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Position: Associate Prof. of Entrepreneurship and Management

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Research ID: AAV-4183-2020.

Research Gate

https://www.researchgate.net/profile/Stephen_Muathe

Research Interests: Start-ups, Fintech, Financial Inclusion, Entrepreneurial Universities, Entrepreneurial Orientation & Strategic Entrepreneurship

2.1 ACADEMIC & PROFESSIONAL QUALIFICATION

a. Academic Qualification

- PhD in Business, Kenyatta University, Kenya
- Masters of Business Administration (MBA), USIU-A
- Bachelor of Education (Arts) Business Studies and Economics, KU, Kenya

- Kangundo High School, Machakos County (O-level)
- Mutwamwaki Primary School, Machakos County (KCPE)

Other Courses

2000: Certificate in Computer packages (Ms Word, Excel, Access, Outlook Express and Power point) - Kenyatta University

c. Professional Training and Qualification

2023: Rice 360 Institute for Global Health Technologies Workshop: Workshop for Faculty Development for Kenyatta University, March 6-10, 2023 Safari Park Hotel & Casino

2021: Ethics in Research an online course delivered by Sarima Institute between 25th January to 17th March 2021

2020: Setting up an Export Marketing Strategy an online course delivered by the SME Academy, 6th December, 2020

2020: Training on Administration of Online CATS and Uploading of Online Assignments Contacted by digital school KU on Wednesday 2nd December, 2020

2020: Sarima Gender in Science, Technology and Innovation course

2020: Design thinking for Innovation an online course authorized by University of Virginia and offered through Coursera

2020: Social Entrepreneurship an online course delivered by the SME Academy, 3rd September, 2020

2020: Research and Grants Management Virtual onsite training workshop run by the BRECCLA Project & SARIMA over a period of 5 weeks, held from 15 June to 13 July 2020

2020: Kenya Education Network (KENET) web conferencing online training in support for remote teaching and learning held Tuesday 18th ,August 2020

- 2020:** Introduction to Cyber security awareness online training in support for remote teaching and learning organized by Kenya Education Network (KENET) held on Tuesday August 18, 2020
- 2020:** Building Research Management Capacity in BRECCIA Partner Institutions Virtual on-site Training Kenya Participation 15th June- 13th July 2020
- 2017:** Applied Entrepreneurship Education Programme (AEEP) Train The Trainers Workshop- Certified AEEP Trainer
- 2017:** Funding Raising Strategies; Creating Stronger donor relationships to sustain Your Non-profit for the long haul, Held on 4th -7th December, 2017 at Cardinal Otunga School
- 2016:** Beyond Management, To Leadership: A Transformative Leadership Programme.” Held at Kenyatta University Conference Centre (KUCC), Nairobi- Kenya between 28th October 2016 to 30th October 2016; Sponsored by KU-Consultancy Services Unit in partnership with Africa center for Transformative and Inclusive Leadership
- 2016:** Sensitization and Awareness Training on National Cohesion and National Values for members of the University Management and Deans of Schools conducted by Directorate of National Values and National Cohesion in the State department of Interior and Coordination of National Government at KUCC on 6th June, 2016
- 2016:** Capacity Building Training for Deans on Bulk marks uploading held at BSSC on 9th Monday 2016
- 2016:** Capacity Building Training for Members of the Kenyatta University Corruption Prevention Committee, members of the University Management and Deans of Schools conducted by Ethics and Integrity by the Ethics and Anti-Corruption Commission (EACC) at KUCC on 6th May, 2016
- 2015:** May 14th Training on plagiarism in Research/Turnitin
- 2014:** March 27th to 28th completed a Course on Ethical and Responsible conduct of Research at KUCC
- 2014:** (March 1st to 3rd): Senior Managers e-learning and Team Building Workshop at North Coast Beach Hotel, Mombasa County, Kenya
- 2013:** (May 28th to 14th November) Completed a course on Teaching Methodology and Evaluation at Centre for Teaching & Research Excellent at Kenyatta University

2013: (5th to November, 2012). Developmental Research Uptake in Sub-Saharan Africa (DRUSSA)

2012: (April 23rd to 28th). Case Teaching and writing workshop

2.1.1 Employment History

- i. March 2015 to date: **Senior Lecturer**
Department of Business Administration,
School of Business, Kenyatta University
 - ii. 2011 - Feb. 2015: Lecturer in Department of Business Administration, Kenyatta University
 - iii. 2006- 2010 : Tutorial Fellow, Department of Business Administration, Kenyatta University
 - iv. 2003- 2006 : Adjunct Lecturer, Kenya Institute of Management
 - v. 2002-2003 : Research Assistant CEED, USIU- A
 - vi. 2002 (March – July): Research Assistant; Nairobi bottlers-Coca-cola
- 2000-(January-): Teaching Practice (TP); Nairobi Technical Training Institute

2.2. RESEARCH PUBLICATION

2.2.1. Refereed Journal papers

1. Githua, K., & **Muathe, S.M.A.**, (2025). Digital Financial Inclusion Strategy and Performance of Deposit Taking SACCOs in Kenya. *Journal of Business and Management Sciences*. 13(6):184-189. doi: 10.12691/jbms-13-6-1
2. Lang'at, I.C., & **Muathe, S. M.**, (2025). Strategic Supply Chain Integration and Competitive Advantage: An Essential Nexus in Vehicle Assembly Firms in Kenya. *International Journal of Economics and Finance*.17(12) 30-41. doi:10.5539/ijef.v17n12p30
3. Kithinji, A.G., & **Muathe, S.M.**, (2025). “Youth Empowerment through Entrepreneurship Management: A Pathway to Sustainable Job Creation in Kenya”. *Asian Journal of Economics, Finance and Management* 7 (1):1037–1044. <https://doi.org/10.56557/ajefm/2025/v7i1329>.
4. **Muathe, S.** & Kodiwo, O.A.B, (2025). Strategic Entrepreneurship: From Science Laboratory to Commercialization of Disruptive Agri-biotechnology Crop Innovations in Kenya. *Journal of Management Research*. 17 (2), 19-37. DOI: [10.5296/jmr.v17i2.22997](https://doi.org/10.5296/jmr.v17i2.22997)
5. Karitu, B., **Muathe, S.M.A.**, & Mwasiaji, E., (2025). Business Incubator Services in Africa Higher Education: Disruptive Force or Necessary Tool for New Venture Creation in Kenya. *African Journal of Emerging Issues*. 7 (21), 128-147.
6. Kariuki, E., & **Muathe, S.M.A.**, (2025).Improving Public Service Delivery Through Good Corporate Governance: Lessons From the Embu County Government, Kenya. *International Journal of Business Administration* 16(3): 42-97. DOI: [10.5430/ijba.v16n3p42](https://doi.org/10.5430/ijba.v16n3p42)

7. Onyango, I. A. & Mauthe, S.M., (2025). Understanding the Effect of Organizational Change on Firm Performance: A Case of Unga Farm Care Limited in Kenya. *International Journal of Business Administration*. 16(3): 82-97. DOI:10.5430/ijba.v16n3p82
8. Oyugi, B. O., & **Muathe, S. M.** (2025). Total Quality Management Practices in Health Care Organizations: Implication on Performance of Private Healthcare Organizations in Kisumu County, Kenya. *Open Journal of Business and Management*, 13(5) 3143-3465. 5. <https://doi.org/10.4236/ojbm.2025.135165>
9. Adam, M.M.H., & **Mauthe, S.M.**, (2025). A Paradigm of Entrepreneurship: Entrepreneurship Management Practices and Youth Empowerment Programs in Mogadishu, Somalia. *Journal of Business and Management Sciences*. 13(4):121-131. doi: 10.12691/jbms-13-4-5
10. Okoth, O.A., & **Muathe, S.M.A.**, (2025). "The Role of Growth Strategies in Enhancing the Performance of Commercial Banks in Busia County, Kenya". *Asian Journal of Economics, Finance and Management* 7 (1):791-804. <https://doi.org/10.56557/ajefm/2025/v7i1311>.
11. Kachoga, L.M., & **Muathe, S.M.A.**, (2025). First Mover Strategy and its Impact on Competitive Advantage among Selected Originator Pharmaceutical Companies in Kenya. *Journal of Business and Management Sciences*. 13 (4) 112-120. DOI:10.12691/jbms-13-4-4
12. Karitu, B., **Muathe, S.** & Mwasiaji, M. (2022). External Environment and Business Incubator Services: A Framework for New Venture Creation in Universities in Kenya. *International Journal of Economics, Commerce and Management*. 13 (8)94-120
13. Musau, N.N., & **Muathe S.M.** (2025). Digital Transformation Strategy: The Quest for Competitive Advantage among Commercial Banks in Kenya. *International Journal of Research in Business and Social Science*. 14(5) 01-24. <https://www.ssbfnct.com/ojs/index.php/ijrbs>
14. Ndungu W.J. & **Muathe S.M.** (2025). **Supply Chain Resilience: The Role of Total Quality Management on the Performance of Kenya Medical Supplies Authority.** *European Scientific Journal, ESJ*, 21 (19), 92-120. <https://doi.org/10.19044/esj.2025.v21n19p92>
15. Musau, N.N., & **Muathe S.M.** (2025). Service Automation, Data Analytics and Digital Payment Solutions: The Future of Competitive Advantage of Commercial Banks in Kenya. *European Journal of Business and Management*. 17, (6)29-48. ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)
16. Njenga, S. & **Muathe, S.** (2025). Emerging strategic decisions issues from Uptake of Private Health insurance in Kenya. *International Journal of Research in Business and Social Science* 14(4) 529-536.
17. Karanja, J.M., & **Muathe, S.M.A.**, (2025). Access to Credit and Firm Performance: Evidence from Micro and Small Enterprises in Murang'a County, Kenya. *Journal of Business and Management Sciences*. 2025; 13(3):70-80. doi: 10.12691/jbms-13-3-4
18. Mumani M.O. & **Muathe S.M.** (2025). Upscaling Corporate Governance Principles for Performance of National Sports Federations in Kenya and Beyond. *ESI Preprints*. <https://doi.org/10.19044/esipreprint.5.2025.p299>
19. David, B.J. & **Muathe, S.M.**, (2025). Rethinking Technological Innovations Strategies: Challenges and Insights in the Performance of Micro, Small and Medium Enterprises in Kenya. *International Journal of Economics and Finance*; Vol. 17 (7) 28-39
20. Nyaringita, V. M., & **Muathe, S.**, (2025). Corporate Culture: The Key to Performance in Equity Bank, Kenya. *African Journal of Emerging Issues (AJOEI)* 7 (7), 95-110
21. Fredrick, O.O., **Muathe, S.M.A.**, & Bula, H., (2025). Perceived HRM Practices and Employees' Retention: The Importance of Job Embeddedness and Job Satisfaction in

