

## CURRICULUM VITAE

### 1.1 Personal Profile

#### 1.1.1 Personal Details

Name: Dr. Elishiba Muthoni Murigi  
Department: Business Administration  
Designation: Lecturer  
Email: murigi.elishiba@ku.ac.ke

#### **Area of Specialization:**

- Marketing
- Strategic Management

#### **Research Interests:**

- Marketing
- Product Development
- Strategy Development

**Google Scholar:** Dr. Elishiba Murigi:

<https://scholar.google.com/citations?user=k6s5mHAAAAAJ&hl=en&authuser=1>

**ORCID ID:** <https://orcid.org/0000-0002-3406-1480>

#### 1.1.2 Academic & Professional Qualifications

**July 2016: Doctor of Philosophy, Marketing, Kenyatta University: Thesis on:** Social Marketing Mix and Behavioral Change on Alcohol and Tobacco Usage among the Youth in Nairobi Slums, Nairobi County Kenya.

**2004 - Master of Business Administration (MBA) Strategic Management, University of Nairobi.**  
(Project on End-to-end Service Management Strategy in Large Commercial Banks in Kenya).

**2000- Kenya Institute of Bankers:** Studied and passed two papers namely; Financial Accounting and International Trade Finance

**1998- Bachelor of Arts: Business Studies and Sociology, Kenyatta University - First Class Honors**

**1996 - CPA Part 1 Sec 1 (KASNEB)**

Studied and passed Law, Financial Accounting and Economics

**1994 - Diploma in Management Information - ICM**

Subjects covered Information Processing II, Systems Analysis and Design, Computer Programming, Programming Project.

**1993- Certificate in Management Information - ICM**

Subjects covered Information Processing, Computer Programming, Computer Applications, Numeracy and Accounting.

**Computer Skills:** Proficient in Ms Office 2007: Word, PowerPoint & Excel

### **1.1.3 Employment History**

#### **(a) Online Communications Manager, Kenyatta University (April 2018 –November 2022)**

- Work with other teams to implement the Communication Strategy of the University
- Manage the University website and social media platforms
- Review and assessment of quarterly and annual strategic digital marketing communication plans for the business units, university corporate centers and other business initiatives.
- Forecasting Kenyatta University search growth and behavior across multiple markets, categories and devices.
- Developing innovative internal reporting mechanisms to support team marketing strategies.
- Creating scaled reports on seasonal events and trends, utilized internally and externally among university student's segments among different demographics to the university management.
- Develop, mitigate and implement solid crisis management communication plans to uphold positive online reputation across digital media platforms.
- Participates/leads digital revenue strategy/optimization in conjunction with other digital leaders across functions while maintaining customer support.
- Defining and implementing a coherent internal communications blueprint that delivers to the aspirations of the business communications needs.
- Tracking, analysis and continuous enhancement on effectiveness of Digital Strategies
- Drive profitable brand equity building, targeting, segmentation, and acquisition strategy for the university
- Leading problem solving and recommendations as a board member of several university committees (Marketing, ICT Board, Cyber Security, International Linkages and, Corruption Prevention among others)
- Managing the budget, planning and staffing of the webmaster's office

#### **(a) Lecturer – School of Business, Kenyatta University (September 2011 to Present)**

- Teach, assess, examine and award grades for the respective postgraduate and undergraduate units taught as per the requirements provided by the university.
- Train in Communication, Marketing, Strategic Management, Public Relations, Management and Marketing.
- Engage with educational stakeholders and students creatively in scholarly activities that include but are not limited to curriculum development, quality assurance procedures, research, external linkages and collaborations.
- Actively involved in research, grant writing and conferences.
- Undertake to enhance and improve quality standards in course delivery, research and examination within the University programmes.
- Involve the students creatively in problem-based learning and case studies that allow the students solve academic and industry problems creatively.
- Integrate and develop innovative teaching methods and approaches involved within the unique subject areas.
- Provide interactive e-learning integration within my teaching approaches and pedagogy

- Facilitate and deliver learning content through one on one coaching, written feedback, and analytical reports.
- Reviewing student assignments and providing regular feedback based on defined rubrics of the university
- Provide mentorship and regular coaching.

