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**The Contribution of Integrity in Business Management to Competitive Edge: A Case Study of Retail Shops in Busiu Township.**

This study examined the contribution of integrity in the management of retail business to competitive edge. While competitive edge speaks to the ability to excel over and above the competition because of certain competencies that others in the competition are short of, integrity in the management of business is that quality of moral self-worth that enables one to successfully navigate challenges that come with the movement from busy to busier and busier as is the nature of Business. The study sought to establish and make recommendations about how integrity can be employed in business as a tool for competitive edge amidst the challenges that business proprietors have to manoeuvre through to keep afloat. This was in light of the fact that despite the fruits of integrity such as customer loyalty, a good name for the business, among others, many business practitioners have divorced integrity from their business deals. The study was conducted through a case study. The data were collected in July 2010, using questionnaires and interviews from 100 respondents randomly selected from the accessible population. The findings were analysed using the Pearson Chi-Square test of goodness of fit and percentage distribution techniques. These were then presented in tables and charts. The study established that customers are loyal to those businesses that conduct their affairs with integrity. And that strong and lasting businesses need to be managed with integrity. Such businesses are able to create a sustainable edge over and above their competitors. And thus, integrity in the management of business can be a powerful tool for creating and sustaining a competitive edge.

Key Words: Contribution, Integrity, Business Management, Competitive Edge, Retail Shops.