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Analysis of the Relationship between Inter-Functional Coordination on Performance of Universities in Kenya

Inter-functional coordination is one of the market orientation components which is based on the the customer and competitor information entailing a business coordinated effort involving not only marketing department, but all the departments and resources in order to create superior value for customers. The main purpose of the study was to analyse the relationship between inter-functional coordination on performance of universities in Kenya. Descriptive and correlation designs design was adopted for the study. The target population was 63 universities based in Kenya. A total of 115 respondents who include 3 staff and 2 students were selected from a sample of 23 universities. Both stratified sampling and purposive sampling were used in selecting respondents from the population. A structured questionnaire, administered through drop and pick was used in collecting data. Descriptive and inferential statistics were used in analysing data through the multiple linear regression by using of Stata software, SAS System and Statistical Package for Social Sciences. The relationship between market orientation and university performance were analysed using correlation analysis. The results revealed a significant positive relationship between inter-functional coordination and university performance at 1% level of significance. This means that the independent variable (inter-functional coordination) influences performance of universities, implying that that inter-functional coordination is an important market orientation concept that needs to be adopted and implemented by universities in Kenya. This study recommends universities in Kenya to make an effort and focus more on ensuring smooth flow of communication and sharing of information across all departments.

Keywords

Market Orientation, Inter-functional Coordination, Performance

Primary author: Ms BOWEN , Chebet J. Daisy (Kabarak University)

Co-authors: Dr MUHANJI, Stella (Kabarak University); Prof. NJEHIA, Bernard (Kenyatta University,)

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