


Academic Staff Profile

Personal Details

<p>Name: James Rugami Maina Title/Qualification: MBA Strategic Management Department: Business Administration Designation/Position: Lecturer Email: maina.jamesr@ku.ac.ke Contact Address: 43844-00100, Nairobi Area of Specialization: STRATEGIC MANAGEMENT Research Interests: -Strategic marketing -Business Model Innovations -Project Monitoring and Evaluation -Market Development Systems Google Scholar: https://scholar.google.com/citations?user=KV29h98AAAAJ&hl=en ORCID ID: https://orcid.org/0000-0002-5219-1668</p>	
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Academic & Professional Qualifications

2003 – 2007	Master of Business Administration (MBA) (STRATEGIC MANAGEMENT) University of Nairobi
1989 – 1993	Bachelor of Commerce - Business Administration University of Nairobi

Employment History

2009 to date	Kenyatta University (Lecturer) Duties -Lecturing in Masters in Business Administration (MBA) courses Strategic Management, Marketing Management, Strategic Marketing, Management Functions. -Lecturing in Undergraduate Classes: Sales Marketing, Principles of Marketing, Marketing Research, Principles Management, Entrepreneurship, Business Policy. -Supervising MBA Projects
2007 to 2020	Strathmore University (Lecturer) Duties -Lecturing in Undergraduate Classes: Business model Evaluation, Innovation, Principles of Management, Entrepreneurship.

Other Organizations: Kenya Union of Savings and Credit Societies (KUSCCO) – Research and Consultancy Manager, 2008.

Kenya National Agricultural Farmers Federation (KENAFF) –Head of Business Services, 2006

Telkom Kenya – Business Development Executive, 2005.

Uchumi Supermarkets – Regional Manager, 1994-2004

Media House Limited – Advertising Sales Executive, 1993

Gillette International – Sales Administration Assistant, 1992

PUBLICATIONS

Referred Journals

1. GK Menza, JM Rugami (2021). Total Quality Management Practices and Performance of Deposit Taking Savings and Credit Cooperatives in Mombasa County, Kenya. *International Journal of Business Management, Entrepreneurship*.
2. SS Julius, M Rugami. (2020). Microcredit Services and Performance of Women Owned Enterprises in Kilifi County, Kenya. *International Journal of Business Management, Entrepreneurship*
3. JM Nyachwaya, JM Rugami, (2020). Competitive Strategies and Performance of Commercial Banks in Mombasa County, Kenya. *International Journal of Business Management, Entrepreneurship*
4. AM Arori, JM Rugami, (2020). Personal Selling Strategies and Customer Loyalty among Insurance Companies in Malindi Town, Kilifi County, Kenya. *International Journal of Business Management, Entrepreneurship*.
5. SB Hantiro, R Maina. (2020). Strategy Implementation and Performance of Tana River County Government, Kenya. *Journal of Strategic management* 4 (1), 16-34
6. RA Mohammed, J Rugami, (2019). Competitive Strategic Management Practices and Performance of Small and Medium Enterprises in Kenya: A Case of Mombasa County. *International Journal of Current Aspects* 3 (VI), 193-215
7. MS Intiswar, JM Rugami (2019). Balanced Score Card and Service Delivery at National Health Insurance Fund in Mombasa County, Kenya. *International Journal of Current Aspects* 3 (VI), 251-270
8. DW Waduu, M Rugami (2019). Total Quality Management Practices and Performance of Commercial Banks in Kilifi Town, Kenya. *International Journal of Current Aspects* 3 (VI), 1-15
9. GM Kitonga, M Rugami, (2019). Marketing strategies and performance of Kenya marine and fisheries research institute. *African Journal of Emerging Issues* 1 (10), 30-43
10. BS Wato, R Maina, M Stephen, (2019). Influence of drug demand reduction strategy implementation on organizational performance of national authority for the campaign against alcohol and drug abuse (NACADA), Kenya. *International Journal of Project Management* 1 (1)
11. RB Kigwe, R Maina, (2019). Effect of Outsourcing on Organisation Performance among Commercial Banks in Mombasa County, Kenya

