

Examining the Role of Stakeholder Engagement in the Management of Public Universities: A Case of the University Of Nairobi

by

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APPROVAL

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of the requirements for the Master of Arts degree.

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## DECLARATION

EXAMINING THE ROLE OF STAKEHOLDER ENGAGEMENT IN THE MANAGEMENT  
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I declare that this thesis is my original work and has not been submitted to any  
other college or university for academic credit.

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May the Almighty God bless you all in your daily endeavors.

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## TABLE OF CONTENT

APPROVAL .....	ii
DECLARATION .....	iv
ACKNOWLEDGMENTS .....	v
LIST OF TABLES .....	viii
LIST OF FIGURES .....	ix
LIST OF ABBREVIATIONS AND ACRONYMS .....	x
ABSTRACT.....	xi
DEDICATION .....	xii
CHAPTER ONE .....	1
INTRODUCTION AND BACKGROUND TO THE STUDY .....	1
Introduction .....	1
Background to the Study .....	1
Statement of the Problem .....	8
Purpose of the Study .....	9
Objectives of the Study .....	9
Research Questions .....	10
Justification for the Study .....	10
Significance of the Study .....	10
Assumptions of the study .....	11
Scope of the Study.....	11
Limitations and Delimitation of the Study.....	11
Definition of Terms .....	12
Summary .....	13
CHAPTER TWO .....	14
LITERATURE REVIEW .....	14
Introduction .....	14
Theoretical Framework .....	14
General Literature Review .....	16
Empirical Literature Review .....	18
Conceptual Framework .....	28
Discussion .....	28
Summary .....	29
CHAPTER THREE .....	30
RESEARCH METHODOLOGY .....	30
Introduction .....	30
Research Design.....	30
Population.....	30
Target Population .....	31
Sample Size .....	32
Sampling Techniques .....	32
Data Collection Instruments .....	33
Data Collection Procedure .....	33
Pretesting.....	34
Validity and Reliability of the study .....	34

Data Analysis Plan .....	35
Ethical Considerations.....	35
Summary .....	36
CHAPTER FOUR.....	37
DATA PRESENTATION, ANALYSIS, AND INTERPRETATION .....	37
Introduction .....	37
Response Rate .....	37
Presentation, Analysis, and Interpretation.....	39
Gender of the Respondents .....	39
Summary of Key Findings .....	63
Summary .....	64
CHAPTER FIVE .....	65
DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS .....	65
Introduction .....	65
Discussions of Key Findings.....	65
Conclusions .....	69
Recommendations of the Study.....	70
Areas for Further Research .....	71
REFERENCES .....	72
APPENDICES .....	79
Appendix A: Researcher’s Letter of Introduction.....	79
Appendix B: Questionnaire for the Corporate Affairs Department .....	80
Appendix C: Questionnaire for Stakeholders (Internal and External) .....	84
Appendix D: Questionnaire for Students .....	87
Appendix E: Ethics Clearance Report.....	90
Appendix F: Research Permit .....	91
Appendix G: University of Nairobi Permit .....	93
Appendix H: Anti-Plagiarism Report.....	94

## LIST OF TABLES

<i>Table 3.1: Target Population.....</i>	<i>31</i>
<i>Table 3.2: Sample Size.....</i>	<i>32</i>
<i>Table 4.1: Working Experience of External Stakeholders.....</i>	<i>42</i>
<i>Table 4.2: Working Experience of Internal Stakeholders.....</i>	<i>42</i>
<i>Table 4.3: Working Experience of Corporate Affairs Dept.....</i>	<i>43</i>
<i>Table 4.4: Summary of Employees Perspective on Place of Stakeholder Engagement. ....</i>	<i>49</i>
<i>Table 4.5: Whether Corporate Affairs Department Provides Information.....</i>	<i>50</i>
<i>Table 4.6: Type of interests compared to those of Corporate Affairs department.....</i>	<i>59</i>
<i>Table 4.7: Internal Stakeholders' Perception on the Challenges Facing Stakeholder Engagement.....</i>	<i>60</i>
<i>Table 4.8: Employees' Perception on the Challenges Facing Stakeholder Engagement.....</i>	<i>61</i>

