**CORPORATE STRATEGIES AND THE REPUTATION OF CIVIL AVIATION AGENCIES: A CASE STUDY OF UGANDA CIVIL AVIATION AUTHORITY**

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**EXTENDED ABSTRACT**

**Key words**

**Corporate strategy** forms the corporation’s long-term course and latitude that it seeks to complete directed towards attaining economic and service superiority (Muteshi and Kariuki, 2020). **Corporate strategy** in public aviation agencies refer to the range of long-term courses public agencies pursue towards the achievement of economic, development, and service delivery targets (Muteshi and Kariuki, 2020; and Feldman, 2020).

**Organisational reputation** refers to the stakeholder perception of the corporation and how well its responses meet the expectations and demands of other organisational stakeholders (Taghian *et al*., 2012 and Lange *et al.*, 2011).

**Introduction:** The study sought to examine the relationship between corporate strategies and organisational reputation in the aviation sector with a case study of Uganda Civil Aviation Authority (UCAA). It examined the influence of the expansion strategy, contract management strategy, and social responsibility strategy on the reputation of Uganda Civil Aviation Authority.

**study objectives:** To examine the influence of the expansion strategy on the reputation of Uganda Civil Aviation Authority, To evaluate the influence of the contract management strategy on the reputation of Uganda Civil Aviation Authority, To assess the influence of the social responsibility strategy on the reputation of Uganda Civil Aviation Authority.

**Methodology:** The study used a sample of 162 out of a population of 287. It registered a 53.7% response rate that is, 87 respondents. Both qualitative and quantitative methods were used combining descriptive and inferential statistics. Data was collected using self administered questionnaires, interview guides, and document reviews. Data was analysed using frequencies, means, standard deviations, and Pearson’s correlation coefficients in a bivariate and multivariate regression analysis of corporate strategies; expansion strategy, contract management strategy, social responsibility strategy and the reputation of UCAA.

**Key study findings:** It was established that corporate strategies have a moderately strong positive influence on the reputation of Uganda Civil Aviation Authority with a coefficient r = 0.606 at significance levels less than 0.01. The most influential corporate strategy is the contract management strategy given a β value = 0.324 greater than the β values 0.215 and 0.166 of the social responsibility strategy and expansion strategy respectively.

**Study recommendations:** The study recommends that organisational focus should be on best practice contract management so as to improve the reputation of civil aviation agencies. Greater stakeholder involvement should be part of the formulation and implementation process for social responsibility strategies if the reputation of aviation agencies is not to be brought under disrepute. Governance systems of UCAA should be more open and transparent. It should get more involved in voluntary community projects and training of staff and board members. This will the knowledge and skills gaps which will result in more visibility and sustainable practices that will improve the reputation of Uganda Civil Aviation Authority.

**Key references**

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