



Strategic Management, A Tool for Improving Corporate Performance (A Study of Airtel Nigeria)

Onukuba, Fabian Nnoziem

Managing Director/C.E.O (Fabian Onukuba Venture), Nigeria

Abstract

This study was based on Strategic management, a tool for improving corporate performance- A study of Airtel Nigeria (Lagos Mainland Zone). The study made use of descriptive survey design. The descriptive survey studies are those that are concerned with describing the features of a particular individual or of a group. A sample size of 150 respondents comprising of both male and female was drawn using the simple sampling technique. The study made use of primary data. The primary data was obtained using a structured questionnaire which was validated by the supervisor. The study made use of four research questions and two null hypotheses. The data collected were carefully analysed and the formulated hypotheses were tested using Pearson Correlation Coefficient at 0.05 level of significance (2-tailed) for test of hypotheses. The result of the data analysis revealed that; there is a positive relationship between strategic management and building a competitive industry and that there is a significant relationship between strategic management and corporate performance. The study recommended that Organisation should focus their strategies to competitive position because this addresses the degree to which the organization has a stronger capability and potential to fund such strategy programme and serve the client base, and Organizations should have a well-conceived strategic vision that must be communicated to all employees.

Keywords: Investigate, formulate, implement, Strategic management