

INFLUENCE OF TRAINING AND DEVELOPMENT ON SUSTAINABILITY OF FAMILY OWNED SMALL ENTERPRISES IN KENYA

ESTHER BOYANI OGORO

Jomo Kenyatta University of Agriculture and Technology (JKUAT),

Kenya

DR. KARANJA PATRICK NGUGI

Jomo Kenyatta University of Agriculture and Technology (JKUAT),

Kenya

PROF. ROMANUS ODHIAMBO

Jomo Kenyatta University of Agriculture and Technology (JKUAT),

Kenya

CITATION: Ogoro, E., B., Ngugi, K., P., Odhiambo, R. (2018). Influence of Training and Development On Sustainability of Family Owned Small Enterprises in Kenya.
International Journal of Arts and Entrepreneurship
. Vol. 7 (3) pp 97 – 113.

Intern

ABSTRACT

The study aimed at finding out the relationship between training and development and sustainability of the family owned small business enterprises in Kenya. Family owned enterprises play a key role in economic development through employment creation and availing of products and services to the end users. Some major family owned businesses in Kenya include the Tuskys Supermarkets, Bidco Ltd, Brookside dairy Ltd among others. The firms have significantly transformed the face of corporate sector with massive expansion across the country and in East Africa. However, despite the merit that surrounds the family owned businesses, their performance has been at the threat of decline with many of them ending up closing their doors as a result of increased mismanagement as well as succession chaos. These challenges, combined with the normal business environment challenges pose a big threat to the firms' sustainability. On the other hand, human resource management practices have been argued to be the central enablers of firm performance and sustainability. Through well-tailored employee management practices and ensuring that the human capital is well taken care of, competitiveness of a firm is enhanced. However, there has been little research on the relationship between human resource management practices and sustainability of family owned businesses hence the subject of the study. The study adopted descriptive research design which involves both qualitative and quantitative research methodologies. The design was considered appropriate based on its ability to give more generalized results and enhance the practicability of the variables. The study targeted family owned small business enterprises in Nairobi County which are approximately 16285. Nairobi was chosen since over 90% of the FBEs are located in the area and therefore can act as a representative of Kenya. Stratified random sampling was applied to come up with a study sample of 375 respondents who were obtained from the FBEs in Nairobi County and grouped in manufacturing, trading and service sectors. Questionnaires were used to collect data from the respondents. The data was afterwards be analysed using SPSS software and presented in form of tables, figures and graphs. The study established that training and development significantly and positively enhanced sustainability of family owned enterprises in Kenya. The study recommended that managers of family owned enterprises should embrace training and development to promote performance of the enterprises.

Key Words: Training and Development, Family owned enterprises

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