

INFLUENCE OF STRATEGIC REALIZATION PROCESS ON THE COMPETITIVENESS OF PRIVATE UNIVERSITY IN KENYA

KEVIN NJOROGE NDUNG’U (2015)

ABSTRACT

Over the last ten years, there has been a significant growth in the education sector in Kenya. This has been created by the high education in the market. The private universities have grown significantly such that the competition in the market has become so stiff since the public universities have also extended their hand in proving admission to the self-sponsored students. The aim of this study was therefore to investigate how strategic realization process influence the competitiveness of private universities in Kenya. The study specifically sought to achieve the following objectives: to establish hoe strategic thinking influence competitiveness among higher education learning institute in Kenya; to determine hoe strategic planning influence competitiveness among higher education learning institutes in Kenya; to investigate how strategic implementation influence competitiveness among higher learning education in Kenya and to ascertain the moderating effect of institutional culture on the competitiveness among higher learning education in Kenya. This study used a descriptive survey design, the target population comprised of the senior staff at the institution under study. Stratified random sampling technique was used to arrive at sample size of 70 respondents. The research was carried out using questionnaires. A pilot study was undertaken on at least four respondents to test the reliability and validity of the questionnaires. In analyzing of the data descriptive statistics was employed with measures of central tendency used to describe the central tendency and variance of the data. Also, the study used a multivariate regression model to show the relationship between dependent variables and the independent variables. The study found that strategic realization process that entails strategic thinking, strategic implementation and strategic planning brings about 70.3% (adjusted r square =0.703) variations in competitiveness of private universities in Kenya. This study recommends that institutions should engage in strategic thinking to reduce a framework of activities that the organization can follow in order to implement a strategic intent. Privates universities and other organizations should improve on strategic planning so that they can enhance the production of formal documents in which structure, resources, policies and procedures are aligned into the main mission and directives given by organizational leadership leading to division of the main tasks until it can be manageable with given actions. Objectives and milestones in order for them to attain a competitive edge.