**(d) Assistant Marketing Manager, KASNEB (Jan 2006- June 2008)**

**Reporting to the Marketing Director:** Responsible for the all the marketing programmes and initiatives globally, my job entailed the following:

- Developing and operationalisation of the Strategic Marketing Plan.
- Developing concept papers and proposals for establishment of KASNEB nationally, regionally and internationally.
- Participating in regional markets' negotiations for establishment of KASNEB regionally (Uganda, Sudan Tanzania, Cameroon, and Rwanda).
- Identifying marketing opportunities and developing strategies in order to position KASNEB as a global brand.
- Conduct research and monitor market changes providing regular competition reports on products, pricing and the market and giving recommendations and suggestions on product enhancement to the Chief Executive.
- Conducting competitor analysis and developing innovative strategies to match customer's needs.
- Conducting customer satisfaction surveys on customer perception of KASNEB examinations and services.
- Developing publicity and promotional materials and other strategies to attract new customers.
- Ensuring that the KASNEB website is up to date and working closely with the Website Manager.

**(d) Corporate Service Assistant: Corporate Banking, Barclays Bank (K) Limited (Jan 2004 - Jan 2005)**

**Reporting to the Head of Customer Service** my job entailed but was not limited to:

- **Sales and Service:** Maintain customer relationship and ensure high levels of service and increase in sales. Continually monitor the Relationship Manager's portfolio to ensure efficient operations are maintained in line with the Service Level Agreements (SLA).
- **Database Management:** Maintaining and constantly updating the profile of corporate accounts.
- **Marketing of Banks Products and Services:** Constantly acquiring new clients through cross selling of products to ensure growth of the Corporate Sector.
- **Business Management:** Collating and analyzing customer information for continuous service improvement.
- **People Management:** Manage the Corporate Call Center team to ensure efficient query resolution with a turnaround time of 30 minutes per query.
- **Operations Management:** Ensure 100% compliance to bank's policies and procedures and work closely with the Relationship Managers to mobilize increased use of all our services.

**(e) Procedure Writing Specialist; Pan African Procedures Development Unit (PAPDU), Barclays Bank (K) Limited (April 2002 - January 2004)**

**Reporting to the Head of Operations and planning** my job entailed but was not limited to

- **Procedure Writing:** Writing end-to-end procedures on the Bank's various processes in the Pan –African countries, updating the existing manuals and maintaining a database of all the manuals, circulars and memos.
- **End-to-End Process mapping** of core processes in the business. This includes Credit Card Processes and Bulk Cash Handling. This ensured quality and consistent customer service.
- **Activity Based Costing:** Conducting the actual business benefit and cost analysis.
- **Service Improvement:** Analyzing the mapped out processes and eliminating non-value adding activities. Presenting improvements to Business Heads and implementation of various projects.
- **Proposal Writing and Development:** Researching, developing and presenting Process Improvement Proposals to other African Country Service Managers.
- **Country Processes Best Practice champion:** Developing procedures and testing the value added by each process and recommending the value adding procedures to other countries like Mauritius, Seychelles and Ghana.

**(f) Customer Service Assistant; Barclays Bank of Kenya Limited, Moi Avenue Branch (April 2000-March 2002)**

**Reporting to the Customer Service Manager** my job entailed but was not limited to

- Assisting the Project Manager in Situational analysis and program implementation.
- Relationship Management: Offering support required by members of staff to ensure the centers run efficiently and profits are maximised.
- Negotiation of Service Level agreements (SLA's) with service providers to ensure that all the units of the service centre run efficiently.
- Customer Service at the centre with a view to educate customers on e-banking.

#### 1.1.4 Achievements

**(i) Nationally**

- **Membership to Professional Bodies**
  - Marketing Society of Kenya (MSK)
- **Community Engagements**
  - April 2020 Appointed member, Education Committee of St. Joseph of Arimathea, ACK church, Thome Nairobi.
  - November 2017: Trained the Rites of Passage girls of St. Joseph of Arimathea, ACK church, Thome Nairobi.
  - December 2017: Member of the Brighter Monday Panel during the launch of the Job Market Survey Report.
- **National Interviews**
- June 2019- Shortlisted for the position of CEO, IEBC

**(ii) Regionally**

- **February 2011:** Conducted KASNEB professional seminars and career talks to lecturers and students of three universities in Cameroon

- **May 2010:** Established strategic linkages with ten (10) universities in Tanzania for the purposes of promoting the qualifications of KASNEB.
- **January 2010:** Established strategic linkages with three (3) universities in Uganda for the purposes of promoting the qualifications of KASNEB.
- **August 2009:** Developed a concept paper and Memorandum of Understanding (MOU) for the establishment of KASNEB in Kigali Institute of Management, Rwanda.
- **April 2009:** Team member, KASNEB **Strategic Plan** 2007- 2012.
- **November 2008:** Working with a high performing team on the Government of Southern Sudan (GOSS) capacity-building project on the establishment of KASNEB in Juba, Southern Sudan in collaboration with the University of Juba.
- **July 2006:** Developed and implemented the Marketing Plan to roll out KASNEB programs in Africa.
- **Dec 2003- Feb 2004:** Participated in the formulation and implementation of prudent **Customer Service System** called **RESOLVE** through use of the **Account Management Concept**.
- **Jan 2002- Dec 2003:** Developed **Procedures Operations Manual** for Barclays Banks' of Kenya Limited new products namely; **Bank direct, Pay direct and Direct debit**.