Non-Governmental Organizations in, Kenya. *European Journal of Business and Management* 17 (3), 34-54

22. Ndung'u, H.N., Njeru, D.M., **Muathe, S.M.**, & Ocharo. K.N., (2025). Healthcare Financing: The Nexus Between Entrepreneurial Supply Chain Practices and Performance of Public Hospitals in Kenya. *South Eastern European Journal of Public Health*, 24(3)1110–1129. <https://doi.org/10.70135/seejph.vi.6206>
23. Muli R. M., & **Muathe, S.M.** (2025) Managing Change: A Strategic Approach to Sustainable Performance of Fund Management Companies in Kenya. *African Journal of Emerging Issues*. 7 (5) 28-46
24. Jumapili N.D. & **Muathe S.M.A.** (2025). Quality Management Practices and Performance: The Perspective of Public Healthcare Institutions in Kenya. *European Scientific Journal, ESJ*, 21 (4), 83. <https://doi.org/10.19044/esj.2025.v21n4p83>
25. Ndung'u, H.N, Njeru, D.M, **Muathe, S.M.A.** & Ocharo. K.N. (2025). Proactive Strategic Sourcing: A Game Changer for Public Hospital Performance in Kenya. *Africa Journal of biomedical Research*. Vol. 28(2s) 1190-1201. <https://africanjournalofbiomedicalresearch.com/index.php/AJBR>
26. Ochoi, J. M., Namusonge, M., & **Muathe, S.** (2025). Moderating effect of firm size on the relationship between inclusive business models and the survival of small businesses in Kenya's Nyamira county. *African Journal of Business Management*, 19(1), 1-16.
27. Kingwalor, K. L., & **Muathe, S. M.** (2024). Balanced scorecard model: Issues to resolve for competitive advantage among SACCOs in Kajiado County, Kenya. *International Journal of Research in Business and Social Science*, 13(8), 34–51. <https://doi.org/10.20525/ijrbs.v13i8.3741>
28. Immaculate, N., **Muathe, S. M. A.**, & Maina, S. (2024). Navigating Uncharted Territory: Implication of Access to Financial Services on Non-Financial Performance of Youth Owned MSMEs in Mukono District, Uganda. *Economics and Business Quarterly Reviews*, 7(4), 301-312.
29. Wandia, E., & **Muathe, S. M.** (2024). Leveraging Business Globalization to Accelerate Performance of Commercial Banks in Kenya. *Economics and Business Quarterly Reviews*, 7(4), 261-275.
30. Khadiakala, B. I., & **Muathe, S. M.** (2024). Building Sustainable Performance for Small and Medium Enterprises in Bungoma County, Kenya: The Role of Technological Innovations Strategies. *Economics and Business Quarterly Reviews*, 7(4), 251-260.

31. Nzomo, V. K., & **Muathe, S. M.** (2024). Measuring Agility as a Predictor of Competitive Advantage Outcome in Star Rated Hotels in Kenya. *Economics and Business Quarterly Reviews*, 7(4), 215-229. ISSN 2775-9237 DOI: 10.31014/aior.1992.07.04.632
32. Kivindo, S. N., **Muathe, S. M. A.**, & Muchemi, A. W. (2024). Organizational Agility: Does it Play a Role in the Nexus Between Restructuring Strategies and Performance of Selected Public Universities in Kenya. *Economics and Business Quarterly Reviews*, 7(4), 161-180.
33. Githua, M.A. & **Muathe, S.M.** (2024). Digital Transformation: Is There any Link with Market Performance of Pharmaceutical Micro, Small and Medium-Sized Enterprises in Kenya? *American International Journal of Social Science Research*.15(2).1-12. <https://doi.org/10.46281/aijssr.v15i2.2250>
34. Kivindo, S. N., **Muathe, S. M. A.**, & Muchemi, A. W. (2024). (2024) Declining University Performance: Kenyans Demand More Restructuring Strategies and Government Regulatory Attention. *Journal of Business and Management Sciences*, 12 (6), 244-254
35. Kaberia, S.K., Muithya, V.M., & **Muathe, S. M.**, (2024). Towards a Model for Entrepreneurial University Ecosystem in the Evolving Higher Education Landscape in Kenya. *Higher Education Research*, 9(1) 1-17. doi: 10.11648/j.her.20240901.11 ISSN: 2578-9341 (Print); ISSN: 2578-935X (Online)
36. Makuei, Y.M.K., **Muathe, S.M.A.**, & Maina, S.M., (2024). Performance of Small and Medium Sized Enterprises: Insights from Social Media Usage in Juba City, South Sudan. *Journal of Economics, Finance and Management Studies*. 7(10) 4356-225.
37. King'oku, A.N., & **Muathe, S.M.A.**, (2024). Strategic Alliances and Competitive Advantage of Commercial Banks in Kenya. *International Journal of Research in Business & Social Science*. 13 (5) 215-227. <https://doi.org/10.20525/ijrbs.v13i5.3587>
38. Kwitonda, A., **Muathe, S.M.**, & Obere, E. (2024). Financial Inclusion in Bujumbura-Burundi: Why Research on Women Entrepreneurs Need New Directions on Microfinance Services. *Journal of Economics, Finance and Management Studies*. 7(7) 3923- 3938. Doi: 10.47191/Jefms/V7-I7-11, Impact Factor: 8.044
39. Ngigi, E.W. & **Muathe S.M.**, (2024). Employees' Performance in Selected Public Universities in Kenya: The Paradoxical Effects of the Leadership Styles. *International Journal of Academic Research n Business and Social Sciences* 14(6) 1399-1414. <http://dx.doi.org/10.6007/IJARBS/v14-i6/21927>

40. Wanzallah, T W., & **Muathe, S.M.** (2024), Stakeholder Engagement: Issues to Resolve for Sustainable Performance of Sugar Mills in Western Region, Kenya. *African Journal of Social Sciences and Humanities Research* 7(2), 298-320. DOI: 10.52589/AJSSHR
41. Nyaboga, J.M. & **Muathe, S.M.** (2024). Understanding Performance of Public Hospitals: Operational Strategies Approach in Kajiado County, Kenya. *International Journal of Research in Business and Social Science* 13(4)134-146
42. Otolu, M.K., **Muathe, SMA** & Kimencu, L., (2024). Beyond Survival: How Does Organisational Support Mediate between Intrapreneurial Strategies and Performance of Public Universities in Kenya? *International Journal of Entrepreneurship and Business Innovation*.7(2) 170-192
43. Otolu, M.K., **Muathe, SMA** & Kimencu, L., (2024). Improving Performance of Public Universities in Kenya: Does Innovativeness, Risk-Taking, Pro-Activeness, and Self-Renewal Matter? *African Journal of Emerging Issues*. 6(8)18 - 40
44. Otolu, M.K., **Muathe, S.M.A.**, & Kimencu, L., (2024). Under Performance; Why Intrapreneurial Strategies and Operating Environment Matter in Fixing Performance of Public Universities in Kenya. *Journal of Environmental Impact and Management Policy*.4(2) 31-46
45. Muchiri, C.W., & **Muathe, S.M.**, (2024) Strategic Orientation and Organizational Performance: Evidence from Rotary Clubs in Kenya. *Journal of Business and Management Sciences*. 12(2), 99-110. DOI: 10.12691/jbms-12-2-3
46. Okwiri, M.I.O., & **Muathe, S.M.**, (2024). Competitiveness of Tier three Commercial Banks in Kenya: The Role of Strategic Leadership Practices. *International Journal of Management Research and Emerging Sciences*.14(1) 111-128. DOI: <https://doi.org/10.56536/ijmres.v14i1.585>
47. Abikar, A.H., & **Muathe, S.M.** (2024) Understanding Organizational Capabilities as an Antecedent of Performance of Gigantic Property Management Company Limited in Kenya. *Journal of Business and Management Sciences*.12 (1) 13-22. DOI:10.12691/jbms-12-1-2
48. Kagiri, R., & **Muathe, S.** (2023). Market system strategies: Antecedents to financial uptake among women-owned MSMEs in informal settlements in Kenya. *International Journal of Research in Business and Social Science*.12(7) 61-73. DOI: <https://doi.org/10.20525/ijrbs.v12i7.2873>
49. Muriithi, A. & **Muathe, S.M.**, (2023). Strategic Human Capital, Product Diversification, Customer Relationship, and Human Learning as Drivers of Performance in

