

ABSTRACT

This paper analyses the effect of business strategy on the relationship between human resource strategic orientation and performance of large private manufacturing firms that were registered members of the Kenya Association of Manufacturers (KAM) as at June 2009. Proper configuration of business strategy and human resource strategic orientation in private manufacturing firms will enable the institutions enhance performance. This was a correlational and descriptive research design. The population of the study was 498 firms and out of these, a sample size of 108 firms was used to collect primary data. The respondents were human resource managers, finance managers and corporate planning managers. Data was analysed using correlation and regression analysis and that the findings indicate strong positive effect of business strategy on the relationship between human resource strategic orientation and performance. Future study should focus on the longitudinal research design, while at the same time consider information technology as either moderating or intervening variables in a bid to enhance robustness of the study. The main contribution of this study lies in highlighting the fact that, proper alignment of business strategy and human resource strategic orientation in private manufacturing firms that are registered members of KAM, enable them enhance performance