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Adoption of e-business as a source of Competitive Advantage A case of Private health facilities in ASAL region, Kenya

ABSTRACT:

Initial emphasis on “flattening the curve” of COVID-19 cases by policy makers has reduced the demand for health care and created new costs for the private sector. This has led to a cash crunch, forcing some providers to scale back their businesses and lay off health workers. This has major implications for health systems especially in low- and middle-income countries, where private providers play a major role in delivering health services. The study analyzes the impact of E-Procurement strategies narrowing on Private Healthcare facilities in Samburu and Isiolo counties. The study employed a case study approach for a descriptive research design with a sample population of 71 private Healthcare facilities in Isiolo and Samburu counties. Secondary data sourced from Governmental reports, NGO journals, and past research, analyzed using SPSS (version 26) and presented into frequency distribution tables. The study findings indicated a very strong positive relationship between the independent variables and the dependent variable concluding need for their consideration in effort to improve the competitiveness.

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