- Manufacturing Industries in Kenya. *American International Journal of Social Science Research* 14 (1), 20-32. **DOI:** <https://doi.org/10.46281/aijssr.v14i1.2099>
50. Hakizimana, S. **Muathe, S.** & Kavinda, L. (2023). The Role of Networking and Financial Services on the Performance of Youth-Owned Enterprises in Kigali City, Rwanda. *Journal of World Economic Research*.12(2) 69-80. doi: 10.11648/j.jwer.20231202.13
 51. Kapukha, J.N., & **Muathe.S.M.,** (2023). Strategic Positioning and is it a useful Construct in improving Performance of Microfinance Institutions in Kenya. *Research in Business & Social Science* 12 (7), 136-152. **DOI:** <https://doi.org/10.20525/ijrbs.v12i7.2909>
 52. Kanyanja, C.W., & **Muathe, S.M.,** (2023). Strategic Approaches in Strategy Implementation and Performance of Kenya National Highways Authority. *International Journal of Organizational Leadership* 12 (2) 71-90
 53. **Muathe, S.M.A.** & Otieno, V. (2023). Accelerating Growth of Businesses through Networking Services, Incubation Infrastructure and Management Mentoring: A Perspective of Startups in Kenya. *International Journal of Research in Business and Social Science* 12(6) (2023) 318-326. <https://doi.org/10.20525/ijrbs.v12i6.2785>
 54. Vita, MK. & **Muathe, S.M.** (2023).The Role of Technology Adoption, Tax Base Expansion, 'Taxpayers' Education, Customer Service, and Strategy Communication on the Organizational Performance of Kenya Revenue Authority *International Journal of Organizational Leadership* 12(2023) 277-294
 55. Nangole, C.W., & **Muathe, S.M.** (2023).Strategic Leadership, Strategic Resources Allocation, Strategic Incentive and Performance of Public Secondary Schools in Bungoma, County. Kenya. *Journal of Business and Management Sciences*, 11 (4), 229-239. DOI:10.12691/jbms-11-4-2
 56. Hakizimana, S. **Muathe, S.,** Muraguri, C.W., & Muithya, V., (2023). Fintech Startups: What does the Future hold for Financial Institutions in Kenya? *International Journal of Social Science and Education Research Studies*. 3 (7), 1327-1345. DOI: <https://doi.org/10.55677/ijssers/V03I7Y2023-22>, Impact Factor: 5.574
 57. **Muathe. S.M.,** Dushime, E., & Kavinda, L. (2023). Elevating SMEs Performance through Entrepreneurial Innovation and Government Regulations in Bujumbura, Burundi. *International Journal of Research and Innovation in Social Science*. 7(5), 194-208. DOI: <https://doi.org/10.47772/IJRISS.2023.70518>
 58. Karitu, B., & **Muathe, S.,** (2023). The New Venture Creation Approach: The Role of Business Incubators in Kenya *International Journal of Research and Innovation in Social Science*.7(5). 1431-1441. DOI: <https://doi.org/10.47772/IJRISS.2023.70609>

59. Otieno, V., & **Muathe, S.**, (2023). A Reflection Approach on Business Incubation Services: Accelerating Startup Businesses in Kenya. *International Journal of Research and Innovation in Social Science*. 7(5). 1375-1400.
DOI: <https://doi.org/10.47772/IJRISS.2023.70605>
60. Munyasya, R.K, & **Muathe, S.M.A.**, (2023): “Understanding Growth Strategies and Performance: Empirical Investigation of Cement Manufacturing Firms in Kenya.” *International Journal of Econometrics and Financial Management*, vol. 11 (1) 13-22. DOI: 10.12691/ijefm-11-1-2.
61. Wangondy, W., & **Muathe, S.M.A.**, (2023). Seed Capital and Performance: Reflections and Way Forward for Micro, Small and Medium Enterprises in Kenya. *International Journal of Research and Innovation in Social Science*. 7(5), 275-283.
DOI: <https://doi.org/10.47772/IJRISS.2023.70523>
62. Hakizimana, S. & **Muathe, S.** (2023). Women Entrepreneurs in East Africa: How Women Integration can Boost Entrepreneurial Solutions to Sustainable Development. A Review of Literature. *International Journal of Social Science and Education Research Studies*. 03 (04) 722-730
63. Wangondy, W., & **Muathe, S.**, (2023). Fintech Startups: Can the Fintech Boom Address the MSMEs Finance Gap in Kenya. *International Journal of Social Science & Economic Research* 8 (4), 686-697
64. Karitu, B., Wangondy, W. & **Muathe, S.**, (2023). Hustlers’ Fund: A Disruptive Model in The Financial Context in Kenya: Review of Literature. *International Journal of Social Science and Economic Research* 8 (04), 650-666
65. Karitu, B. & **Muathe, S.** (2023). Microfinance Institutions and Cooperatives: Unexploited Blue Ocean Strategy for Growth of MSMEs In Kenya. *International Journal of Social Science & Economic Research* 8 (4), 618-640
66. Hakizimana, S., **Makau, S.M.** & Kavinda, L. (2023). Business Development Services and Government Regulations: Prospects and Challenges of Youth-Owned Enterprises in Kigali Rwanda. *International Journal of Business and Social Science Research*. 4 (3).10-23
67. Maina, L.W., & **Muathe S.M.**(2023).Revitalizing Performance of Technical and Vocational Education and Training Institutions in Kenya Through Strategic Interventions. *International Journal of Scientific and Research Publications* 13 (3), 337-346
68. Hakizimana, S. Muraguri-Makau, C.W., & **Muathe, S.** (2023). Digital Banking Transformation and Performance: Where Do We Stand? *International Journal of Management Research and Emerging Sciences*. 13 (01) 179-196

69. Dushime, J. & **Muathe, S.** (2023). Refugee Entrepreneurship: Talent Displacement, Integration and Social-Economic Inclusion in Kenya. *International Journal of Entrepreneurship and Business Development*. 6 (1) 25-35
70. Hakizimana, S. & **Muathe, S.** (2023). Digital Kenya: A Key Driver in Entrepreneurship Ecosystem in Higher Education. *International Journal of Social Science and Education Research Studies*.3(1) pp. 199—211
71. Nakalembe, I. Dushime, J. Makuei, Y., Kwitonda, A., Hakizimana, S., & **Muathe, S.** (2023). Financing Start-ups, the Need, Relevance, Facets and Constraints in Kenya Start-ups Ecosystem. *International Journal of Academic Research in Business and Social Sciences*. 13 (1) pp. 843-857
72. **Muathe, S.**, Sang, P., Kavinda, L., Letema, S., Maina, S., & Chelule, K., (2022). Walking the startups journey in Kenya: Documentation of successes and pitfalls between 2010-2020. *International Journal of Research in Business and Social Science* 11(8), 387-400
73. Otieno, V. & **Muathe, S.** (2022). A Comparative Study on Asia and Europe on Start-ups Led Innovations as a Vehicle for Development: Any Lesson for Africa Continental Free Trade Area
74. **Muathe, S.**, Sang, P., Kosimbei, G. Letema, S. Nyachae, S., Kiriago, S., Chelule, K., Ouko, E., Mutua, M., & Maina, S. (2022). Understanding Startups Ecosystem in Kenya: Drivers, Challenges, and Opportunities. *Journal of Business and Management Sciences*, Vol. 10, (3), 138-146
75. Kori, B., & **Muathe, S.**, (2022). Diversity and Financial Inclusion: The Role of Microfinance Institutions in the Growth of SMEs in Kenya. *International Journal of Economics, Commerce and Management* 10 (6), 115-129
76. **Muathe, S.** & Otieno, V, (2022). Startups Incubation and Accelerators in Africa; Are Start-Ups Scaling Up in Kenya? *American International Journal of Social Science Research*. 11 (1) pp. 23-28
77. Niyonsaba, B., **Muathe, S. M. A.**, & Namusonge, M. (2022). [Government Entrepreneurial Interventions, Individual Characteristics, and Growth of Youth-Owned Micro and Small Enterprises in Kigali City, Rwanda.](#) *American International Journal of Social Science Research*. 13 (1) 9-24.
78. Kanini, K.S., **Muathe, S.M.A.**, & Bula, H., (2022) Social Capital, Organizational Innovation and Performance of Manufacturing MSMEs in Kenya. *International Journal of Social Science and Education Research Studies*. 02 (10) 517-534 DOI: <https://doi.org/10.55677/ijssers/V02I10Y2022-04>,

79. Niyonsaba, B., **Muathe, S. M. A.**, & Namusonge, M. (2022). Growth of Youth Owned Micro and Small Enterprises in Kigali City, Rwanda: What is the Role of Government Entrepreneurial Interventions? *Economics and Business Quarterly Reviews*, 5(4), 190-204. DOI: 10.31014/aior.1992.05.04.469
80. Kanini, K.S., Bula, H.O., & **Muathe, SMA**. (2022). Social Capital and Performance of Manufacturing MSMEs in Kenya. *Advances in Economics and Business*, 10(4), 59 - 71. DOI: 10.13189/aeb.2022.100401
81. Wandie, R.W. & **Muathe, S.M.**, (2022). What enhances service Delivery in Public Hospitals in Kenya? The role of Total Quality Management Practices. *International Journal of Research in Business and Social Science*. Vol. 11, (7), 01-08
82. Ntoiti K.M. & **Makau S.M.** (2022). Understanding Strategy Implementation: Progress along Performance of Meru County Government in Kenya. *European Scientific Journal, ESJ*, 18 (32), 52. <https://doi.org/10.19044/esj.2022.v18n32p52>
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245. Ochoti, G., N., Maronga, E., **Muathe, S.**, Nabwanga, R., N., & Ronoh, P., K., (2012). Factors Influencing Employee Performance Appraisal System: A Case of the Ministry of State for Provincial Administration & Internal Security, Kenya. *International*

2.2.2 Other Publications

i. University Level Scholarly Books

- i. Co-authored a Book: Employees' Separation Planning. What Employees Need to Know and Do About Retirement Preparedness, a Kenyan Perspective
Authors: Gathiira, G., Muathe, S.M.A., & Kilika, J. M.
Published 2020
Publisher: Generis Publishing
- ii. Co-authored a Book: Strategy Governance and Ethics
Authors: Mwangi-Mungai, L.W & **Muathe, SMA**
Published 2020
Publisher: Chania Publishers
- iii. One book chapter on a Book Titled: Introduction to Auditing & Assurance
Authors: Mwangi-Mungai, L.W & **Muathe, SMA**
Published 2019
Publisher: Chania Publishers
- iv. **Co-authored a book:** Knowledge Management: A Perspective of Commercial Banks in Kenya
Authors: GM Kinyua, **Muathe, SMA**, JM Kilika, J.M.
Published 2018
Publisher: LAP LAMBERT Academic Publishing

ii. Refereed Learning Modules

- **Muathe SMA** (2020). BBA 869: Business Consulting, an MSc in Entrepreneurship Module
- **Muathe SMA** (2020). BBA 927: Entrepreneurship and Business Development a PhD in Entrepreneurship Module
- **Muathe SMA** (2020). BBA 935: Seminar in Entrepreneurship Development a PhD in Entrepreneurship Module
- **Muathe SMA** (2020). Independents Study Paper, a PhD in Entrepreneurship Module
- **Muathe SMA** (2020). BBA 425: Business Consulting, in Small Business

