

Analysis of Human Resource Development as a Source of Competitive Advantage among Leading Telecommunication Companies in Kenya

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Abstract

This study aimed at establishing the role of Human Resource Development as a Source of competitive advantage towards enhancement of performance of Telecommunication Companies in Kenya. The study used survey research design as it was considered most appropriate in facilitating the collection of relevant data whose results were generalized to a defined population. The study used questionnaires and interview methods. A sample of 93 respondent's mainly top and middle level managers from 4 top telecommunication companies in Kenya was scientifically determined. A response rate of 90.3% was obtained. Data collected was analyzed using the SPSS software. Linear regression and other statistical tests were used to establish the nature and effect of various variables under investigation. The study established that Human Resource Development as a Source of Competitive Advantage has a significant effect on the performance of telecommunication companies in Kenya. The study recommended that, among others, telecommunication companies in Kenya continue to invest more in human resource development programs especially those aligned to new products and emerging industry demands.

Keywords

Human Resource Development, Performance, Telecommunication Companies

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