(iii) **Internationally**

**February 2017:** Received **Best Paper Award** at the SIMSR Global Marketing Conference, Mumbai, India. (Social Marketing Price and Behavioral Change to Alcohol and Tobacco Usage among the Youth in Nairobi, County, Kenya)

## 1.2 Publications

### 1.2.1 Referred Journals

1. Njogu , J. K., & Murigi, E. M. (2023). Growth strategies and performance of milk processing firms in Kenya. *The Strategic Journal of Business & Change Management*, 10 (2), 815–838.
2. Kamwere, B. M., & Murigi, E. (2023). Strategic management practices and performance of Kenya Railways Corporation at the headquarters, Nairobi City County, Kenya. *The Strategic Journal of Business & Change Management*, 10 (1), 454 – 475.
3. Bwogen, R., & Muthoni, M. E. (2023). The Effect of Stakeholder Involvement on Performance of Bomet County Government, Kenya. *Journal of Entrepreneurship & Project Management*, 7(2), 26–41.
4. Gakii A, Maina S & Murigi EM (2022) Moderating Effect of Firm Characteristics on the Relationship Between Video Online Marketing and Market Performance of Registered Tours and Travel Agencies in Nairobi City County, Kenya, *European Journal of Business and Management* www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)Vol.14, No.24, 2022
5. Gakii A, Maina S & Murigi EM (2022), Search Engine Optimization, Competitive Advantage and Market Performance of Registered Tours and Travel Agencies in Nairobi City County, Kenya, *Journal of Sustainable Business and Economics*, Volume 5, Issue4
6. Maina, B., & Murigi, E. (2022). Marketing Mix Strategy and Business Growth in 5 Star Hotels in Nairobi City County, Kenya: A Case of Hilton Hotel. *International Journal of Business Management, Entrepreneurship and Innovation*, 4(3), 55-65. <https://doi.org/10.35942/jbmed.v4i3.290>
7. Koskei B & Murigi E.M (2021) Constructs of Quality Management and Organizational Performance of Nakuru Water Sanitation and Services Company in Nakuru County, Kenya *International Journal of Innovative Research and Advanced Studies (IJIRAS)* Volume 8 Issue 4

8. Kimiti P, Muathe SMA & **Murigi EM** (2020) Gender of Respondents and Performance of Functional areas of milk processing firms in Kenya, *International Journal of Economics, Commerce and Management*, Vol 8 Issue No. 9, 393-400
9. Swagi P & **Elishiba Murigi** (2020), The effect of service quality on the performance of women enterprise fund in Kisumu County, Kenya, *International Academic Journal of Human Resource and Business Administration*, Volume 3, Issue 9, 90-103.
10. Kimiti P, Muathe SMA & **Murigi EM** (2020), Cost Leadership Strategy, Competitive Advantage, And Performance: A Cross-Sectional Study in The Context of Milk Processing Firms in Kenya, *International Journal of Management, Innovation & Entrepreneurial Research* *International Journal of Management, Innovation & Entrepreneurial Research*, Vol. 6, No 2, 2020, pp 64-76
11. Kimiti P, Muathe SMA & **Murigi EM** (2020), Nexus between Cost Leadership Strategy and Performance: Fact or Fallacy in Milk Processing Firms in Kenya, *International Business Research*; Vol. 13, No. 10; 2020
12. Mbiriti Diaz & **Elishiba Murigi** (2019), Corporate Governance and Performance of selected Savings and Credit Cooperative Societies in Nairobi County, Kenya, *International Journal of Interdisciplinary Research and Innovations*, Vol 8 Issue 2, 22-30.
13. Mutua Justus & **Elishiba Murigi** (2019), Corporate Growth Strategies on Performance of SACCOS in Kitui Count, Kenya, *International Academic Journal of Human Resource and Business Administration*, Volume 3, Issue 7,363-382.
14. Luvusi Jackson & **Elishiba Murigi** (2019) **Influence of Market Penetration Strategy on the Performance of Telkom Kenya Limited in Nairobi City County**, *International Journal of Research and Innovation in Social Science (IJRISS)*, ISSN No. 2454-6186, Volume 3, Issue 12,175-178.
15. Mwongeli Caroline & **Elishiba Murigi** (2019) **Influence of Product Development Strategy on Performance of Middle Level Chain Stores**, *International Journal of Research and Innovation in Social Science (IJRISS)*, ISSN No. 2454-6186, Volume 3, Issue 12,72-74.
16. Joel Omuyoyi Espirah & **Murigi Elishiba Muthoni** (2019) Effect of Strategy Execution on Performance of Parliamentary Service Commission, *Stratford Journal of Public Policy & Governance*, ISSN: 2616-8413, Vol 3 (2) pp. 61-72.
17. Echwa M & **Elishiba Muthoni Murigi** (2019) Strategic Leadership and Performance of Domestic Airline Firms in Kenya, *Eastern Africa Journal of Contemporary Research (EAJCR)*, Vol. 1, Issue 2, 2019, ISSN: 2663-7367 (Online) & ISSN: 2663-7359.
18. Nyanhama, Peninah Andrew & **Elishiba Murigi** (2019) The Effect of Customer Focus Strategies on performance of Cooperative Bank of Kenya, *Journal of Strategic Management*, Volume 3, Issue 2 PP 1-14
19. Annstellah Gakii & **Elishiba Muthoni Murigi** (2019). Advertising and Service Quality in the Mobile Phone Industry in Kenya, *European Journal of Business and Strategic Management*, ISSN 2518-265X (Online) Volume 4 Issue 1 PP 39-50.
20. Mercy Warugru Kirima & **Elishiba Muthoni Murigi** (2019). Demographic Perspective and Organizational Performance in Occidental Insurance Company, *European Journal of Business and Strategic Management*, ISSN 2518-265X (Online) Volume 4 Issue 1 PP 30-38.