Module

- **Muathe SMA & Kilika, J.M.** (2014): Research Guideline for School of Business. Digital School of Virtual and Open Learning Material for the Department of Business Administration, Kenyatta University

iii. Conferences

1. Conference attended

1. **2024:** The Second International Women's Economic Empowerment Conference held at Kenyatta University Conference Center (KUCC), Kenyatta University from 24th -26th July 2024
2. **2023:** The 5th International Business Research and Industrial Conference (IBRIC) held on 22nd -23rd June 2023
3. **2022:** The Kenya National Innovation Week Summit held at Sarit Expo Center Nairobi theme 'Connecting Innovation Glocally' on 6th to 8th December 2022
4. **2022:** Commercialization and Entrepreneurial Institutions Leaders (CEIL) Summit held at Pride Inn Paradise Hotel Mombasa on 1st to 2nd December 2022
5. **2022:** 4th IBRIC 2022 Conference: Theme: Building Business Resilience and sustainability in the context of economic recession and pandemic held virtually on 23rd -24th June 2022
6. **2021:** 3rd IBRIC 2021 Conference: Theme: Building Business Resilience and sustainability in the context of economic recession and pandemic held virtually on 26th -27th August 2021
7. **2020:** The 2nd virtual IBRIC International Business Research and Industrial Conference held n on 3rd to 4th December 2020
8. **2020 SARIMA Virtual Conference 4 August Workshops | 5 - 6 August** Virtual Conference. From Support to Strategy to Impact- Broadening the Scope of Research and Innovation Management. www.sarimaconf.co.za

iv. Reviewed Conference Papers

- i. Hellen, N., **Makau M.**, Duncan, M. & Kennedy, N. (2025). *Beyond the Basics: Harnessing Entrepreneurial Supply Chain Practices to Elevate Public Healthcare in Kenya*. A Paper Presented at Gresta University 8th International Multidisciplinary Research Conference Theme: “Building Inclusive and Resilient Communities Through Technology for Sustainable Development” Virtual Conference Held on Monday 18th -Tuesday 19th August 2025
- ii. Karitu B. & Muathe S. (2023). Challenges and Opportunities of Business Incubation Services in Kenya: A Conceptual Review. A Paper Presented in 5th International Business Research and Industrial Conference at School of Business, Economics & Tourism, Kenyatta University held on 22nd to 23rd June 2023.
- iii. **Muathe, S.**, Sang, P., Kosimbei, G. Letema, S. Nyachae, S., Kiriago, S., Chelule, K., Ouko, E., Mutua, M., & Maina, S. (2022). Nexus between Universities Incubators and Growth of Start-Ups Ecosystem in Kenya. Theme: Building Business Resilience and sustainability in the context of economic recession and Pandemic held virtually on 23rd -24th June 2022.
- iv. Maingi P.W. & **Muathe S.M.**, (2019). Effect of Innovation Strategies on Performance of Real Estate Firms in Mavoko Sub-County, Kenya. 3rd International Multidisciplinary Research Conference held on: Monday 7th Tuesday 8th October 2019 at: Gresta University, Thika –Kenya
- v. Gakii, A., Adoli H.L & **Muathe S.M.**, (2019). Linking Strategic Personal Branding and Organizational Competitive Advantage: A Review of the Literature and Research Agenda. 3rd International Multidisciplinary Research Conference held on: Monday 7th Tuesday 8th October 2019 at: Gresta University, Thika -Kenya
- vi. Onsongo, S.K., Mwangi, L.W., & **Muathe S.M.**, (2019). Influence of Financial Risk Analysis on Performance of Commercial and Services Listed Companies in Nairobi Security Exchange, Kenya. 3rd International Multidisciplinary Research Conference held on: Monday 7th Tuesday 8th October 2019 at: Gresta University, Thika -Kenya
- vii. Ochengo, E., Omagwa, J., & **Muathe, S.M.** (2019) Board Structure and Firm Value of Commercial Banks in Kenya: An Empirical Analysis. 3rd International Multidisciplinary Research Conference held on: Monday 7th Tuesday 8th October 2019 at: Gresta University, Thika -Kenya
- viii. Iloki, K., **Muathe, S** & Waithaka, S. (2018) A Critical Review of Literature on Information Technology Infrastructure Flexibility. Proceedings of the 1st

International Multidisciplinary Research Conference held on: Monday 6th –Tuesday 7th November 2018 at: Grets University, Thika -Kenya

- ix. Murigi, E. M., **Muathe, S.M.A.**, Kuria T. J., Gikonyo, N. K (2017), Proactive Management Measures, Rehabilitation Centers and Behavioral Change to Alcohol and Tobacco Usage among Youth in the Slums of Nairobi-City County, Kenya. *International Multidisciplinary Conference; “Innovation for Organizational Competitiveness and Community Sustainable Development”* at Grets University, Thika, Kenya on November 6th – 7th, 2017
- x. Mutuku, M., **Muathe, S.** & James, R. (2017) Critical Review of the Literature on E-Commerce Transaction Capability. *International Multidisciplinary Conference; “Innovation for Organizational Competitiveness and Community Sustainable Development”* at Grets University, Thika, Kenya on November 6th – 7th, 2017

v. Non-Reviewed Conference Paper:

- i. Njuguna, R., Ngaii, M., & Muathe, S. (2018). An East Africa Analysis of Emotional Appeal in Generation Y Purchasing Intentions. Out of Africa (Into Africa). An inaugural International Symposium on African Consumer Marketing and Firm Strategies on May 24th- 25th at Morgan State University, Baltimore Maryland USA
- ii. Mugo, D .M., Muathe, S., & Waithaka, S.T. (2017) Effect of Mobile Web Services on Performance of Deposit-Taking SACCOs in Kenya paper presented during the 4th International Interdisciplinary Conference (4IIC 2017), Kyambogo University, Uganda

vi. Editorial Board Member,

- i.* 2019 to date: Reviewer of conference papers in the International Business Research & Industrial Conference (IBRIC), School of Business Kenyatta University
- ii.* Africa Journal of Contemporary Research-(EAJCR)-ISSN 2521-5981 since July 2018

vii. Editorship/Review of a conference papers or proceeding:

- i. Journal Of Entrepreneurship Business & Technology (JEBT)

viii. Scholarly Presentations at Conferences/Workshops/Seminars

1. Karitu, B., & **Muathe, S.**, (2023). *Challenges and Opportunities of Business Incubation Services in Kenya: A Conceptual Review*. A Paper presented at 5th International Business Research and

Industrial Conference at School of Business, Economics & Tourism, Kenyatta University held on 22nd And 23rd June 2023, Kenyatta University

2. **Muathe, S.**, Sang, P., Kosimbei, G. Letema, S. Nyachae, S., Kiriago, S., Chelule, K., Ouko, E., Mutua, M., & Maina, S. (2022). *Nexus between Universities Incubators and Growth of Start-Ups Ecosystem in Kenya*. A paper presented at 4th IBRIC 2022 Conference: Theme: Building Business Resilience and sustainability in the context of economic recession and Pandemic held virtually on 23rd -24th June 2022
3. Irungu, A. I., **Muathe, S.** & Njuguna, W., (2019). *Effect of Corporate Strategies on the Performance of Manufacturing Firms in Nairobi City County, Kenya*. A paper presented at International Business Research & Industrial Conference (IBRIC) on the 20th and 21st June, 2019 held at Kenyatta University North Coast Beach Hotel, Mombasa.
4. Wanyoike; R. W. **Muathe, S.M.A.**, & Bula, H. O. (2019). *Quality Management Practices and Performance among Manufacturing Companies in Kenya*. A paper presented at International Business Research & Industrial Conference (IBRIC) on the 20th and 21st June, 2019 held at Kenyatta University North Coast Beach Hotel, Mombasa.
5. Ndegwa; P. W. , Kilika, J. M. **Muathe, S.** (2019). Resource Isolating Mechanism and Sustainable Competitive Advantage among Commercial Banks in Kenya. A paper presented at International Business Research & Industrial Conference (IBRIC) on the 20th and 21st June, 2019 held at Kenyatta University North Coast Beach Hotel, Mombasa.
6. Gakii A; Kaberia, S.; **Muathe, S.** (2019). Public Laundromat Services: Technological Revolution and Operational Performance. A paper presented at International Business Research & Industrial Conference (IBRIC) on the 20th and 21st June, 2019 held at Kenyatta University North Coast Beach Hotel, Mombasa.
7. Musau, S., **Muathe, S** & Mwangi. L., (2018). The Relationship between Financial Inclusion and Stability of Commercial Banks in Kenya. A paper presented on, 15th African Finance Conference, 18-19 April 2018 at Kenya School of Monetary Studies, Nairobi, Kenya
8. Nkuru, F., **Muathe, S.M.A.**, & Simiyu, E., (2018). The Effect of Firms' Inclusion in the NSE 20 Share Index on Share Performance in Kenya. A paper presented on, 15th African Finance Conference, 18-19 April 2018 at Kenya School of Monetary Studies, Nairobi, Kenya

