ABSTRACT

Several researchers have explored the role of top management in fields like TQM, project management, safety management and other areas. A few researchers have taken up this to explain the role of top management in Supply Chain Management (SCM) with even fewer doing the same for Supply Chain Risk Management (SCRM) which is a newer field than SCM. One of the main problems in the Kenyan sugar industry is a highly risky and poorly performing supply chain. In light of this, this research aims to find out the extent of top management involvement in sugar industry SCM using SCRM approach. This is aimed at filling the gap of little or no comprehensive research having been carried out on the role and extent of top management involvement in SCRM generally and in the Kenyan Sugar industries in particular. This study adopts a cross-sectional descriptive survey design. The main objective of this study is to evaluate the extent of top management involvement in effective SCRM practices in the Kenyan sugar industry. The specific objectives of this study are: to establish the extent of top management involvement in strategic SC planning; to assess the extent of top management involvement in implementation of effective SCRM practices and to determine the level of influence of top management involvement on usage of the supply chain and its associated risks as a learning resource. The study will focus on 6 out of the 11 registered and operating white millers in Kenya as at 2018 which have a population of about 500 top and middle level management staff. A total sample of 90 top and middle level managers in these firms will be used for this study. Sample selection will be based on proportional purposive sampling to capture management staff from the operation divisions consisting of purchasing and supply, production, engineering, quality assurance, marketing, finance and agricultural extension departments. Proportionality is based on the size of the firms. A structured questionnaire will be used for data collection. Validation of data collection Instrument will be done through a pilot survey to check clarity of questions and through expert recommendations. Reliability test of the data collection instrument will be done using the internal consistency technique to determine the correlation among the items. Likert scale analysis will be used to weigh the respondents' perception. The collected data will be classified and presented by frequency distribution tables, charts and graphs. It will be analyzed using both descriptive and inferential statistics. This study aims to stimulate an increased role of the top management involvement in SCM through a SCRM approach due to the generally observed anomaly of weak top management involvement in SCM. This study is also aimed at contributing to, and stimulating more research interest in the same.