### 1.2.5 Book Chapters

1. Bula H.O, **Murigi Elishiba** & Ngigi D (2019) Innovation inclusion for Sustainability of Livelihoods of Urban Women Entrepreneurs in Informal Settlements in Nairobi, Kenya in Sustainable Development in Africa, Spears Media Press LLC, 177-199
2. **Murigi EM** (2017) *Social Marketing* in Principles of Marketing: A Skill Building Approach. Nairobi. Focus Publishers, ISBN 978-9966-7249-4-6.

### 1.2.6 Refereed Learning Modules

1. Murigi, E.M (2020) Principles of Management, Online Virtual Learning Material for the Department of Business Administration, Kenyatta University
2. Murigi, E.M (2020) Marketing of Services, Online Virtual Learning Material for the Department of Business Administration, Kenyatta University
3. Murigi, E.M (2017) Principles of Marketing, Digital School of Virtual Learning Material for the Department of Business Administration, Kenyatta University.
4. Murigi, E.M (2017) Marketing, Planning & Control, Digital School of Virtual Learning Material for the Department of Business Administration, Kenyatta University.
5. Murigi, E.M (2017) Marketing Management, Digital School of Virtual Learning Material for the Department of Business Administration, Kenyatta University.

### 1.2.7 Reviewed Conference Papers

1. June 22<sup>nd</sup> 2017 Bula Hannah Orwa, **Murigi Elishiba**, & Ngigi David: Innovation inclusion for Sustainability of Livelihoods of Urban Women Entrepreneurs in Informal Settlements in Nairobi, Kenya. Presented at EDSA workshop at Kenyatta University Conference room.
2. February 9<sup>th</sup> – 10<sup>th</sup> 2017: **Murigi E. M**, Muathe SMA, Kuria Thuo J & Gikonyo NK Social Marketing Price and behavioural change to alcohol and tobacco usage among youth in Nairobi County, Kenya. Presented at the 12<sup>th</sup> SIMSR Global Marketing Conference, Mumbai, India

### 1.2.10 Consultancy and Project Reports

1. **September 2018:** Narok County Government: Developed the Narok County Annual Livestock show strategy
2. **Jan 2017 to February 2021:** Meru Dairy Co-operative Union Limited: Development and monitoring the implementation of the Marketing Plan and Market Entry Strategy.
3. **July 2015:** Laikipia County Government: Organised the 1<sup>st</sup>ever Investment Conference.
4. **May 2015:** Simlaw Seeds Limited: Staff training on Market Research and conducted a Midterm review of the Strategic Plan (2013-2018).
5. June 2014: Harleys Limited: Training on Marketing strategies and Plans