9. Mugo, D., **Muathe, S.**, & Waithaka, S. (2017). Effect of Mobile Communication Services on Performance of Deposit-Taking SACCOs in Kenya. *The 3rd International Conference on Science, Technology, Innovation and Entrepreneurship*, Dedan Kimathi University of Technology
10. Mutuku, M., **Muathe, S.** & James, R. (2017) Critical Review of the Literature on E-Commerce Transaction Capability. *International Multidisciplinary Conference; "Innovation for Organizational Competitiveness and Community Sustainable Development"* at Grets University, Thika, Kenya on November 6th – 7th, 2017
11. Musau, S., **Muathe, S.**, & Mwangi, L., (2017), Deepening financial inclusion and stability of Commercial Banks in Kenya: Synergies and Trade-offs. A paper presented during the 6th Annual Banking Research Conference at Radisson Blue Hotel on September 28th – 29th, 2017
12. Mugo, D., **Muathe, S.**, & Waithaka, S. (2017). Effect of Mobile Web Services on Performance of Deposit-Taking SACCOs in Kenya. *The 4th International Interdisciplinary Conference (IIC4 2017)*, Kyambogo University, Kampala Uganda
13. Murigi, E. M., **Muathe, S.M.A.**, & Kuria T. J., Gikonyo, N. K (2017), Proactive Management Measures, Rehabilitation Centers and Behavioral Change to Alcohol and Tobacco Usage among Youth in the Slums of Nairobi-City County, Kenya. *International Multidisciplinary Conference; "Innovation for Organizational Competitiveness and Community Sustainable Development"* at Grets University, Thika, Kenya on November 6th – 7th, 2017
14. Mwangi, L.W., Kosembei, G. & **Muathe, S.M.** (2017): Interaction Effect of Financing Decisions on Performance of Non- Financial Companies Listed on NSE, Kenya. *International conference on Entrepreneurship, Business and Technology at Methodist University College, Accra Ghana* on March 27th – 28th, 2017
15. Mugo, D. M., **Muathe, S.M.A.**, & Waithaka T.W. (2017): An Empirical investigation on the effect of Mobile Banking Services on Financial Performance of deposit-taking SACCOS in Kenya. *International conference on Entrepreneurship, Business and Technology at Methodist University College, Accra Ghana* on March 27th – 28th, 2017
16. Murigi, E. M., Thuo, J.K., **Muathe, S.M.A.** & Gikonyo, N.K. (2017). Social Marketing Price and Behavioural Change on Alcohol and Tobacco Usage among Youth in the Slums of Nairobi City County, Kenya. 12th SIMSR Global Marketing Conference, K.J. Somaiya Institute of Management Studies and Research, 8th-9th February, 2017
17. Mwencha, P. M., **Muathe, S.M.A** & Thuo, K.J. (2014). Security, Privacy and Trust Issues Surrounding E- Commerce in Kenya, 15th Strathmore University ICT Conference at Strathmore University 5th- 6th September, 2014

18. Mwencha, P. M., **Muathe, S.M.A** & Thuo, K.J (2014). Ethical and Corporate Social Responsibility Issues in E-Commerce in Kenya; *African International Business and Management (AIBUMA) Conference*, School of Business, University of Nairobi, Kenya, July 10th -11th 2014
19. Mwangi, L. W. and **Muathe S.M.A** & Kosimbei, G. (2014). Interaction Effect of Financing Decisions on Performance of Non-Financial Companies listed in the Nairobi Securities Exchange, Kenya. *African International Business and Management (AIBUMA) Conference*, School of Business, University of Nairobi, Kenya, July 10th -11th 2014
20. Mwencha, P. M., **Muathe, S.M.A** & Thuo, K.J (2014). Ethical and Corporate Social Responsibility Issues in E-Commerce in Kenya; *African International Business and Management (AIBUMA) Conference*, School of Business, University of Nairobi, Kenya, July 10th -11th 2014
21. **Muathe, S.M.A.**, Wawire, N & Ofafa, G. (2010). Determinant of adoption of ICT by SMEs within the health sector in Nairobi, Kenya: Issues, experiences and reflections: Kenyatta University post graduate Seminar 3rd December, 2010
22. **Muathe S**: Barriers to the adoption of ICT among MSMEs' in Kenya: A paper presented at CEED 1st International Entrepreneurship conference on Micro, Small and Medium Enterprise Development, November 14th –17th 2007 School of Business, Kenyatta University.
23. Kibas & **Muathe** Effects of Corporal Punishment in Kenya and the Alternative discipline methods. A paper presented at Silver Spring Hotel Nairobi, Jan 2005
24. **Muathe** & Bashir, Entrepreneurship Awareness Level in Institutions of Higher Learning in Kenya: A case study of United States International University-Africa. ",a paper presented at the 2nd International Entrepreneurship conference on Entrepreneurship and Capacity Building in a Global Economy, May 12th - 14th 2004 at USIU - Nairobi, Kenya.
25. **2004**, 12th- 14th May. The Second International Entrepreneurship Conference held at USIU, Kenya,
26. **2003**, April. The First International Entrepreneurship Conference held at USIU, Kenya.

2.3 QUALITY TEACHING, LEARNING AND MENTORSHIP

2.3.1 Student Evaluation

2021/2022

- BBA 307: Marketing Research: -attained a Score of **100 %**.

2020/2021

- BBA 820 Managerial Functions: –Attained a Score of **100%**

2018/19

- BBA 307: Marketing Research: -attained a Score of **96.55%**.
- BBA 820 Managerial Functions: –Attained a Score of **98.62%**
- BHM 822 Human Resource Management: –Attained a Score of **94.54%**
- BBA 935 Entrepreneurship Seminar: –Attained a Score of **100%**

2017/18

- BBA 307: Marketing Research: -attained a Score of **93.89%**.
- BHM 822 Human Resource Management: –Attained a Score of **95.21%**
- BMS 901 Business Research Methods: –Attained a Score of **96.68%**

2.3.2 Training on Higher Education Teaching

2023: Rice 360 Institute for Global Health Technologies Workshop: Workshop for Faculty Development for Kenyatta University, March 6-10, 2023 Safari Park Hotel & Casino

2021: Ethics in Research an online course delivered by Sarima Institute between

25th January to 17th March 2021

2020: Training on Administration of Online CATS and Uploading of Online Assignments Contacted by digital school KU on Wednesday 2nd December, 2020

2020: Sarima Gender in Science, Technology and Innovation course

2020: Design thinking for Innovation an online course authorized by university of Virginia and offered through Coursera

2020: Social Entrepreneurship an online course delivered by the SME Academy, 3rd September, 2020

2020: Research and Grants Management Virtual onsite training workshop run by the BRECCcLA Project & SARIMA over a period of 5 weeks, held from 15 June to 13 July 2020

2020: Kenya Education Network (KENET) web conferencing online training in support

for remote teaching and learning held Tuesday 18th ,August 2020

2020: Introduction to Cyber security awareness online training in support for remote

teaching and learning organized by Kenya Education Network (KENET) held on Tuesday August 18, 2020

2020: Building Research Management Capacity in BRECCcIA Partner Institutions Virtual on-site Training Kenya Participation 15th June- 13th July 2020

2017: Applied Entrepreneurship Education Programme (AEEP) Train The Trainers Workshop- Certified AEEP Trainer

2018: CampusNexus Training **Course held at BSSC room 276 BSSC Lab** on 30th October, 2018

2018: Training on Content Development held at digital Resource room old Moi Library on 8th August, 2018

2018: Awareness Training on ISO 27001, Information Security Management Systems at the Business and Students Center on 31st May, 2018

2017: Funding Raising Strategies; for University and Other Non- Profit Organizations Your Non-profit for the long haul, Held on 4th -7th December, 2017 at Cardinal Otunga School

2017: Commercialization of Research held at Kenyatta University Conference Centre (KUCC), Nairobi- Kenya on 14th November 2017, conducted by Prof Thomas of Neu Ulm University, Germany

2017: Certified AEEP Trainer in Applied Entrepreneurship Education Programme (AEEP)

2016: Capacity Building Training for Deans on Bulk marks uploading held at BSSC on 9th Monday 2016

2016: Beyond Management, To leadership: A Transformative Leadership Programme” Held at Kenyatta University Conference Centre (KUCC), Nairobi- Kenya between 28th October 2016 to 30th 30th October 2016; Sponsored by KU-Consultancy Services Unit in partnership with Africa center for Transformative and Inclusive Leadership

2016: Capacity Building Training for Deans on Bulk marks uploading held at BSSC on 9th Monday 2016

2014: March 1st to 3rd. Attended workshop on: Senior Managers e-learning and Team Building Workshop at North Coast Beach Hotel, Mombasa County, Kenya

2013: (May 28th to 31st May) Training on Teaching Methodology and Evaluation Workshop by the Centre of Excellence in Evaluation a, Kenyatta University

2012: (5th to 8th November). Development Research Uptake in Sub-Saharan Africa (DRUSSA) held at Kenyatta University

2012: (28th to 31st August). Sensitization Workshop on Kenyatta University Management on Open and Institutional Repository at Kenya School of Monetary Studies

2012: (23rd to 28th April). Phase II of the Global Business Network (GBSN) Case writing and Teaching Workshop

2010: (12th November). Transitional teaching organized by Australia Studies Institute in conjunction with Edith Cowan University.

