[Digital Transformation, Sustainable Innovations and Development in the African Continent]

[Thursday 31st July and Friday 1st August 2025]

[KWUST 2025 Conference Proceedings]

ABSTRACT NO. 50

Intrapreneurship Innovation Strategies and Performance of Real Estate Firms in Kiambu County, Kenya

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ABSTRACT

The real estate sector in Kiambu County, Kenya is experiencing rapid growth due to urbanization, infrastructural development, and increased investment. However, real estate firms continue to face performance challenges, including fluctuating property demand, high operational costs, regulatory constraints, and limited access to financing. These challenges necessitate the adoption of intrapreneurial innovation strategies to enhance firm performance. This study examines the effect of intrapreneurial innovation strategies on the performance of real estate firms in Kiambu County, Kenya, focusing on four key strategies: market segmentation, value proposition, sketch mapping, and innovation accounting. The study is anchored on Market Segmentation Theory, Customer-Centric Theory, Cognitive Mapping Theory, and Signaling Theory, which provide a theoretical foundation for understanding the impact of these strategies on business performance. The study will employ a descriptive research design to systematically analyze the relationship between intrapreneurial innovation strategies and firm performance. The target population consists of 1,524 registered real estate firms in Kiambu County, with a sample size of 317 firms, determined using Yamane's (1967) formula. A stratified random sampling technique will be used to ensure fair representation across the different sub-counties in Kiambu. Primary data will be collected through structured questionnaires, which will be tested for validity and reliability before data collection. The research instrument will be based on a 5-point Likert scale to measure responses effectively. Data analysis will be conducted using SPSS Version 28, employing descriptive statistics (mean, frequency, standard deviation) and inferential statistics (correlation and multiple regression analysis) to determine the relationship between variables. The findings of this study are expected to provide empirical insights into how intrapreneurial innovation strategies contribute to firm performance, offering practical recommendations for real estate firms to enhance their competitive advantage and financial sustainability. Additionally, the study will provide useful recommendations for policymakers, investors, and real estate regulators to foster a more innovative and efficient real estate sector in Kenya.

Key Words:

Intrapreneurship Innovation Strategies and Performance