

PROMOTIONS AND ORGANISATIONAL GROWTH: A STUDY OF INTERNATIONAL BREWERIES PLC ONITSHA, ANAMBRA STATE

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ABSTRACT

This work was about the relationship between promotion of organizational participants and organizational growth, operationalized by market share. The study is a descriptive survey design. Quota sampling technique was adopted to give every organizational participant a fair chance of inclusion. The sample size was 196. A pilot test was used to confirm the validity and reliability of the instrument. The instrument was in a Likert scale format. Data obtained from the field work was analyzed by descriptive methods of mean, percentage and frequency. The hypothesis was tested using grand mean. The finding of the study revealed that promotion of organizational participants have significant relationship to market share. The conclusion was that progressive promotion of organizational participants have significant positive relationship to organizational growth. It recommended that merit should be the criteria for promotion, and that organizational participants promoted be monitored to ensure the good work which earned them the promotion is continued, to ensure the goal of promotion is actualized.

Keywords: Promotion, Market Share, Organizational Growth.