12. AF Ahmed, M Rugami, (2019). Corporate governance and performance of savings and credit cooperative societies in Kilifi County, Kenya. *International Academic Journal of Economics and Finance* 3 (3), 61-79
13. TM Nyong'a, R Maina, (2019). Influence of strategic leadership on strategy implementation at Kenya Revenue Authority, southern region in Kenya. *International Academic Journal of Human Resource and Business Administration ...*
14. GG Kamau, JM Rugami (2018). Entrepreneurship Education and Performance of Women Owned Small and Micro Enterprises in Mombasa County, Kenya
15. SD Sheila, MJ Rugami (2018). Influence of Change Strategies on Performance of Cement Manufacturing Companies in Kenya. *International Journal of Contemporary Aspects in Strategic Management (IJCASM)*, Volume 2, Issue 1, PP 187- 202,
16. ZV Mjomba, JM Rugami, (2017). Corporate social responsibility and competitive advantage of Equity Bank Kenya Limited. *International Academic Journal of Human Resource and Business Administration*
17. JM Waruiru, MM Rugami (2017). The influence of police reforms on service delivery in Mombasa County, Kenya. *International Journal of Public Policy and Administration* 1 (1), 1-20
18. MM Kairu, JM Rugami (2017). Effect of staff training on the operational performance of Kenya Revenue Authority. *Journal of Strategic Management* 2 (1), 1-18
19. MM Kairu, JM Rugami (2017) Effect of ICT Deployment on the Operational Performance of Kenya Revenue Authority. *Journal of Strategic Management* 2 (1), 19-35
20. BN Njeri, M. Rugami, (2017). Influence of Strategic Leadership on Strategy Implementation in the Kenyan Motor Vehicle Industry. *European Journal of Business and Strategic Management* 2 (9), 29-44
21. JT Musya, JM Rugami, (2016). The effects of strategic management on performance of auctioneer firms in Kenya. *European journal of business and Strategic Management* 1 (3), 42-62
22. VN Muindi, JM Rugami (2016). Effect of the agricultural sector development strategy on agricultural productivity: a case of Tana River County in Kenya. *American Journal of Agriculture* 1 (1), 19-36
23. FM Munyao, M Rugami, (2016). Effects of Strategic Management Drivers on Participation of Women in Economic Development: A Survey of Changamwe Constituency, Kenya. *Journal of Developing Country Studies* 1 (1), 40-60

24. BM Mutemi, R Maina, DN Wanyoike, (2014). Strategic management practices and performance of small scale enterprises in Kitui Town. *International Journal of Science Commerce and Humanities* 2 (4), 249-259
25. MM Kairu, JR Maina, (2013). Effect of strategic responses on Kenya Revenue Authority operational performance. *International Journal of Business, Humanities and Technology* 2 (2)
26. Kuria K., Ngumi P., Rugami J. (2013) "Factors affecting rental income tax compliance among landlords in Kilifi county in Kenya" *Prime Journal of Bus. Admin. Management (BAM)* ISSN: 2251-1261. Vol. 3(5), pp 997-1008 May 9th.

27. C ISABOKE, R. Maina (2013). The influence of organization culture on strategy implementation in selected universities

28. Rugami J. & Aosa E. (2013) "Environmental dynamic capabilities and their effect on competitive advantage and firm performance" Prime Journal of Bus. Admin. Management (BAM) ISSN: 2251-1261. Vol. 3(11): pp. 1239-1243 November 14th.

Conference/Workshops/Seminars papers

1. Saumu J., Rugami M., (2020). Effect of microfinance services and performance of Women owned enterprise in Kilifi County, Kenya. Virtual 2nd International Business Research and Industrial Conference (IBRIC), Kenyatta University. 3rd and 4th December 2020
2. 1st International Business Research and Industrial Conference (IBRIC), Kenyatta University. 20th and 21st June 2019. North Coast Beach Hotel, Mombasa

Seminar Papers Presented

1. Member, Kenyatta University, School and Department Board of Examiners 2008-Date
2. Member, KU Mombasa Campus Strategic Planning Committee, 2018-2021

Supervision of Postgraduate Students

Masters

S.No	Name of Student/Year	Research Topics
1	Joyce Muthoni Mbaya, (2012).	A Survey of Quality Management in Collaboration Strategy between Public Universities and Tertiary Colleges in Kenya
2	Fatma Mzee Shafi, (2012).	The Effects of Strategic Planning on Organization Effectiveness. A Case Study of Kenya Ports Authority
3	Karinga Joseph Munyi, (2012)	Integration of marketing communication tools in the learning institutions among private middle level colleges in Mombasa County
4	Hamid Mohamed Athman, (2012)	The Effects of Customer Perceived Value on Loyalty. A Case Study of Safaricom Subscribers in Mombasa County
5	Odhambo Stephen Okumu, (2012)	Effects of Credit Information Sharing and Referencing on the Marketing of Credit Facilities by Financial Institutions in Mombasa County
6	Mundia Paul Wachira (2012)	An Investigation of the Challenges Facing Implementation of Performance Appraisal Systems in Kenyan Public Service
7	Cris ISABOKE (2013)	The influence of organization culture on strategy implementation in selected universities
8	Kuria K(2013)	Factors affecting rental income tax compliance among landlords in Kilifi county in Kenya
9	MM Kairu (2013).	Effect of strategic responses on Kenya Revenue Authority operational performance
10	Beatrice M Mutemi (2014).	Strategic management practices and performance of small scale enterprises in Kitui Town