2010: (19th & 20th July). Effective teaching skills organized by Australia Studies Institute in conjunction with Edith Cowan University

2009, 31st August – 3rd September. BCI Incubation Workshop: Methodist Guest, House; Nairobi, Kenya,

2007, 8th September. Managing and Measuring ICT in Business and Education, Strathmore University

2005, 31st May. Dissemination workshop on Impact Report on the Public Sector Management Technical Assistant Project (PSM-TAP): A World Bank funded Project, under supervision of Directorate of Personnel Management (DPM), Government of Kenya,

2004., November. Seminar on Managing Kenya out of the corruption Quagmire: from Rhetoric to Action; held on at the Hotel Grand Regency, Kenya

2.3.3 Post Graduate Supervision

i) Ph.D Supervision

a) Completed

2025

1. Sabbena N. Kivindo (D86/CTY/32972/2015). Top Management Characteristics, Gove Morrison K. Mutuku (D86/CTY/29261/2014). Electronic Commerce Capability, Competitive Advantage and Performance of Commercial Banks in Kenya

2024

1. Otol Kanini Margaret (D86/7046/2003). Intrapreneurial Strategies and Performance of Public Universities in Kenya

2023

1. Kaberia S. Kanini (D53/CTY/38298/2017). Social Capital and Performance of Micro, Small and Medium Enterprises in Nairobi City County, Kenya

2022

1. Muthoka Richard (D86/CTY/29257/2014). Effect of Strategic Alliances on Performance of Small and Medium Enterprises in Manufacturing Sector in Nairobi City County, Kenya
2. Philip A. Ouma (D86/CTY/28906/2014). Organization Development and Performance in Public Sector In Kenya

2021

1. Kori W. Blandina (D86/CTY/29259/2014). Resources Appropriation Strategy and Performance of Selected County Governments in, Kenya
2. Ambrose, K. Kaumbulu (D86/CTY/PT/38614/2016). Governance and Sustainability of You Empowerment Projects in Makueni County, Kenya
3. Victor M. Muithya (D86/CTY/PT/38777/2016). Dynamic Capabilities and Firm Performance of Microfinance Institutions in Kenya

4. Paul G Kimiti (D86/CTY/PT/32224/2015) Cost Leadership Strategies and Performance of Milk Processing Firms in Kenya
5. Onesmus M. Kamau (D86/CTY/28907/2014). Human Resource Management Practices and Turnover Intentions of Teachers in Public Secondary Schools in Murang'a County Kenya

2020

1. Evans M. Ochego (D86/CTY/33143/2015) Corporate Governance and Firm Value of Commercial Banks in Kenya
2. Iloka K. Malongo (D86/CTY/31675/2015) Technical Services Integration, Customer Satisfaction and Performance of Hospitals in Kenya

2019

1. Morrison K. Mutuku (D86/CTY/29261/2014). Electronic Commerce Capability, Competitive Advantage and Performance of Commercial Banks in Kenya
2. Alexander I. Wanjiru (D86/CTY/31669/2015). Corporate Strategy and Firm Performance in the Manufacturing Industry in Nairobi City County, Kenya
3. Kyengo M. Justus (D86/CTY/ 32200/2015). Strategic assets, Competitive advantage and Firm Performance of Food Processing Industries I Nairobi City County, Kenya
4. Gathiira Titus Githaiga, (D86/CTY/21726/2010). Employees' Separation Planning and Retirement Preparedness among Public Secondary School Teachers In Kirinyaga and Murang'a Counties, Kenya
5. Ndegwa W. Purity (D86/CTY/22893/12). Resource Isolating Mechanism and Sustainable Competitive Advantage among Commercial Banks in Kenya

2018

1. Musau M. Salome (D86/CTY/28540/2014). Effect of Financial Inclusion on the Stability of Commercial Banks in Kenya
2. Njagi E. Njeru (D86/CTY/25171/2011). The Influence of Organizational Capability on the Service Delivery of Public Health Institutions in Embu County, Kenya
3. Cheche Stephen (D86/CTY/26903/2013) Employee Engagement and Performance of Selected State Corporations in Kenya

2017

1. Ngugi F. Nkuru (D86/CTY/28906/2013). Financial Indicators and share Performance of Firms Inclusion in the Nairobi Securities Exchange 20 Share Index in Kenya
2. Kiveu, M. Nafula (D86/CTY/PT/25175/11). Effect of Innovation Practices on Competitiveness of Small and Medium Manufacturing Enterprises in Nairobi County, Kenya.

2016

1. Kenneth Maragu (D86/CTY/28906/2013). Firms Characteristics and Share Returns of Secondary Equity offers at Nairobi Securities Exchange, Kenya
2. Simeon A. Ahemba (D86F/CTY/24656/2011). Women Entrepreneurs' Participation and Poverty Reduction In Bauchi State, Nigeria
3. Kirui C. Cheruiyot (D86/CTY/28906/2013). The Effect of Organizational Influence on Implementation of Rural Electrification Strategy in Kenya
4. Mugo D. Muchangi (D86/CTY/25327/11). Mobile Technology Services and Performance of Deposit-Taking Savings and Credit Cooperative Societies in Kenya
5. Elishiba, M. Murigi (D86/CTY/PT/22827/2012). Social Marketing Mix and Behavioural Change to Alcohol and Tobacco Usage among Youth in the Slums of Nairobi County, Kenya.
6. Wanyoike, R. Wairimu (D86/CTY/26904/2013). Quality Management Practices Firm Performance among Manufacturing Firms in Kenya
7. Mwangi, K. Julius (D86/CTY/21732/2010). The Effect of Competitive Advantage Drivers on Performance of Commercial Banks in Kenya

2015

1. Jane G. Njoroge (D86/CTY/PT/25170/2011). Organizational Resources and Performance of Mobile Phone Companies in Kenya
2. Alfred N. Mungai (D86/CTY/21715/2010). E-government Strategy Implementation and Performance of Public Sector in Kenya
3. Sang, K. Paul (D86/12004/09). Sustainability of World Bank Funded Projects in Kenya
4. Kinyua, M. Godfrey (D86/CTY/25168/11). Relationship Between Knowledge Management and Performance of Commercial Banks in Kenya
5. Mungai, J. Njangiru, (D86/CTY/13274/09), Loan Repayment and Sustainability of Government Revolving Fund Initiatives in Muranga County, Kenya.

6. Peter M. Mwencha, (D86 /CTY/21719/10), Effect of Customer Perception on Usage of Online Retailing Services in Nairobi County, Kenya
7. Kiiru, M. David (D86/CTY/PT/25186/11). Strategic Human Resource Management practices on organizational performance in Parastatals in Kenya.

2014

1. Reuben, K. Njuguna (D86/ CTY/21724/10). Brand Equity Influence on Consumer Choice of Branded Bottled Water among Supermarkets Customers in Nairobi Central Business District, Kenya.
2. Stanley, C. Karanja (D86/CTY/21722/10), Effect of Marketing Capabilities and Distribution Strategy Performance of Mobile Service Provider Intermediary Organizations in Nairobi County, Kenya
3. Lucy Wamugo, (D86/CTY/21709/10), Effect of Financing Decisions on Performance of Non-Financial Companies list in the Nairobi Securities Exchange, Kenya
4. Jedidah V. Muli. (D86/CTY/21727/10), Work Life Initiatives and Performance of Employees of Commercial Banks in Kenya

2013

1. Stephen T. Waithaka (D86/CTY/13866/09) Inter-Organizational Information Systems Adoption by Universities in Kenya

b) On Going

2024

1. Hussein Bashir(D86/CTY/22126/2021). Strategic Leadership and Performance of Poultry Industry in Kenya
2. Salverius Gatheru (D86/CTY/27133/2018). Strategic Intent and Performance of Selected Manufacturing and Allied Firms Listed in Nairobi Security Exchange, Kenya

2023

1. Felista W. Maina (D86/CTY/38611/2016). Entrepreneurial Management on Performance of Micro, Small and Medium Leather Articles Manufacturing Enterprises in Nairobi City County, Kenya
2. Beatrice Karitu (D86/CTY/21921/2021). Business Incubator Services and New Venture Creation in Universities in Kenya.

2022

1. David Maina Macharia. (D86/CTY/PT/39357/2016). Innovation Strategies and Performance of Startups in Nairobi City County, Kenya

2017

2. Idriss Aden Mukhtar (D86/CTY/29262/2014). Organization Development Intervention and Performance of County Governments in Marginalized areas in Kenya
3. Timothy Njoroge (D86/CTY/PT/ 32409/2015). Information and Communication Technology Adoption and Practices by MSEs' Female Entrepreneurs in Githunguri Sub-County in Kiambu, Kenya

ii) Masters Supervision

a) Completed

2025

1. Olweny O. Fredrick (D58/CTY/PT/22048/2012): Human Resource Management Practices and Employee Retention in Non- Governmental Organizations in Nairobi City County, Kenya
2. Musau Nelly Nthenya (D53/OL/CTY/20479/2022): Digital Transformation Strategy and Competitive Advantage Among Commercial Banks in Nairobi City County, Kenya
3. Muchori Njenga Stephen (D53/CTY/PT/27988/2014): Strategic Decisions and Uptake of Private Health Insurance in Nairobi City County, Kenya
4. Irene Achieng Onyango (D53/OL/HEP/22547/2021): Organization Change and Performance of Unga Farm Care Limited in Nairobi City County, Kenya.
5. David J. Bwire (D53/OL/NKU/20347/2020). Digital Credit Access and Growth of Micro, Small and Medium Enterprises in Uasin Gishu County, Kenya
6. Odhiambo, A. B. Kodiwo (D53/OL/HEP/20295/2022). Strategic Entrepreneurship and Commercialization of Agri-Biotechnology Crop Innovations in Selected Organizations in Nairobi City County, Kenya
7. Luka Mwafwali Kachoga (D53/OL/CTY/22167/2022). First Mover Strategy and Competitive Advantage of Selected Originator Pharmaceutical Companies in Kenya
8. Edwin Kariuki (D53/OL/CTY/22284/202)2 Corporate Governance and Service Delivery in Embu County Government, Kenya
9. Mohamed Mustafa Haji Adam (D53ea /CTY/PT/20415/2023). Entrepreneurship Management Practices and Youth Empowerment Programs in Mogadishu, Somalia

