

AN EXPLORATIVE STUDY ON
TRANSFORMING BUSINESS STRATEGY
OF MALAYSIA PRIVATE UNIVERSITY
THROUGH VALUE INNOVATION:
A CASE STUDY OF UCSI UNIVERSITY

BY

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ABSTRACT:

One of today's most frequently discussed topics in the business world is how to escape from the intense competition and how to create an uncontested market and achieve value innovation. The study investigates the role of value innovation mechanisms in business strategy and impact for private universities in Malaysia. Through applying blue ocean strategy and value innovation as theoretical approaches, the survey finds that how to create an uncontested market space by constructing a new business model founded for UCSI University.

This case study provides valuable information on how to transform business strategy in education industry into a blue ocean by utilizing a serious of strategy tools and frameworks. The essential analytics used throughout this case study are Pioneer-Migrator-Settler (PMS) Map, 'As Is' strategy canvas, three-tier of noncustomers, Buyer Utility Map (BUM), Six Paths Framework, Eliminate-Reduce-Raise-Create (ERRC) Grid, 'To Be' strategy canvas and Compelling Tagline.

Key Words: Blue Ocean Strategy Transformation, Business strategy, Malaysia private university, Value Innovation, UCSI