

factors influencing career advancement programmes and performance of international firms: the case of Tanzania Breweries Limited

Patrick Mbose

Master of International Business Dissertation

University of Dar es Salaam, Business School, 2017

The aim of this study was to examine the factors which influence career advancement programmes and performance of international firms, the case being Tanzania Breweries Limited (TBL). The specific objectives of the study entailed, to identify career management programs conducted by TBL, to determine the performance of TBL and to determine the relationship between career management program factors and the performance of TBL. This study was conducted between November and December 2016. The population under this study included employees from Tanzania Breweries Limited. Data collection for this study were done through interviews and documentary review. The analysis of primary data was done through the use of Statistical Package for Social Science (SPSS). The findings revealed that career management programs conducted by TBL have a significant effect on its performance and therefore career management programs are the key factors behind good performance of an organization. The study recommends that companies should make sure that they manage well their employees so that they could provide better results which cover the clear setting of goals, trainings and advancement on employees, and having transparent policies especially on promotion. Furthermore, the study recommends that companies should continue to motivate employees through training programmes that boost their confidence and motivation. This study focused only on one company Tanzania Breweries Limited, which is the manufacturing industry. More studies are required for other sectors of the economy,

in order to identify other factors influencing career advancement programs and performance of other International firms.