

Moderating Effect of Technology Innovation on the Human Resource Management Practices And Firm Performance: A Study of Manufacturing firms in Kenya

Citation:

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Abstract:

Manufacturing in Kenya account for the greatest share of industrial production output characterized by relatively low value addition of 7.5% in 2010 to 2.3% in 2011 and a paltry 25% export volumes with 7% share

regional market and stagnant 10% to GDP sine 1960s.

However, no improvement from practicing managers. This study therefore sought to determine the moderating effect of technology innovation on the human resource management practices and performance of manufacturing firms. Used a census survey of the 68 medium and large manufacturing firms involved in production and marketing of edible oils, soaps and detergents, beverages or sugar registered in the Kenya Association of Manufacturers directory 2012. Data was collected through self administered questionnaires sent to the Production Manager, Brand Manager, Human Resource Manager, Marketing Manager, or the relevant manager dealing with innovations. The main findings of this study reveals that 82% of the respondents perceived that 41% and 80% of the firm's improvement was attributed to technological innovation , 6% indicated that technological improvement had contributed over 80% towards firm

improvement while only 4 % felt that the technological improvement had contributed between 20% and 40% of firm