

Abstract

This article helps identify the main factors influencing the performance of small and medium agribusiness enterprises in Kenya. The study proposes five research hypotheses, each tested on a sample of 150 agribusiness enterprises using multiple regression analysis. The results show that the use of external partners, such as scientific research establishments and commercial consultants, influences the firm's performance. This influence is moderated by factors like internal capabilities and the firm's degree of openness to innovation.