

Evaluation of Strategies Adopted By Christian Universities to Gain Sustainable
Competitive Advantage: A Case Study of Pan Africa Christian University

by

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EVALUATION OF STRATEGIES ADOPTED BY CHRISTIAN UNIVERSITIES TO
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I declare that this thesis is my original work and has not been submitted to any
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LIST OF ABBREVIATIONS

AAU	Association of African Universities
CHE	Commissioner for Higher Education
CHET	Centre for Higher Education Transformation
DVC	Deputy Vice-Chancellor
HE	Higher Education
HEIs	Higher Education Institutions
HODs	Heads of Department
PACC	PAN Africa Christian College
PACU	Pan Africa Christian University
PAOC	Pentecostal Assemblies of Canada
PHEIs	Private Higher Education Institutions
NUSIP	Nigeria University System Innovation Project
RBV	Resource-based View
SCA	Sustainable Competitive Advantage
USA	United States of America
US	United States
USIU	United States International University
VC	Vice-Chancellor

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ABSTRACT

Adoption of new and relevant strategies to gain sustainable competitive advantage is necessary in Christian universities. Strategies in an organization determine competitive advantage. The goal of this research was, therefore, to widen the sphere of knowledge and understanding about strategies adopted by Christian universities to gain sustainable competitive advantage. The objectives of this research were to identify the strategies adopted by PACU to gain a sustainable competitive advantage, to establish the effects of using various strategies to gain sustainable competitive advantage, to identify the challenges facing PACU in gaining sustainable competitive advantage, and to establish possible solutions to confront the challenges facing PACU.

The data collected was analyzed using both qualitative and quantitative methods of data analysis. The findings were presented using mainly tables as well by a presentation of reports of the analysis of the various themes arising from the responses received from the participants. On effects of using various strategies, the participants expressed a variety of opinions. Quality products and service lead to satisfied customers and in return, they recommend other customers to join the university. Low fees as a strategy were discouraged by some participants. Challenges facing PACU were expressed differently by various participants. Lack of funds was expressed as a major challenge at PACU. To achieve sustainable competitive advantage, sustainable strategies were suggested by various participants. PACU needs to adopt timely implementation of strategies, and introduce a variety of unique programs and aggressively market them. These programs need to be competitive and of good quality.

DEDICATION

This thesis is dedicated to my husband Simon, our daughter Bernice, and our sons, Caleb and Titus, with great love.

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