

THE IMPACT OF CRISIS RESPONSE STRATEGIES IN MANAGING  
CORPORATE REPUTATION IN HIGHER LEARNING INSTITUTIONS: A CASE OF  
DAYSTAR UNIVERSITY, KENYA

by

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A thesis presented to the School of Communication

Daystar University  
Nairobi, Kenya

In partial fulfilment of the requirements for the degree of

MASTER OF ARTS  
in Communication

October 2022

APPROVAL

THE IMPACT OF CRISIS RESPONSE STRATEGIES IN MANAGING CORPORATE REPUTATION IN HIGHER LEARNING INSTITUTIONS: A CASE OF DAYSTAR UNIVERSITY, KENYA

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

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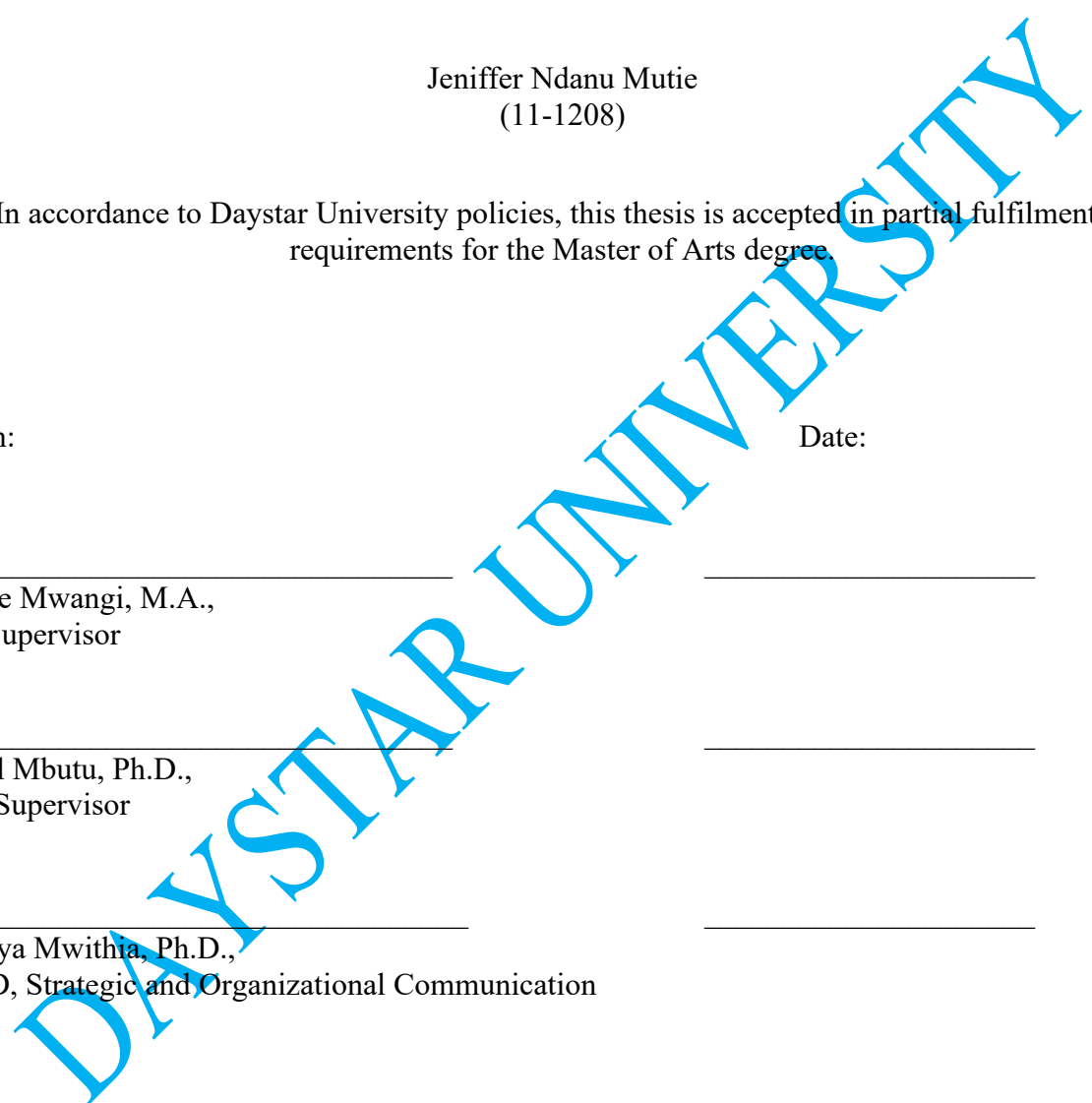
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DECLARATION

THE IMPACT OF CRISIS RESPONSE STRATEGIES IN MANAGING CORPORATE  
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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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## ACKNOWLEDGEMENT

First and foremost, I wish to thank the Almighty God for His strength, sufficient grace, and encouragement. My supervisors, Rose Mwangi and Dr. Paul Mbutu for their academic input, unrelenting motivation, and resolute guidance towards completion of this project.

Special thanks go to my entire family for their insight, encouragement, and understanding that gave me the comfort to work on this assignment even when I thought of giving up.

May the Almighty God bless each one of you.

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## LIST OF ABBREVIATIONS AND ACRONYMS

CCP	Crisis Communication Plan
SCCT	Situational Crisis Communication Theory
SPSS	Statistical Package for Social Sciences
ERB	Ethics and Review Board
NACOSTI	National Commission for Science, Technology, and Innovation
DUPA	Daystar University Parents Association

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## ABSTRACT

The purpose of this study was to evaluate the impact of crisis response strategies in managing Daystar University's corporate reputation during the students' unrest. The objectives of the study were to establish the crisis response strategies used to inform the internal publics during the crisis, to establish the reputation the internal publics hold towards the University after the crisis, and to determine the impact the crisis response strategies had on the reputation of the University during the students' unrest. The study adopted a descriptive research design with both quantitative and qualitative approaches. The population of the study comprised of 1,732 students who were present at the time of the unrest, and 7 members of the crisis communication committee team. The sample size was 96 students and 2 crisis communication committee members. The study employed the stratified sampling whereby the population was divided into subgroups, that is, according to the program and level the students were in. Questionnaires were employed on the students to collect data, while an interview guide was used on the crisis communication team members. The collected data was analyzed quantitatively using the Statistical Package for Social Sciences (SPSS), and qualitatively using thematic analysis approach. The findings of the study revealed that the management used dialogue, involvement, and timeliness as response strategies to handle the crisis, and that they accepted full responsibility for the crisis. The study recommends that the concept of crisis management in higher learning institutions must be kept up to date and updated in accordance with the characteristics of public opinion events in the micro-age.

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