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Challenges Facing Public School Principals in the State of Kuwait in Light of Achieving Competitive Advantage: A Qualitative Case Study Using SWOT Analysis

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Abstract

This study explored the challenges facing public school principals in the State of Kuwait in light of achieving competitive advantage, by analyzing principals' perceptions and managerial experiences regarding the factors that shape the capacity of public schools to attain institutional excellence. The study adopted a qualitative approach guided by a qualitative case study design. Data were collected through semi-structured interviews with ten public school principals in Kuwait who possessed diverse experience in school leadership, and were analyzed thematically and organized within a SWOT framework. The findings indicated that public schools possess several enabling resources that may contribute to competitive advantage, most notably leadership experience and the competence of the teaching staff, whereas the most prominent challenges were limited administrative authority, excessive routine workload, competition from private schools, and the rapid pace of technological change. The study concludes that SWOT analysis offers an effective diagnostic tool for identifying developmental priorities and for building practical strategies that strengthen the competitiveness of public schools, in alignment with the Ministry of Education's orientation toward developing school administration and improving the quality of public education in line with Kuwait Vision 2035.

Keywords: competitive advantage, school principals, public schools, SWOT analysis, school administration, qualitative research, State of Kuwait

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