

The Effect of Corporate Environmental Responsibility Strategies on Organizational Performance: A Case of Bamburi Cement Limited

by

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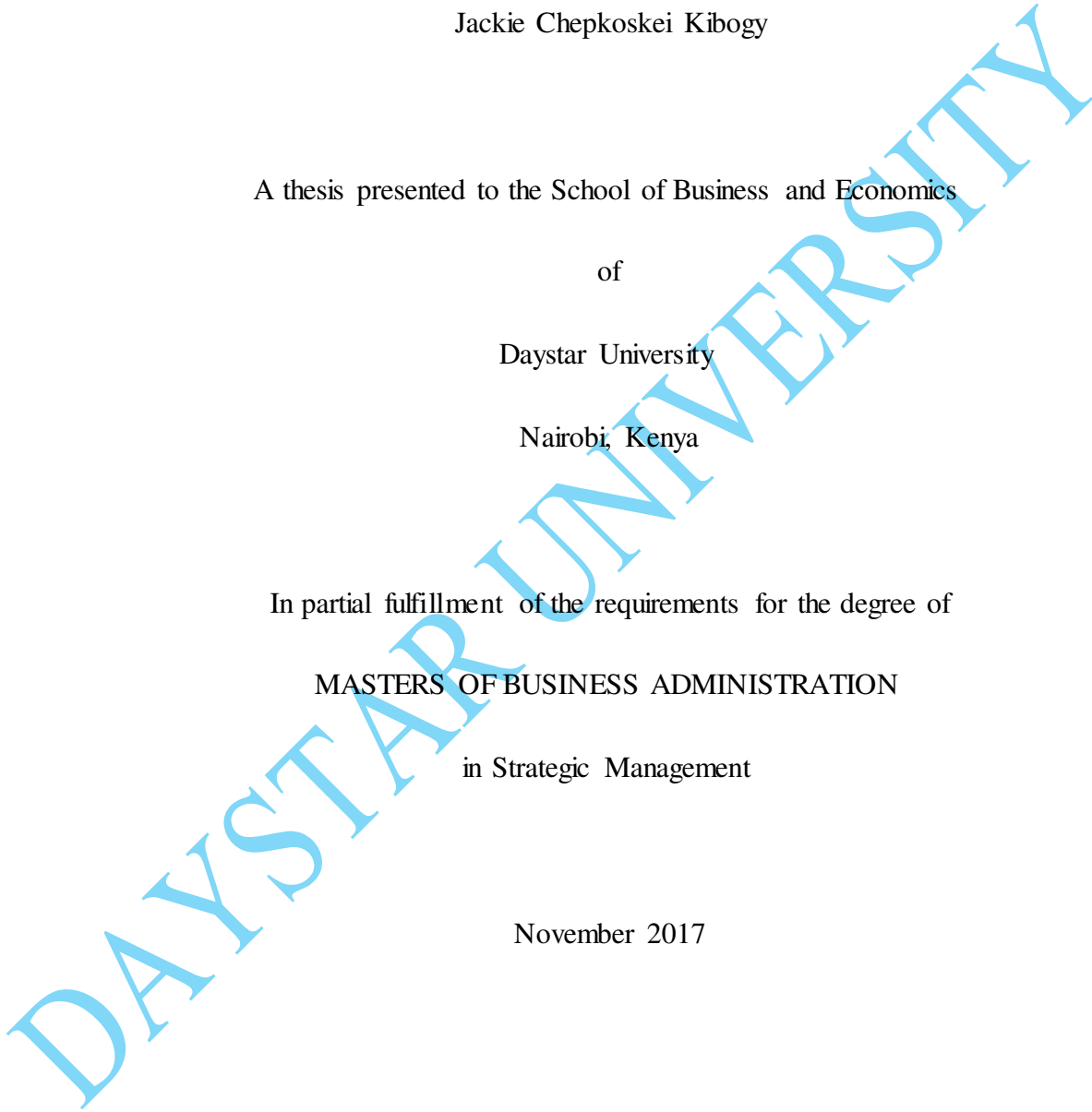
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APPROVAL

THE EFFECT OF CORPORATE ENVIRONMENTAL RESPONSIBILITY STRATEGIES ON ORGANIZATIONAL PERFORMANCE: A CASE OF BAMBURI CEMENT LIMITED

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

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DECLARATION

THE EFFECT OF CORPORATE ENVIRONMENTAL
RESPONSIBILITY STRATEGIES ON ORGANIZATIONAL
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I declare that this thesis is my original work and has not been submitted to another university or college for academic credit

Signed: _____

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I am very grateful to the Almighty God, for giving me strength to go through this demanding but rewarding exercise. The completion of this study was realized through the will of God and contribution of many people. Special thanks go to my 1st Supervisor, Prof. Michael Bowen, and my 2nd Supervisor, Dr. Samuel Muriithi, who patiently and selflessly guided me throughout the entire process despite the normal academic hurdles. I also thank and appreciate the management of Bamburi Cement, for giving me the necessary support needed to conduct the research study with special thanks especially to those who actively participated in giving their opinions by responding to the questionnaires in spite of their busy schedules, without which, the study would not have been duly finalized in due time. God bless you all.

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LIST OF ABBREVIATIONS AND ACRONYMS

CER:	Corporate Environmental Responsibility
CSR:	Corporate Social Responsibility
CO ₂ :	Carbon Dioxide
CoBC:	Code of Business Conduct
LCA:	Lifecycle Assessment
SPSS:	Statistical Package for Social Sciences

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ABSTRACT

The study aimed to find out the effect of corporate environmental responsibility on organizational performance with the case of Bamburi Cement Limited. The objectives that guided the study were to identify corporate environmental responsibility strategies that Bamburi Cement Limited has engaged in, to determine the extent of CER strategies on the performance of Bamburi Cement Limited and to establish challenges faced by Bamburi Cement Limited in engaging in CER strategies. The study applied a descriptive research design. The population of the study consisted of all employees in the organization and data collection was done through questionnaires. The sample size of the study was 52 respondents. Data was collected using a questionnaire and later analyzed using Statistical Package for Social Sciences (SPSS) version 23. Data was presented using frequency tables. One of the key findings revealed that Bamburi indeed engaged in CER strategies with the strongest of them being that the company engaged in environmental management practices. The company developed clean technologies to minimize environmental burden. The study concluded that CER strategies adopted by Bamburi Ltd positively affected its organizational performance. For instance the strategies have an effect on Bamburi's competitive over rival companies. The study recommends that a harmonization of the CER strategies by Bamburi so that they are all enhanced to operate at optimum level and strategies be aligned to enhance their positive effect on competitive advantage, cost-effectiveness and profitability of Bamburi.

DEDICATION

My humble effort is dedicated to my dear husband, Harrison, for your love, affection, support and encouragement. My eternal gratitude also goes to my mother, Asha, a strong and gentle soul. Your prayers of day and night enabled me to achieve such success.

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