10. Mumani Mical Oluteyo (D53/OL/CTY/21376/2020). Corporate Governance Principles and Performance of National Sports Federations in Nairobi City County, Kenya
11. Brian K. Itolondo (D53/OL/HEP/22740/2021). Technological Innovations Strategies and Performance of SMEs in Bungoma County, Kenya
12. Dorcas N. Jumapili (D53/OL/26348/2019). Quality Management Practices and Performance of Public Healthcare Institutions in Tharaka Nithi County, Kenya
13. Douglas M. Kiratu (D53/OL/KSM/32402/2016). Village Savings and Lending Associations and Capital Formation for Rural Small Scale Entreprises in Makueni County, Kenya
14. Esther W. Ngigi (D53/CTY/PT/27802/2014). Leadership Styles and Employees Performance in Selected Public Universities in Kenya
15. Kelvin L. Kingwaor (D53/CTY/CTY/21192/2021). BSC Framework and Competitiveness of Deposit-Taking Savings and Credit Cooperatives in Kajiado County Kenya
16. Martha N. Githua (D53/PT/20910/2020). Digital Transformation and Market Performance of Pharmaceutical MSMEs in Nairobi City County, Kenya
17. Muli M. Ruth (D53/OL/CTY/22737/2021). Change Management Strategies and Sustainable Performance of Fund management Companies in Nairobi City County, Kenya

2024

1. Hakizimana Samuel (D58EA/2050 /2020). Business Development Services and Performance of Youth Owned Enterprises in Kigali City, Rwanda
2. Regina Kagiri (D53/OL/CTY/26903/2014). Market Systems Role and Financial Uptake among Women Owned Micro, Small and Medium Enterprises in the Informal Settlements of Nyeri County, Kenya
3. Cynthia Wanjiru Kanyanja. (D53/CTY/PT/20858/2020). Effect of Strategic Choice and Performance of Road Management Agencies in Kenya: Case of Kenya National Highways Authority.
4. Victor Otieno (D53/OL/CTY /24474/2014). Effect of Business Incubation Services on Growth of Startups in Nairobi City County Kenya

2023

1. Ann Muriithi. (D53/PT/20735/20). Strategic Management Drivers and Performance of Food Manufacturing Industries in Nairobi City County, Kenya: A Case of Kenafric Industries
2. Michelle Kahenda Vita. (D53/CTY/PT/28563/2019). Effect of Strategic Choice on Performance of Kenya Revenue Authority
3. Benjamin Niyonsaba (D58EA/27408/2019) Government Interventions and the Growth of Youth Owned Micro and Small Enterprises in Kigali City, Rwanda
4. Kelvin Mutuma Ntoiti (D53/OL/CTY/28594/2018). Strategy Implementation and Performance of Meru County Government, Kenya
5. Roselyne Kavata Munyasya (D53/OL/CTY/21255/2020). Growth Strategies and Performance of Cement Manufacturing Firms in Kenya
6. Maina Lilian Wambui. (D53/OL/CTY/26067/2018). Strategic Initiatives and Performance of Technical and Vocational Education and Training Institutions in Kiambu County Kenya
7. Rebecca Wangare Wandie (D53/OL/CTY/32558/2016). Total Quality Management Practices and Service Delivery in Public Hospitals in Nairobi City County, Kenya

2022

1. Eunice Dushime (D58EA/27409/2019) Entrepreneurial Innovation and the Performance of Small and Medium Enterprises in Bujumbura, Burundi
2. Nakabugo Mary Juliet (D58EA/27381/2019). Microfinance Services and Performance of Small Holder Coffee Entrepreneurs in Central Region of Uganda
3. Lucy Ongaya Lawrence. (D53/OL/25341/2011). Effect of Customer Loyalty Programs on Customers Buying Behaviour in Supermarkets in Nairobi City County, Kenya
4. Oketch Calleb Ouma. (D53/OL/CTY/32608/2017). Strategic Responses and Performance of Telecommunication Firms in Nairobi City County, Kenya

2021

1. Mburu, M. Irene (D58/CTY/PT/24784/2013). Effect of Credit Risk Management on Performance of Medium loans in Commercial Banks in Thika Town, Kenya
2. Mwangi Solomon Maina D53/CTY/PT/33617/2015). Effect of Agency Banking on Financial Performance of Microfinance Institutions in Nairobi City County, Kenya
3. Alumasa Silas (D53/OL/CTY/32864/2016). Mobile Credit and Performance of Micro and Small Enterprises in Nairobi City County, Kenya

4. Gertrude Muthoni Mwaniki (D53/OL/CTY/32067/2017) Organizational Conflict Management Techniques and Employees Performance in Selected Public Universities in Nairobi City County, Kenya
5. Sarah Kaly-Esah Moga (D53/OL/CTY/25738/2018). Effect of Core Competencies on Performance of Firms in the Service Industry: A Case Of Micro Cap Holding

2020

1. Faith Kathure Kaluai (D53/CTY/PT/24681/13) Project Management Practices and Performance of Projects Under the Women and Girls Economic Empowerment Program In Kiambu and Nairobi City Counties, Kenya
2. Abdi S. Ali (D53/OL/CTY/32845/2106). Facilitation Strategy and Performance of Donor Assistant Water Supply and Sanitation Development Projects in Wajir County, Kenya
3. Onsongo K. Susan (D58/CTY/PT/24775/2013). Effect of Funding Strategies on Performance of Small Enterprises in Nairobi County, Kenya

2019

1. Josphat Wafula (D53/OL/CTY/32212/2016). Strategic Management and Performance of Turkana County Government, Kenya
3. Donna W. Thuo (D53/CTY/PT/25734/2013). Workplace Environment and Employees Performance in the Public Sector. A case of Ministry of Land, Housing and Urban Development Nairobi City County, Kenya

2018

4. Mary M. Ndegwa (D53/OL/CTY/26590/2014). Competitive Intelligence and Performance of Airlines in Kenya. Case of Air Kenya Express Limited
5. Ngari W. Evelyn (D58/CTY/PT/25735/2013). Job Characteristics and Performance of Employees among Private Equity Firms in Nairobi City County, Kenya

2017

6. Neema S. Omary (D58EA/CTY/20917/12). Effect of Product Life Cycle Decisions on the Relationship Between Marketing Communication Strategies and Sales Performance of Soft Drinks in Dare salaam, Tanzania
7. Virginia Gakii Kirigia (D53/CTY/PT/27323/2014). Relationship between training and Employee Performance in Kenya's Utility Companies. A case of Kenya Power & Lighting Company
8. Samwel N. Mbugua (D53/OL/CTY/23514/2013) Strategic Risk Management and Performance of Police Work in Kuresoi Sub-Country, Kenya
9. George M. Muthaa (D53/OL/EMB/26448/2015). Effect of Strategic Plans on the Performance of Technical Training Institutions in Meru County, Kenya
10. Mwongela N. Nancy (D53/CTY/PT/25715/2013). Employee Turnover and Performance of Commercial Banks in Kenya.

2016

1. Onsarigo N. Daniel (2016). Influence of the Balance Scorecard Model on the Financial Performance of Safaricom Limited, Kenya
2. Mercy G. Njagi (D53/CTY/PT/27813/2014). Influence of Non-Financial Rewards on Employees Performance in the Banking Industry in Kenya
3. Evalyne N. Masaku(D53/OL/26780/2013). Effect of Intrinsic Reward Systems on Employees Productivity in Commercial Banks in, Kenya

2015

- Aneth H. Foya (D58EA/CTY/PT/20918/12). The Effect of Technology Based Customer Relationship Management on Service Quality in the Telecommunication Industry in Arusha City, Tanzania
- Elizabeth, M. Gideon (D53/ CTY/ PT/ 26238/13). Effect of Job Analysis on Employees productivity. Case of Mavoko Water and Sewerage Company, Kenya
- Jason Chewa (C153/CTY/PT/26933/2011). Influence of Organizational Internal Environment on Service Delivery in the Public Sector. A case of Immigration Department headquarters, Kenya
- Samuel N. Githiri (D53/OL/14841/2009). Influence of relationship Marketing on Sales Growth in the Telecommunication Industry

2014,

1. Elizabeth Maundu (D53/CTY/PT/23319/2011). Effect of Management Practices on Performance of Constituency Development Funded Projects in Makueni Constituency, Kenya
2. Ndonge F. Mutua (C153/CTY/PT/24534/11). The Effect of Public Sector Reform Programmes on Procurement in the Ministry of Health, Kenya
3. Mosinya J. Nyaboga (C154/ CTY/PT/22260/2012), Human Resources for Health Co-ordination Mechanism: Implications on Staff Establishment and Policy in the Ministry of Health, Kenya. Graduated
4. Musango, J. Mutinda, (D53/PT/12472/09), Factors Affecting Adoption of Knowledge Process Outsourcing among Companies in Nairobi County, Kenya. Graduated
5. Anduro J. Awinja (D53/CTY/PT/222088/2012). The influence of Human Resource Management Practices on employee's retention at the Rural Electrification Authority, Kenya
6. Chelangat Joyce (D53/CE/27003/2011). Reward Systems and Performance of Board Employed Teachers in Public Secondary Schools in Chepalungu District, Kenya
7. Philemon Kiprop G (D53/CTY/PT/24261/2011). Effect of Dynamic Capabilities on Competitive Advantage in Mobile phone Companies in Nairobi County, Kenya
8. Wilfred M. Jason (D53/OL/24930/2011). Strategies affecting service delivery in the Kenya Police Service
9. Magiri A. Muthaura (D53/OL/14736/2009). An Investigation into the Factors Influencing Retention of Life Insurance Sales Agents in Insurance Companies in Meru Town, Kenya
10. Francisca K. Mbungu (D53/PT/10610/2008). An Investigation into the Challenges facing Implementation of Enterprise Resource Planning in the Dairy Industry in Kenya: A Case of Selected Dairy Firms
11. Charles P. Mutua (D53/OL/25032/2011). The Effectiveness of Kenya Police Reforms on Service Delivery in Nairobi County, Kenya
12. Nancy N. Nthiga (D53/CE/26489/2011). Strategies adopted in Enhancing Learners Retention in Public Secondary Schools, in Embakasi District, Kenya
13. Joshua M. Nkanatha (D53/OL/25270/2011). Effect of Management Practices on Performance of Constituency Development Fund Committees in Kilifi County, Kenya
14. Jacinta A. Namuhisa (D53/CTY/PT/21633/2012). Determinants of Uptake of National Hospital Insurance Fund Scheme by the Informal Sector in Nairobi County, Kenya

