FACTORS AFFECTING WORK INNOVATIVENESS IN THE SUPPLY CHAIN MANAGEMENT: (A CASE STUDY OF EAST AFRICAN BREWERIES LIMITED NAIROBI)

BY

MOMANYI DAVID BOSIRE

L126/20122/2011

A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT AT THE UNIVERSITY OF NAIROBI

OCTOBER 2013
DECLARATION

I declare that this research project is my original work and has not been submitted to any other institution for examination or any other purpose.

Signature.............................................................. Date..................................................
MOMANYI DAVID BOSIRE
L126/20122/2012

This work has been submitted for examination with my approval as university supervisor.

Signature.............................................................. Date..................................................
MR. CYRUS GITONGA
Department of Extra-Mural Studies
ABSTRACT
The purpose of this study was to investigate factors that affect junior worker innovativeness in the supply chain with reference to East African Breweries Limited Nairobi. The main Objective of the study was to establish the importance of work innovativeness. The major problem noted as facing the organization was communication modes among workers.

The researcher reviewed empirical and theoretical literature on environmental uncertainty, company environment, government support, overseas uncertainty, information technology, supply chain performance, Business management and customer service. Nutley’s theory of individual innovativeness was utilized.

Findings were that there exist limiting factors such as poor co-ordination among workers in various departments, lack of consistent leadership and lack of conducive environment of employees. It was concluded that motivating factors should be employed for maximum benefits of the organization.