### 1.2.11 Non - Reviewed Conference Papers

1. June 21<sup>st</sup> -22<sup>nd</sup> 2019 : Caroline Anupi Abuli & Elishiba **Muthoni Murigi** : The Effect of Physical Evidence Strategy on Performance of Alcohol Manufacturing and Distributing Firms in Kenya presented at the International Business Research & Industrial Conference, North Coast Beach Hotel, Mombasa.
2. June 21<sup>st</sup> -22<sup>nd</sup> 2019 Guantai Doreen Kanana & **Murigi Elishiba Muthoni** : The Influence of Marketing Strategies on Performance of Kenya Airways at the International Business Research & Industrial Conference, North Coast Beach Hotel, Mombasa
3. November 7th 2017 : **Murigi E. M**, Muathe SMA, Kuria Thuo J & Gikonyo NK : Preventive measures, rehabilitation centres and behavioural change to alcohol and tobacco usage among youth in Nairobi County, Kenya. Presented at the International Multidisciplinary Conference, Greta University Conference Room.

### 1.3 QUALITY TEACHING, LEARNING AND MENTORSHIP

#### 1.3.1 Student Evaluations

The evaluations that have been submitted by students for all units taught, the rating has been above 70% translating to Good or Very good.

#### 1.3.2 Ongoing Supervisions

##### Ph.D -Ongoing

	STUDENT NAME	TITLE
1.	Joyce Chepkoech Rere D86/KER/38466/2017	Resource Based View Approach in Organizational Resources and Performance of mobile telecommunication Industry in Kenya
2	Doris Alago D86/CTY/38211/2016	Digital Marketing Strategies and Service Delivery of Universities in Kenya
3.	Mercy Gichu D86/CTY/38465/2016	Knowledge Infrastructure Capabilities and Performance of selected pharmaceutical manufacturing firms in Kenya
4.	Nyakando Job Ochieng D86/CTY/38470/2018	Experiential Marketing and Customers Brand Loyalty in Telecommunication Industry

#### MSC THESIS SUPERVISION- ONGOING

	STUDENT NAME	TITLE	SUPERVISORS
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1.	Stella M. Wakilwa D58/CTY/PT/33602/2015	Impact of Customer Loyalty on Sales Performance of selected Supermarkets in Kenya	Dr. Jane Wanjira Dr. Elishiba Murigi
2.	Makwaro G. Wycliffe D58/CTY/PT/33602/2015	Nation Branding and Sustainable Attractiveness of Kenya as a Tourist Destination.	Dr. Reuben Njuguna Dr. Elishiba Murigi
3.	Daniel M.Kiviu D58/CTY/PT/33410/2015	Assessment of Financial Constraints on Operations of County Government in Kenya A case of Kitui County	Dr. J.Koori Dr. Elishiba Murigi
4.	Naomi N. Gekonge D58/CTY/PT/38562/2016	Effects of promotional strategies of banking industry in Kenya	Dr. Elishiba Murigi Dr. Jane Wanjira
5.	Zetheleza Jelagat Bunei D58/CTY/37844/2016	Brand Equity and Sales performance of selected Supermarkets in Nairobi County, Kenya	Dr. Samuel Maina Dr. Elishiba Murigi

#### MBA PROJECTS SUPERVISION- ONGOING

	STUDENT NAME	TITLE
1.	Dido Dima D53/CTY/OL/28054/2014	Market Entry strategies and Performance of Selected International Hotels in Nairobi, County Kenya
2.	Edward Nduva Wambua D53/OL/CTY/26572/2015	Pricing Strategies and Performance of Kenya Power Limited
3.	Lawrence Jumbe Buchunju D58/CTY/PT/23431/2013	Effect of marketing strategies on Performance of Private tourism companies in Kenya
4.	Majaliwa Simba D53/CTY/PT/32967/2015	Pricing Strategies and Performance of firms in the Dairy Sector
5.	Faith Nentaya Kokonya D53/CTY/PT/31508/2015	A study to determine strategies to get more women into managerial positions

