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APPROVAL

EFFECTS OF INTERNET TECHNOLOGY ON INSTITUTIONAL COMPETITIVE
ADVANTAGE: A CASE OF KENYA INSTITUTE OF SECURITY AND CRIMINAL
JUSTICE (KICJ)

by

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

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DECLARATION

EFFECTS OF INTERNET TECHNOLOGY ON INSTITUTIONAL COMPETITIVE
ADVANTAGE: A CASE OF KENYA INSTITUTE OF SECURITY AND CRIMINAL
JUSTICE (KICJ)

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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LIST OF ABBREVIATIONS

CRMS- Customer Relations Management Systems

DIT- Diffusion of Innovation Theory

FMIS- Financial Management Information Systems

HRMS- Human Resource Management Systems

ICT- Information and Communication Technology

JAB- Joint Admissions Board

KICJ- Kenya Institute of Security and Criminal Justice

KIPC- Kenya Institution for Professional Counseling

LMS- Learners Management Systems

NACOSTI- National Commission for Science, Technology and Innovation

PEU- Perceived Ease of Use

PU- Perceived Usefulness

RBV Resource-Based View

SPSS- Statistical Packages for Social Sciences

TVET- Technical Vocational Education and Training

VRIO- Valuable, Rare, Imitable and Organizational sustainability

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ABSTRACT

This study looks at how institutions use internet technology to gain competitive advantage. The research was done on the Kenya institute of Security and Criminal Justice (KICJ) which is a vocational college. The purpose of this study was to establish the effect of internet technology on institutional competitive advantage. The study used census method to study the target population of 92 which was the employees of KICJ in Nairobi campus. Questionnaires were used as data collection tools, from which data was collected, raw data, coded into and analyzed using SPSS (version 23) into tabulated summaries that led to drawing of findings. The findings indicated that there was intensive use of internet technology in the institution; therefore it was a valid source of competitive advantage. The areas of competitive advantage from the findings were; the innovative courses offered by the institution, the strong brand reputation and the well trained members of staff. Internet technology also contributed on improving areas of competitive advantage for the institution. Challenges that faced the institute are lack of training, lack of top management support and lack of clear technology strategic plan. The findings concurred with the theories of competitive advantage and internet technologies that indeed, the two must work together to give an institution a competitive advantage. The study concluded that internet technology, used in conjunction with other sources of competitive advantage, led to improved competitiveness. Recommendations were made to the institution to seek feedback on challenges faced so they can be addressed and hence maximized on the area of competitive advantage.