in Deloitte Kenya and that strategic leadership positively affected the organizational performance of the Deloitte Kenya. The study concluded that there were components of strategic leadership considered by Deloitte Kenya in its operations including strategic directions, strategic controls, corporate culture and firm's resources and that Deloitte Kenya used different measures to gauge the level of its performance in the industry. Therefore the study recommended that the organization should reinforce the components of strategic leadership in the organization in order to improve the organizational performance. The researcher further recommended that a similar study be conducted to other audit firms in order to do a comparison and generalization on the findings.

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