

HIV/AIDS is draining the supply of education, eroding its quality, weakening demand and access, drying up countries' pools of skilled workers, and increasing sector costs, already high in relation to available public resources. Despite the many efforts to fight AIDS and the rising awareness of the disease, the epidemic continues to claim lives while imposing heavy costs on the education sector in particular and the Kenyan economy as a whole. The most urgent need of all is, therefore, to understand the process of managing the response to HIV/AIDS, of moving beyond identifying the problems and applying strategic planning. Implementation of effective anti-AIDS initiatives in the education sector has been inadequate hence the need for different management approaches in the impact mitigation process. The study therefore takes cognisance of entrepreneurial variables that in other studies have been shown to enhance organizational outcomes and which can be applicable in the mitigation of the impact of HIV/AIDS on the education sector. The purpose of the study was to establish "role of social entrepreneurship in HIV/AIDS management" concerning which very little research has been done. The population of the study was derived from managers of HIV/AIDS activities in the education sector nationally, and the respondents were obtained through stratified, random and purposive sampling techniques. The study adopted a cross sectional survey design; descriptive statistics were used to analyse all demographic variables so as to appropriately describe and summarize the data sample; regression analysis was done to investigate the relationship between the overall entrepreneurial practices, as measured by the Corporate Entrepreneurship Assessment Instrument (CEAI) and measures of management reinforcement practices and entrepreneurial behaviour exhibited by those involved in HIV/AIDS mitigation in the education sector.

From the results, it is evident that the attributes that foster entrepreneurial behaviour are not embraced by organizations engaged in the mitigation of HIV/AIDS in the education sector. The main conclusions were that the existing administration practices were less effective and that is why limited entrepreneurial management practices existed in the sample organizations. The key recommendation was that organizations dealing with HIV/AIDS management response should configure organizational management structures and put in place strategies that are innovative and business-like. Considering the complexity of managing the response to HIV/AIDS in terms of resource mobilization, coordination, implementation, monitoring and evaluation of these activities, a hybrid between private, non profit and public sectors has to be adopted under the framework of social entrepreneurship. The resultant framework presents key actions required for a comprehensive and sustainable programme of response and mitigation.