6.	Lawrence Muthama Nzioka	Competitive Strategies And Performance Of Commercial Banks In Thika Town Sub-County, Kiambu Kenya
7.	Raphael Kyalo Nguli D53/OL/CTY/26887/2015	Effects of promotion mix on alcoholic drinks consumption among male youth living in slums: a case study of gatwekira village in Kibera slums, Nairobi County, Kenya
8.	Florence Achieng Amolloh D53/CE/28896/2015	Acquisition Strategy To Win New Customers Within Businesses: Case Of Family Businesses.
9..	Harry Kipngetch Sang D53/OL/24247/2014	Global Marketing strategies and performance of multinational food restaurants in Kenya
10.	Keziah Wanjiku Waithaka D53/CTY/PT/37508/2016	Market Entry Strategies and Performance of Equity Bank Limited, Nairobi County Kenya
11	James Nzulwa Kimanza D53/OL/CTY/32531/2017	Social Media marketing Mix and Product awareness on Online stores purchases
12	Peninah Njeri Wachira D53/OL/CTY/32185/2017	Strategic Alliances and Performance in the Hospitality Industry
13	James Nzulwa Kimanza D53/OL/CTY/32531/2017	Social Media marketing Mix and Product awareness on Online stores purchases
14	Elizabeth Kanini Samuel D53/CTY//PT/37587/2017	Competitive strategies and Performance of Alcohol Beverage Firms in East Africa Breweries Limited Nairobi County, Kenya.
15	Dishon Nyakwara Emmanuel D53/OL/CTY/PT/32676/2012	Corporate Governance and Performance of Selected Saccos in Nairobi City County, Kenya
16	Hellen Ngugi Mwiti D53/CTY/PT/29576/2014	Digital Communication and Service Quality of Telecommunication Companies in Kenya
17	Meshack Mutisya Munyalo	Market Expansion Strategies And performance of Airtel Kenya Limited

	D53/CTY/PT/20743/2010	
18	Elizabeth Wanjiru Muriu D53/CTY/PT/31956/2015	Impact of Service Marketing and Performance of Equity bank Kenya Limited
19	Loronyokie Lucy Naserian D53/CTY/PT/26223/2018	Animation Advertising on Consumer Purchase Decision of Washing Powder Companies in Nakuru County
20	Faith Muthemba D53/OL/CTY/37302/2017	Digital Marketing And Sales Performance Of Online Shopping Malls In Nairobi, Kenya
21	Joel Munga Deche D53/OL/MSA/26031/2018	Strategic Management Practices and Service Delivery in The County Government Of Kilifi, Kenya
22	Vincent Omondi Okumu D53/OL/HEP/22544/2021	Developing Perfect Utility among NGO's in the Lake Region
23	Cynthia Andaje D53/OL/NKU/20909/2020	Organisational culture and Performance of Insurance Firms in Nakuru County
24	Charles Nyamweya D53/OL/CITY/27502/2021	Market Segmentation and Market Share in Toyota Kenya Limited
25	Dormila Wangari D53/OL/CTY/21603/2023	Enhancing Customer Satsifaction through Service improvement in Microfinance in Nairobi City County

#### 1.3.4 Supervision of Postgraduate Students

##### 1.3.4.1 Masters

	<b>STUDENT NAME</b>	<b>TITLE</b>
1.	Osman Mohammed Kassim D53/OL/23360/2013	Change Management Strategies and Employee Performance in Wajir, County, Kenya

2	Kirima Mercy Waruguru D58/CTY/PT/28058/2013	Strategic Workforce Diversity Perspectives and Organisational Performance in Occidental Insurance Company
3	Ann Stellah Gakii D53/CTY/PT/32341/2015	Integrated Marketing Communication and Service Quality of the Telecommunication Industry in Kenya
4	Hellen Muthoki Jonathan D53/OL/CTY/24743/2014	Equitel Mobile Banking Services And The Performance Of Micro And Small Enterprises In Tala Market In Machakos County, Kenya.
5.	Stanley Kanyuiro D53/CTY/PT/32340/2015	Branding and Customer Loyalty in the Telecommunication Industry
6.	Moses Echwa D53/CTY/PT/32055/2016	Strategy implementation Drivers and Performance of Domestic Airline Firms in Kenya
7.	Peninah Nyanchama D53/CTY/PT/33398/2015	Strategic Change Management and Performance of Cooperative Bank of Kenya
8.	Doreen Kanana Guantai D53/OL/ CTY/32213/2016	Turnaround Strategies and Performance of Kenya Airways
9.	Caroline Anupi Abuli D53/OL/CTY/PT/32753/2016	Marketing Strategies and Performance of alcoholic manufacturing firms in Kenya
10.	Carolyn Mwongeli Kyalo D53/CTY/PT/37594/2016	Marketing strategies and Performance of Selected chain stores in Nairobi County, Kenya
11.	Joel Omuyoyi Espirah D53/OL/CTY/33073/2014	The impact of strategic management on maximizing organizational competitiveness in Legislature Nairobi County, Kenya
12.	Jackson Luvusi D53/PT/37267/2017	Market Expansion Strategies and Performance Of Telkom Kenya Limited, Nairobi City County, Kenya
13.	Wambuo Kiroro D53/OL/MSA/PT/33119/2015	Organisational Contextual framework and the adoption of Change Management Practices in Kwale County, Kenya.
14.	Swagi Khauya Pauline D53/OL/KKA/26073/2015	The effect of customer orientation on the performance of women enterprise funds in Kisumu County, Kenya

