

PDF - IMPACT OF MANAGEMENT BY OBJECTIVE ON ORGANIZATIONAL PERFORMANCE (A CASE STUDY OF UNITED BANK FOR AFRICA PLC) - researchcub.info

ABSTRACT

The research progress a detail analysis of the concept of management by objective and portrays its impacts on an organization performance. It elucidates the structure of management by objective through the systematic and organized approach that allows management to focus on achievable goals and attain best possible results from available resources.

It provides detail analysis of organization performance measures as the overall central focus of management by objective. In-view of analyzing a practical perspective, a case study is conducted using the United Bank for Africa Plc.

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