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

EXAMINING THE ROLE OF STAKEHOLDER ENGAGEMENT IN THE MANAGEMENT OF PUBLIC UNIVERSITIES: A CASE OF THE UNIVERSITY OF NAIROBI

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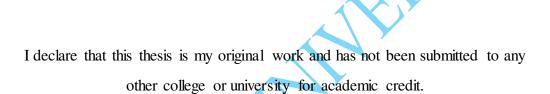
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DECLARATION

EXAMINING THE ROLE OF STAKEHOLDER ENGAGEMENT IN THE MANAGEMENT OF PUBLIC UNIVERSITIES: A CASE OF THE UNIVERSITY OF NAIROBI



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

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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

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.

