

**EFFECTS OF COMMUNICATION SKILLS ON STRATEGY EXECUTION IN THE AIRLINE
INDUSTRY IN KENYA**

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ABSTRACT

The main objective of this study was to determine the effects of communication skills in strategy execution in the airline industry in Kenya. The study tested the null hypothesis that communication skills does not have a significant effect on strategy execution in the airline industry in Kenya. The population for this study consisted of the employees of sixteen airlines operating internationally, regionally, and locally in Kenya. The total target population were 4560 employees from 16 airlines in Kenya. A total of 354 respondents from 15 airlines were used as the sample size for the study. Descriptive survey design was used for the purposes of this study. Primary and secondary data was collected for analysis. Self-administered questionnaire were used to collect primary data alongside evaluation reports that were obtain for the secondary data on strategy execution. Communication skills had $\beta=0.411$ and p value < 0.05, hence a positive and significant relationship between communication skills and strategic execution. The study recommends that the leaders in the airline industry should adopt and enhance their communication skills.

Keywords: *Communication skills, Strategy Execution, Airline Industry.*

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