15.	Justus Nzozo Mutua D53/OL/CTY/PT/32621/2016	Corporate Growth Strategies and Performance of SACCO'S in Machakos County
16.	Patricia Mutindi Mulwa D53/OL/CTY/PT/22275/2011	Monitoring and Evaluation tools and Effectiveness of Donor funded projects in Kajiado County
17.	Rolline Miriko Mwabobia D53/CTY/PT/31018/2015	Competitive Strategy and Performance of Multinational Corporations: A case of Britam Holdings Nairobi City County, Kenya.
18.	Diaz Muthiora Mbiriti D53/OL/CTY/32676/2016	Corporate Governance And On Performance Of Selected Saccos In Nairobi City County, Kenya.
19.	Deborah Mokeira Kennedy D53/39489/2016	Strategic Management Practices and the performance of Travel and tours agencies in Nairobi County
20.	David Kimani Karenye D53/CTY/PT/39421/2016	Competitive strategies and Performance of Pharmaceutical firms in Kenya
21.	Benjamin K. Koskei D53/NKU/PT/26825/2015	Influence of Quality Management Strategies on Performance of water companies in Nakuru County
22.	Mary Nyokabi D53/CTY/PT/38552/2016	Branding and Performance of firms within the Mobile Telecommunication Industry(A case of Airtel Kenya)
23.	Elizabeth Wanjiku Karanja D53/CTY/PTY//31158/2015	Brand Awareness And Customer Loyalty In The Banking Sector: A Survey Of Commercial Banks In Nairobi County
24.	Karl Ngala Kyalo D53/PT/31526/2015	Marketing Positioning Strategies And Performance Of Haco Industries Limited In Kenya
25.	Catherine Chepkorir Kisang D53/OL/27121/2015	Knowledge Management Practices and Performance of Kenya Revenue Authority Nairobi City County , Kenya
26.	Wycliffe Ingoi D53/OL/CTY/26716/2015	Marketing Strategies and Performance of Agro dealers in Nairobi County Kenya
27.	Bancy Muthoni Kamwere D53/OL/CTY/25223/2018	Strategic Management Implementation and Performance of companies in the transport industry in Nairobi County, Kenya

28.	Joseph Kimiti Njogu D53/MSA/PT/38771/2017	Growth strategies and performance of Dairy companies in Kenya
29.	Anastacia W. Kariuki D53/CTY/PT/29286/2014	Strategy implementation Drivers and Employee Performance in Public Service Commission
30.	Winnie Adhiambo Odera D53/CTY/PT/39227/2017	Strategic Management Practices and Small Medium Enterprises in Kenya
31.	Brenda Njeri D53/OL/CTY/32886/2016	Online Marketing Strategies And Relationship With Business Growth: A Case Study Of Windsor Golf Hotel & Country Club Nairobi Kenya.

#### 1.3.4.2 PhD

	STUDENT NAME	TITLE
1.	Paul Kimiti D86/CTY/32224/2015	Generic Competitive Strategies and Performance of Property Development in Kenya
2.	Stella Gakii D86/CTY/38470/2016	Online marketing strategies and Market performance of tours and travel agencies in Kenya

### 1.4 PROFESSIONAL/CONSULTANCY

#### 1.4.1 Networks/Collaborations

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#### 1.4.2 Editorial Boards/Referee for professional periodicals

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#### 1.4.3 Consulting for international/national boards

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#### 1.4.5 Consulting for organizations/institutions

August 2023: End of Program Evaluation, Kenya Urban Support Program, Ministry for Urban lands, public works housing and urban development, state department for housing and urban development.

