

EFFECTS OF FIRM LEVEL FACTORS ON STRATEGY IMPLEMENTATION IN NON-PROFIT ORGANIZATIONS: A CASE OF KENYATTA NATIONAL HOSPITAL, NAIROBI KENYA

by

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APPROVAL

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

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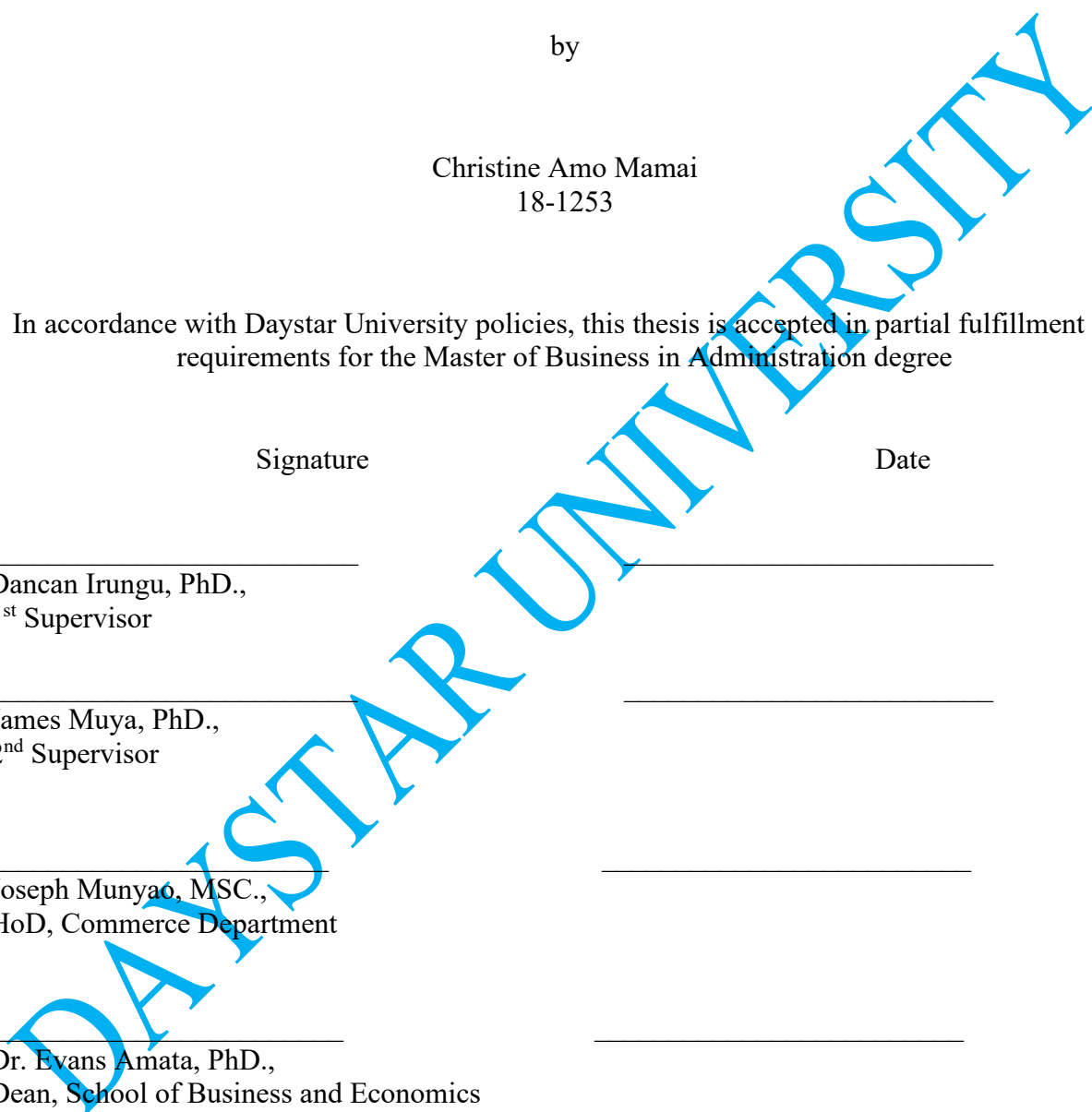
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DECLARATION

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I hereby 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

GoK Government of Kenya

HOD Head of Department

HOU Head of Unit

KNH Kenyatta National Hospital

NSE Nairobi Security Exchange

SPSS Statistical Package for Social Sciences

Govt. Government

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ABSTRACT

Strategy implementation is influenced by firm level factors in an organization. Firm level factors can include organizational culture, leadership, organizational structure, financial resources and skills and competencies. The purpose of the study was to determine the effect of these firm level factors on strategy implementation in Non-profit organizations: A case of Kenyatta National Hospital. The specific objectives were assess key firm level factors at Kenyatta National Hospital (KNH), establish the level of strategy implementation at KNH, determine the effect of firm level factors on strategy implementation at KNH and to examine the moderating effect of government regulations and support systems on the relationship between firm level factors and strategy implementation at KNH. The study used descriptive research design, target population was 305 respondents , sample size of 92 and questionnaire for data collection. Stratified simple random sampling techniques was used. Data analysis involved descriptive and inferential statistics. The study concluded that Organization culture, leadership, organizational structure, financial resources, skills and competencies have a significant positive effect on strategy implementation. Government regulations and support systems have a moderating effect on the relationship between firm level factors and strategy implementation. The study recommended a study to be conducted on the same topic at KNH but should adopt other firm level factors besides organization culture, leadership, organizational structure, financial resources and skills and competencies.