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## LIST OF FIGURES

<i>Figure 4.1: Total Response Rate</i> .....	37
<i>Figure 4.2: Response Rate Per Category of the Respondents</i> .....	38
<i>Figure 4.3: Gender of the Respondents</i> .....	40
<i>Figure 4.4: Highest Level of Education of the Respondents</i> .....	41
<i>Figure 4.5: Aspects of the Corporate Affairs Stakeholders are Involved In</i> .....	44
<i>Figure 4.6: Connection With Stakeholders</i> .....	45
<i>Figure 4.7: Ways by Corporate Affairs to Maintain Contact with Stakeholders</i> .....	46
<i>Figure 4.8: Stakeholders Involved In Capacity Building</i> .....	47
<i>Figure 4.9: Capacity Building Initiative Stakeholders Involved In</i> .....	48
<i>Figure 4.10: Skills Offered to Students by Corporate Affairs Department</i> .....	48
<i>Figure 4.11: Channels of Communication Used for External Stakeholders</i> .....	51
<i>Figure 4.12: Involvement of Stakeholder in Decision Making Process</i> .....	53
<i>Figure 4.13: Aspects of Decision Making Involved</i> .....	54
<i>Figure 4.14: Timely Response to the Issues Raised by Internal stakeholders</i> .....	54
<i>Figure 4.15: Frequency of Response to Internal Stakeholders</i> .....	55
<i>Figure 4.16: Involvement of Internal and External Stakeholders in CSR Activities</i> ....	56
<i>Figure 4.17: Type of CSR Activities Student are Involved In</i> .....	57
<i>Figure 4.18: Alignment of Corporate Affairs Department interests to UoN interests</i>	58
<i>Figure 4.19: Whether Cost Influences the Stakeholders Engagements</i> .....	59

## LIST OF ABBREVIATIONS AND ACRONYMS

CSR	Corporate Social Responsibility
HELB	Higher Education Loans Board
NACOSTI	National Commission of Science Technology and Innovation
NGOs	Non-Governmental Organizations
PMI	Project Management Institute
SPSS	Statistical Package for Social Sciences
UoN	University of Nairobi

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## ABSTRACT

This study examined stakeholder engagement by Universities with a specific reference to the University of Nairobi. The objectives were to: assess the role of corporate affairs department in managing and engaging stakeholders; examine stakeholder engagement strategies adopted by the corporate affairs department; and establish the challenges facing stakeholder engagement by the corporate affairs department at the University of Nairobi. The study was grounded on stakeholder theory. Descriptive research design was adopted and the target population was stakeholders that engaged the University of Nairobi's Corporate Affairs Department. A total of 146 stakeholders were sampled and selected through simple stratified random sampling technique. A questionnaire was used to collect primary data which was analyzed using Statistical Package for Social Sciences (SPSS) version 23.0. The study findings indicated that the corporate affairs department at the UoN involved and responded to stakeholders. The study also found that involvement of stakeholders led to organisation effectiveness in terms of impacting skills to students among other activities within the department. The findings further indicated that lack of harmonization of the department interests and that of the organization was a significant challenge, followed closely by strict policies within the department which discourage students from engaging. Based on the findings, the study concluded that stakeholder engagement is a key component in enhancing the effectiveness of organizations. The study recommended that the department of corporate affairs at the University of Nairobi and any other organisation that intends to improve stakeholder engagement should ensure that stakeholders get instant responses and feedback on inquiry made and stay in constant touch with all the relevant stakeholders.

## DEDICATION

I dedicate this thesis to Almighty God for the love, care, and good health throughout my life. I also dedicate it to my family for the moral and spiritual support throughout my academic journey.

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