

**INFLUENCE OF BUSINESS EXCELLENCE MODELS ON ORGANIZATION  
PERFORMANCE: A CASE OF KENYA POST BANK**

**Etah Njoki Njenga**

College of Human Resource and Development,

Jomo Kenyatta University of Agriculture and Technology

P. O. Box 62000, 00200 Nairobi, Kenya

**Corresponding Author email:** [etah.njenga@gmail.com](mailto:etah.njenga@gmail.com)

**Dr. Allan Kihara**

College of Human Resource and Development,

Jomo Kenyatta University of Agriculture and Technology

P. O. Box 62000, 00200 Nairobi, Kenya

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**ABSTRACT**

**Entrepreneurs across the globe are changing business tactics and adopting use of business excellence models with an aim of ensuring they gain competitive advantage in**

**the market. The first decade of the 21<sup>st</sup> Century is characterized by business uncertainty, market globalization and a higher level of competitiveness, what makes companies rethink their strategies and adjust it to changes and requirements, such as market, clients and customers. With the fluctuations in performance of commercial banks, this study examined the effect of business excellence on firm's performance focusing on post bank. Specifically, the study sought to establish the**

influence of

customer orientation and marketing, information technology, leadership and corporate citizenship

on

organization's performance in the banking sector. A

descriptive research design was adopted. The target population of this study was 320 management staff. The study used Krejcie & Morgan formula to determine the sample size of 175 respondents. The study made use of primary data which was analyzed using descriptive statistics like frequencies and percentages and inferential statistics including correlation and regression analysis. The findings indicated that

ICT, customer orientation, leadership and corporate citizenship had a positive and significant influence on

organizational performance of Kenya Post Bank.

The study concluded that ICT influences organization's performance in the banking sector in Kenya positively. The study also established that promotion of community corporate social responsibility by Kenya post bank.

The study recommends Post bank to fully use automation processes in their operations. There is also need to conduct surveys regularly to gather customer information so as to track and assess regularly customers' needs and requirements.

The study further recommends the management to continuously share competitors' information by salespeople. In addition the study recommends the Kenya post bank to promote community corporate social responsibility. Lastly, the study recommends for the promotion of diversity corporate social responsibility.

**Key Words: *ICT, Customer Orientation, Leadership, Corporate Citizenship, Organizational Performance***

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