ABSTRACT

This study examined the significance of strategic management and commercial growth in an enterprise. It is based on the economic assumption which states that there is a close relationship between strategic management of human resource practices and commercial growth. This study used chi square test to assess the hypotheses. The study was conducted in URWIBUTSO Enterprises Ltd among 50 respondents. Cross-sectional survey and a self administered questionnaire were used as an instrument to collect the data needed. Also an interview guide was designed to capture in-depth opinions from key informants. The study was guided by three objectives; the first objective examined predictors for an effective strategic management. It was found that human resource alignment is a key element in strategic management and it has direct effect on commercial growth of an enterprise. This was affirmed by 74.0% respondents who agreed that it enhances creativity for productivity. 70.0% agreed that success of the business depends on employees’ competency. 68.0% agreed that strategic management ensures that resources are well allocated and strengthens business relationship. The second objective was to investigate the effect of strategic management on commercial growth. The last objective was to establish the relationship between strategic management and commercial growth. It was concluded that there was a significant relationship between strategic technology and commercial growth of an enterprise. It was analysed that, properly arranged HR practices can have a positive impact on a firm performance when they are properly implemented. Creating a proper fit or integration is the key issue in SHRM and it is this congruence in organization’s HR practices that impact on the bottom line. It was concluded that our research examined firm performance by assessing some key variables that influence firm strategy development. Finally, the researcher commended that integrating all aspects of a company, is a sin-qua-non to a successful business strategy. Unit levels and functional levels should be integrated for any successful business strategy.