

Abstract

The study discusses an analysis of the competitive strategies employed by private universities in Kenya. Private Universities have embraced different strategies to counter competition. The study discussed how private universities have employed technology and innovation as a competitive strategy and how they have employed differentiation to give them a competitive advantage. Results arising from the research suggest that private universities have embraced technology, differentiated their products and services and also products are leading in the market which has given them a competitive advantage over the others. Some recommendation that the study made includes supporting e-learning and virtual schools which will enable each lecturer to participate in e-learning and explore creative ways to fund e-learning opportunities, encourage broadband access by thoroughly evaluating existing technology infrastructure, improve lecturer training, consider innovative budgeting and lastly strengthen leadership.