

**EFFECTS OF ADOPTION OF TALENT BRAND NURTURING STRATEGY ON THE
MANAGEMENT OF GOVERNMENT PARASTATALS IN KENYA**

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ABSTRACT

A review of global good practice in countries with similar development challenges as Kenya identifies five roles for government parastatals in the national development effort. Government parastatals are important in promoting or accelerating economic growth and development and are critical to building the capability and technical capacity of the state in facilitating and/or promoting national development. The specific objective aimed at establishing the influence of adoption of talent brand nurturing strategy on management of government parastatals in Kenya.

The population for this study was drawn from government parastatals with strategic functions in Kenya. Pragmatism paradigm philosophy, mixed method research approach and descriptive survey design were adopted in the current study. Self-administered questionnaire was used to collect primary data. The study also reviewed the previous evaluation reports, strategic plans, periodicals, and taskforce reports to obtain secondary data for analysis. SPSS was used in this study to generate results for interpretation. Multiple linear regression model was used as a tool for analysis and the results generated were presented qualitatively in form of graphs and percentages and quantitatively through tables. The current study tested the null hypotheses in that talent brand nurturing strategy has no significant effect on the management of government parastatals in Kenya. The correlation analysis findings of the study showed a significant positive linkage between management of government parastatals and talent brand nurturing strategy at ($\rho=0.436$).

The study consistently found that there exist a strong interrelationship between the management of government parastatals and the predictor variable, talent brand nurturing strategy. The study recommends that government parastatals in Kenya should adopt talent brand nurturing strategy to boost their management in order to retain the best talents and improve productivity and performance in the respective parastatals. The study aimed to help the academicians, policy makers, leaders, and managers in the government parastatals and private firms to make use of the competitive contemporary talent brand nurturing strategies to achieve desired strategic management objectives.

Key Words: *Human Capital, Management, Parastatal, Strategy, Strategic Management.*

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