

Abstract

The current environment in Kenya's public Universities is a turbulent one and highly competitive. To ensure survival and sustainability, public Universities require to adopt and implement competitive strategies. Thus, the study sort to determine the moderating influence of sustainability strategies on the relationship between institutional management practices and performance of chartered public universities in Kenya. To achieve the objective, the study was based on a pragmatic philosophy and mixed research method with a target population of 31 chartered public Universities. Census approach was used with 234 respondents who were university top managers. Primary data was collected using a 5 point Likert type questionnaire. The instrument was validated by research experts and yielded a Cronbach's reliability between alpha of $\alpha = 78.7 - 80.6$. Data was analysed using descriptive and inferential statistics. Primary data was collected using a 5 point Likert type questionnaire and an interview guide. Data was analyzed using descriptive and inferential statistics. The regression analysis revealed that institutional management alone accounts for 52% of the variation of performance of chartered public Universities (Adjusted $R^2 = 0.52$). Sustainability strategies account for 39% (Adjusted $R^2 = 0.39$). The interaction term (institutional management and sustainability strategies) accounted for 72 % of the variations in performance of chartered public Universities. This study concluded that implementation of sustainability strategies combined with adherence to good institutional management practices are essential strategies public Universities can use in their endeavour to improve on their performance. It is therefore recommended that University top managers that are yet to implement sustainability strategies should do so to remain competitive and relevant in this turbulent business environment. It is further recommended that University top managers should adhere to good institutional management practices. The results have diverse implications for theory, policy and practice.