Title of Article: Strategic Human Resources Management Practices on Corporate Performance of Selected Multinational Firms: Evidence from Cadbury And Nestle Nigeria.


Abstract The study addressed strategic human resource management practices on corporate performance of selected multinational firm evidence of Nestle and Cadbury Nigeria. The general objective of the study was to determine the extent to which strategic human resources management has contributed to the performance of multinational firms in Nigeria. In order to achieve this, four other specific objectives were raised. Data for this research were obtained from both primary and secondary sources. Relevant published and unpublished literatures provide the secondary data. The primary data were obtained through questionnaire. Three hundred (300) questionnaires were administered to the employee of the two multinational firms and two hundred and sixty-two (262) were returned with a response rate of 87.33% and collated for analysis. To achieve the objectives of this study, four hypotheses were formulated. For the data analysis, the statistical test tools used included descriptive analysis of variance, correlation and regression analysis with the aid of SPSS 15.0 computer packages. the results showed that selective hiring has significant effect on cost reduction of multinational firms. The study also revealed that extensive training in organizations has significant effect on cost reduction of multinational companies to build customers relationship. based on these findings, some recommendations were made. organizations should see selective hiring as a way of advancing the course of the corporation and should also outsource recruitment processes to professional so as to help them to continue being in businesses. multinational firms should learn more innovative ways of pleasing and satisfying the needs of their employees to increases sales turnover of their business.

Key Words: Strategic Human Resource Practice, Human Resource Management. Corporate Performance Multinational Corporation