S.No	Name of Student/Year	Research Topics
11	Vincent N Muindi (2016).	Effect of the agricultural sector development strategy on agricultural productivity: a case of Tana River County in Kenya
12	FM Munyao (2016).	Effects of Strategic Management Drivers on Participation of Women in Economic Development: A Survey of Changamwe Constituency, Kenya. Journal of Developing Country Studies 1 (1), 40-60
13	JT Musya, (2016).	The effects of strategic management on performance of auctioneer firms in Kenya
14	Benjamin N Njeri (2017).	Influence of Strategic Leadership on Strategy Implementation in the Kenyan Motor Vehicle Industry
15	MM Kairu, (2017).	Effect of staff training on the operational performance of Kenya Revenue Authority
16	JM Waruiru (2017).	The influence of police reforms on service delivery in Mombasa County, Kenya.
17	ZV Mjomba(2017).	Corporate social responsibility and competitive advantage of Equity Bank Kenya Limited
18	S Dona Sheila (2018).	Influence of Change Strategies on Performance of Cement Manufacturing Companies in Kenya
19	GG Kamau (2018).	Entrepreneurship Education and Performance of Women Owned Small and Micro Enterprises in Mombasa County, Kenya
20	Titus M Nyong'a (2019).	Influence of strategic leadership on strategy implementation at Kenya Revenue Authority, southern region in Kenya
21	Ali F Ahmed (2019)	Corporate governance and performance of savings and credit cooperative societies in Kilifi County, Kenya
22	Rehema B Kigwe (2019).	Effect of Outsourcing on Organisation Performance among Commercial Banks in Mombasa County, Kenya
23	Bolu Said Wato (2019).	Influence of drug demand reduction strategy implementation on organizational performance of national authority for the campaign against alcohol and drug abuse (NACADA), Kenya
24	GM Kitonga (2019).	Marketing strategies and performance of kenya marine and fisheries research institute
25	Dorotia W Waduu (2019).	Total Quality Management Practices and Performance of Commercial Banks in Kilifi Town, Kenya
26	MS Intiswar (2019).	Balanced Score Card and Service Delivery at National Health Insurance Fund in Mombasa County, Kenya
27	RA Mohammed (2019).	Competitive Strategic Management Practices and Performance of Small and Medium Enterprises in Kenya
28	Said B Hantiro, (2020).	Strategy Implementation and Performance of Tana River County Government, Kenya
29	AM Arori (2020)	Personal Selling Strategies and Customer Loyalty among Insurance Companies in Malindi Town, Kilifi County, Kenya.
30	Joseph M Nyachwaya,	Competitive Strategies and Performance of Commercial Banks in Mombasa County, Kenya

S.No	Name of Student/Year	Research Topics
31	Saumu S Julius (2020).	Microcredit Services and Performance of Women Owned Enterprises in Kilifi County, Kenya
32	Gladys K Menza (2021).	Total Quality Management Practices and Performance of Deposit Taking Savings and Credit Cooperatives in Mombasa County, Kenya

Professional/ Consultancy

Consultancies

1. Curriculum development for Kenya Institute of Supplies Management (KISM) Professional courses at Kenya Institute of Curriculum Development (KICD) April 2014.
2. Kenya ICT Board. Training of Digital Village Managers in Entrepreneurship skills and ICT Proficiency in preparation for setting up of Digital Villages countrywide. Kenya Transparency & Communications Infrastructure (World Bank Project), 2010
3. Strategic plan for KENFAP Services Limited. Presented in a stakeholders workshop in Nakuru, December 2006
4. Business plan for KENFAP Services limited. Presented to Board and Donors, Nairobi, June 2006
5. Marketing Plan for Fox Communications Limited, P.O. Box 866-00618, Nairobi, Kenya, February - April 2007.
6. LSK Sacco Ltd, Nairobi, September 2008, Recruitment of a Manager/ Accountant, Advertising, short listing and Interviewing
7. Strategic plan development for Mwito Sacco, Oserian Sacco Ltd, Kenversity Sacco Ltd, Bamburi Sacco Ltd, Asili and Naku Sacco Ltd, 2008-2009
8. A survey on computerization of Cooperatives and producer organizations in Uganda funded by Food Agricultural Organization (FAO) 2006
9. A survey on farm inputs supply chain and market development among farmers, farmer organizations, government institutions and private sector in D.R. Congo. Sponsored by East African Farmers Federation (E.A.F.F), 2006

Regional and international assignments

1. Conducted a survey on computerization of Cooperatives and producer organizations in Uganda funded by Food Agricultural Organization (FAO)
2. Participated in a mission in Democratic Republic of Congo to establish usage of fertilizers and soil fertility management
3. Conducted a research on farm inputs supply chain and market development among farmers, farmer organizations, government institutions and private sector in D.R. Congo.
4. Planned, coordinated and attended a mission to The Netherlands comprising of farmer leaders that visited farmer organizations, agricultural institutions, dairy, arable and flower farms, flower auction, organic market, agro tourism sites, chips and cheese processing factories and development partners in The Netherlands.

Community Service and Other Engagements

-Mentor; Students at Kenyatta University

Networking and Collaborations

1. Strathmore University Business School

2. Tangaza University

Affiliation of Professional Bodies

-Member: Marketing Society of Kenya