

**ORGANIZATIONAL LEARNING AS A STRATEGY FOR COMPETITIVE
AND EFFECTIVE INDUSTRIAL PRODUCTION: A CASE STUDY OF RIFT
VALLEY BOTTLERS, ELDORET.**

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ABSTRACT

Business information and knowledge is continuously being created. This in turn requires organizations to continually update their information and knowledge as well as making contributions to the existing knowledge. They require current information and knowledge due to changing dynamics in market driven by connectivity, technology, industry, convergence and consumers' activism and involvement. Although organizational learning has been instituted in both public and private sectors, the extend of its application is unclear. The study therefore sought to establish the effects of Organizational Learning and knowledge management for competitive and effective productivity.

The study was guided the *theory of connectivism* developed by Siemens (2005).

The study adopted a case study design and was undertaken in Rift Valley Bottlers Limited; Eldoret. The Target population was 445 employees. The study adopted simple random sampling and stratified sampling techniques. A sample of 150 respondents was selected

The nature of data involved was both qualitative and quantitative data. Data was collected through the use of structured questionnaires and interviews. The data was then analyzed and presented by use of both descriptive and inferential statistical methods. To analyze the degree of relationship and direction between variables, a chi-square and Spearman's rank co-efficient correlation were used in testing the hypotheses.

It was established that Organizational that, learning was eminent due to learning practices and processes, that competitive advantage and effective productivity had been achieved through leaning and management of knowledge, it also established that the company faces challenges in the institutionalizing of learning for example, lack of employee motivation to learn, lack of management support, fear of risk and cost associated. The study recommends that the company should institutionalize learning strategies, promote participative management provide incentives, promote use ICT in learning and promote performance coaching and management support. The findings of this study would provide guidelines upon which policy makers in organizations, managers and administrators can rely on to enhance learning in organizations.