#### 1.4.6 Membership to acad/prof bodies

Member - Marketing Society of Kenya (MSK)

#### 1.4.7 Any other (Editorship/Peer review, external examiner, etc)

- March 2019- To date: External Examiner- School of Business, Greta University

### 1.5 Administrative and Responsibilities

#### 1.5.1 Recognized university administrative positions

May 2022	Appointed Member, 54 <sup>th</sup> Graduation Ceremony Organizing Committee
February 2022	Appointed Member National Phyto- Therapeutics Research, Upscaling and Quality Assurance Centre (NPRC) Commissioning Committee
August 2021	Appointed Member, 50 <sup>th</sup> Graduation Ceremony Organizing Committee
May 2021	Appointed Member, 49 <sup>th</sup> Graduation Ceremony Organizing Committee
APRIL 2021	Appointed Secretary University Ranking Committee
APRIL 2021	Appointed Member, Creative Economy for sustainable development Committee
FEB2021	Appointed Member, Customer Satisfaction Survey Committee
AUGUST 2020	Appointed Member, Committee on Admission of 2020/21 Academic First Year Students
AUGUST 2020	Appointed Member, Committee to Review University Publications: Student Handbook, Social Media Policy, Student Life on Campus & Parent & Guardian Handbook
AUGUST 2020	Appointed Member, Graduation Ceremony Organizing Committee
JULY 2020	Appointed, Member, Committee to streamline the online admissions applications platform
APRIL 2020	Renewal of appointment- University Online Communications Manager

FEBRUARY 2020	Appointed Member, Marketing and Publicity Subcommittee of the Innovation Festival 2020
JANUARY 2020	Appointed, Member Centre for International Programs and Collaboration Board
NOV 2019	Appointed Member, Customer Satisfaction Survey Committee
SEPTEMBER 2019	Appointment: Judge of the Trade Section during the 2019 Nairobi International Trade fair
AUGUST 2019	Appointed, Member to the Committee to spearhead the KU-Safaricom Partnership
AUGUST 2019	Appointed Member, Committee to establish a Centre of excellence in Cyber security in Kenyatta University
AUGUST 2019	Appointed Chairperson, International Business Research Conference (IBRIC)2020, Publicity Sub-committee
JULY 2019	Appointed Member, International Business Research Conference (IBRIC)2020
FEBRUARY 2019	Appointed Member, Customer Satisfaction Survey Committee
JANUARY 2019	Appointed Member, Approval Process for Advertisements, Official Posting and Uploads on the University website and social media
NOVEMBER 2018	Appointed Member , School of Business International Business Research & Industrial Conference (IBRIC) 2019 Publicity Sub-Committee
NOVEMBER 2018	Appointed Member, Review of Diploma in Marketing Curriculum
OCTOBER 2018	Appointed Member, Marketing and Publicity Sub-Committee for the Kenyatta University Biennial Research and Innovation Conference (KUBRIC) 2019.
JUNE 2018	Appointed Member, 2019 Kenyatta University International Multidisciplinary Conference and Innovation Exhibition
JUNE 2018	Appointed Chairperson, Departmental Committee to review Msc. Marketing & B.Com Marketing Option Curriculum review
JUNE 2018	Appointed Member, Graduation Ceremony Organizing Committee
MAY 2018	Appointed Member, Corruption Prevention Committee
MAY 2018	Appointed Member, University Ranking Committee
MAY 2018	Appointed Member, Kenyatta University Marketing Board



APRIL 2018	Appointed Manager, Online Communications
MARCH 2018	Appointed, Member Credit Waiver for B.COM Programme Based on KNEC Diploma Course
JULY 2017	Appointed, Member Curriculum Review Committee
SEPTEMBER 2016	Appointed, Lecturer, School of Business
AUGUST 2016	Appointed Member, development of certificate course in Development and Public Administration
JUNE 2016	Appointed School of Business Examinations Coordinator
FEBRUARY 2016	Appointed, Member Departmental Workload Allocation Committee
FEBRUARY 2016	Appointed , Departmental Timetabler
JANUARY 2014	Appointed Member development of Kenyatta University Baby Day Care
SEPTEMBER 2013	Appointed Member of the Kenyatta University Dairy Tech Farm proposal development

### 1.5.2 Other responsibilities in the University

May 2023- School of Business Economics and Tourism, Website Cordinator

## 1.6 Community Engagements and Other Contributions

### 1.6.2 Community outreach

- Parents Teachers Association Member, Mangu High School
- Board of Mangement Member, Kianjirui-ini Secondary School

### 1.6.3 Professional Affiliation & portfolios

- Marketing Society of Kenya (MSK)

### 1.6.4 Recognitions awards and honours

**February 2017:** Received **Best Paper Award** at the SIMSR Global Marketing Conference, Mumbai, India. (Social Marketing Price and Behavioral Change to Alcohol and Tobacco Usage among the Youth in Nairobi, County, Kenya

## 1.6 Referee

1. Prof Kuria Thuo  
Deputy Vice Chancellor  
Masinde Muliro University of Science and Technology  
P.o Box 190-50100  
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2. Prof. Elishiba Kimani  
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3. Prof Nicholas Gikonyo  
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