

Abstract

The quest for management training is gaining prominence as organizations restructure to assimilate a workforce with advanced skills in management. This paper presents a comparative examination of the motivators of pursuing a management course in Kenya and India. Five factors are proposed as critical influencers of student choices. A survey design guided by a structured questionnaire was employed in data collection. A comparative analysis reveals that the motivators to pursue an MBA course differ significantly amongst Kenyan and Indian university students. Influence of acquaintances and employability are critical motivators that emerge from the combined data set. A logistic analysis confirms that two predictors, institutional infrastructure and employability are statistically significant. Recommendations are made to institutions of higher learning on the key drivers of their customer expectations.