15. Ngugi J. Mbugua (D53/CTY/PT/22162/2012). Effect of Adoption of Enterprise Resource Planning System on Performance of Parastatals in Kenya: A Case of Kenya Revenue Authority
16. Samson Ondiek (D53/CTY/PT/22149/2012). Risk Management Strategies and Performance of Small-Scale Agribusiness Firms in Kiambu County
17. Julius M. Kamau (D53/CTY/PT/23140/2011). Determinants Affecting Selection of Private Security Service Provider in Kenya: A Case Study of G4s Kenya

2013

1. Wanja B. Dolly (D53/OL/20870/2010). Effects of Business Process Re-engineering on Competitive Advantage of St. John Ambulance in Nairobi, Kenya
2. Joshua N. Muiruri (D133/CTY/PT/21193/2010). Factors Affecting the Computerization of Government Services in Kenya. A Case of Ministry of Finance
3. Clare R. Kagwiria (D53/CTY/PT/24420/2011). Factors Affecting Adoption of ISO 9001:2008 Quality Management Systems in Selected Public Sector Organizations in Nairobi, Kenya
4. Kyengo J. Mutuku (D53/OL/16341/2006). The Effect of Strategic Response on Revenue Collection in Kenya Revenue Authority, Nairobi County, Kenya
5. Joseph M. Malinda (D53/OL/22411/2011). Effect of Logistics Management Strategies on Performance of Selected Clearing and Forwarding Firms in Nairobi County, Kenya
6. Rosebella I. Mayabi (D53/CTY/PT/20725/2010). Factors Influencing use of Credit Cards in Kenyan Commercial Banks in Nairobi County, Kenya
7. Misiani O. Geoffrey (D53/CTY/PT/23391/2011). Factors Affecting Transfer of Training within Military Officers' Training in the Ministry of State for defence, Kenya
8. Fredrick O. Ouma (D53/CTY/PT/23262/2011). Determinants of Successful Implementation of Business Information Systems Projects within the Banking Industry in Kenya: A Case of Cheque Truncation System Project
9. William C. Tengecha (D53/OL/1601/2002). Factors Affecting Growth of 'Businesses Owned by Persons Living with Disabilities in Kitale Town Trans-Nzioa County, Kenya
10. Beatrice Wambeti (D53/CTY/PT/25534/2011). Effect of Marketing Strategies on Growth of Registered Real Estate Firms in Nairobi County, Kenya
11. Ithiri M. Dickson (D53/OL/15276/2008). Corporate Restructuring and its Effects on Kenya Commercial Bank Performance

12. Osakina Namoso (D53/MSA/PT/25287/2011). Challenges Affecting Organisational Change Management in the Kenya Police Service in Mombasa County, Kenya
13. Lillian Jamhuri Miguda (D53/CTY/PT/24454/2011). Downsizing Strategies and Corporate Performance amongst Commercial Banks in Nairobi, Kenya
14. Lameck Okeyo (D53/OL/22116/2011). The Effects of Corporate Governance Practices on the Growth of Pension Schemes in Kenya
15. Mercy Njeri Kibe (D53/OL/24229/2011). Effect of Employee Motivation on Job Satisfaction in Private Institutions of Higher Learning in Kenya: A Case of Tangaza University College
16. Nyamwaro Jared Nyambuti (D53/PT/CTY/11247/2008). Determinants of Sustainable Implementation of Pro-Poor Water Projects in Kenya: Case of Rift Valley Water Services Board
17. Samson Owino Madanji (D53/23294/2010). Influence of Organizational Context and Environment on ISO - 14001 Implementation by Sugar Factories in Kenya: A Case of Chemelil Sugar Company
18. Bichage Maroko Richard (D53/OL/23749/2011). Effect of Revenue Management Practice on Customer Relationship in 5-Star Hotels in Nairobi's Central Business District in Kenya
19. Lily Chepkemai Ronoh (D53/CTY/PT/23880/2011). Challenges Affecting the Growth of Social Enterprises in Nairobi County, Kenya

2012

1. Oyagi, Gideon Nyandiricha, (D53/OL/21470/2012). The Relationship between Provincial Administration Reforms and Service Delivery: A Case of Yatta District, Machakos Country, Kenya. Graduated
2. Daisy Ofosuhene Kwenin, (D53F/21246/2010), An Analysis of Factors Affecting Employees Retention within Telecommunication Industry in Ghana: A Case of Vodafone Ghana Limited.
3. Kiragu L. Ngero (D53/CE/16119/06). (Investigation into the Factors Affecting the Retention of Nurses in Aga Khan University Hospital Nairobi, Kenya
4. Susan N. Kiiru (D53/CTY/PT/20825/2010). The Influence of Organizational Culture on Performance of Hospitals in Nairobi, Kenya

5. Flora V. Mwala (D53/CTY/PT/10595/2008). Effect of Project Monitoring on Implementation of Economic Stimulus Projects in Education Sector within Nairobi County, Kenya
6. Tegest Bellete (D53F/CTY/PT/20661/10). Analysis of Challenges Facing Implementation of Service Delivery Strategies among United Nations Agencies. A Case of UNICEF – Kenya
7. Mutisya J. Muindi (D53/CTY/PT/20901/2010). Business Development Services. The Implication on the Growth of Micro and Small Enterprises. A Survey of Micro and Small Enterprises Located at Gikomba, Nairobi, Kenya
8. Malile W. Kioko (D53/CTY/PT/20777/2010). Effect of Business Practices and Strategies on Performance of the Electronic Media. A Case of Kenya Broadcasting Corporation
9. Omollo S. Onyango (D53/CTY/PT/20888/10). A Survey of Alternative Strategy Considerations within the Banking Industry in Kenya. A Case of Kenya Commercial Bank
10. Patrick K. Muriuki (D53/OL/15455/2008). Factors Affecting the Performance of Government Oversight Agencies in Kenya. A Case of Kenya National Audit Office
11. Makau J. Muela (D53/CE/11530/2007). Effect of Performance Appraisal on Employee Productivity in the Health Institutions in Yatta District, Machakos County
12. Lilian Mori (D53/OL/14884/2009). Factors Influencing Employer - Employee Relationship in Strategy Execution in Non-Governmental Organisations in Nairobi, Kenya
13. Ndungu D. Njoya (D53/CTY/PT/20715/2010). The Effects of Rewards and Recognition on Employee Performance in Educational Institutions. A Case of Kenyatta University
14. Purity W. Ndegwa (D53/CTY/PT/20695/10). Effect of Structural Change on the Performance of Kenya Revenue Authority
15. Muhindi E. Wambui (D53/KPU/14800/2009). Organizational Factors Affecting Adoption of Strategic Planning in Mission Hospitals in Kiambu County, Kenya
16. Matu Joseph M. (D53/CE/11127/07). (Factors Influencing Achievement of Competitive Advantage by the Savings and Credit Cooperative Societies in Kenya. A Case of 2NK Savings and Credit Cooperative Organizations
17. Mercy W. Wahome (D53/KPU/14637/2009). Factors Affecting Adoption of Internet Banking Services in Kenya Post Office Savings Bank in Nairobi, Kenya

18. Kassim Ali Sawa (D53/OL/15466/2008). Effects of Cultural Practices on Growth of Entrepreneurship amongst the Mijikenda Community in Kwale County, Kenya
19. Maureen C. Tesot (D53/PT/CTY/13776/2009). Effect of Strategic Management Practices on Performance of Coffee Development Fund, Kenya
20. Ombati C. Nyamweya (D133/CTY/PT/23409/2011). Effects of Micro Finance Institutions in Poverty Reduction in Kenya. A Case of Ogembo Town in Gucha District
21. Walter Oloo Oruko (D133/CTY/PT/24290/2011). Factors Affecting Performance of Paper Packaging Firms in Nairobi – Kenya
22. Margaret N. Karanja (D53/PT/12470/09). Internal Factors Affecting Performance of the Collection of Local Value Added Tax Revenue in Nairobi)
23. Cyrus Kithaka Mbuvi (D53/CTY/PT/20871/2010). The Effect of the Balanced Score Card Model on Employees Performance within the Hospitality Sector. (A Case of Kenya Young Men's Christian Association)
24. Njeru Caroline Njoki (D133/CTY/PT/24291/11). Factors Affecting the Management of Private Primary Schools in Kenya. A Survey of Embu County, Kenya
25. Keraita C. Mokaya: D53/CE/11826/08 (The role of benchmarking on the performance of church-maintained schools in Kenya: A case of Central Kenya Conference Schools)

2011

1. Musau S. Mutinda, (D53/CE/15118/08), Factors Influencing Performance of Micro Financing Institutions in Makueni, County, Kenya,
2. Njambi, W. Wambui Doras, (D53/CE/16093/06), Factors Influencing Adoption of Strategic Human Resource Management in Supermarkets in Nairobi, Kenya.
3. Nyaga, C. Njoki (D53/CE/11708/08), Factor Affecting Performance of Teachers in Public Secondary Schools in Embu West District, Kenya. Graduated in June 2011

b) **On Going.**

2022

2.4 PROFESSIONAL/ CONSULTING

2.4.1 Networking and Collaboration

1. **2023:** Nairobi City County Innovative Nairobi Technology Week Planning Team

2. **2021-2022:** Maitri Kenya Limited
3. **2021-2022:** 1million Startups Organization Kenya
4. **2021-2022:** Megacap Limited
5. **2020-2025:** The Kenya Private Sector Alliance Foundation
6. **2018- 2023:** Partnership with Koforidua Technical University, Ghana
7. **2018- 2023:** Partnership with Kisimayu University
8. **2017- 2021:** Collaboration with Neu-Ulm University on a joint Project on Applied Entrepreneurship on renewable energy <http://aca.ku.ac.ke/>
9. **2017:** Collaborate with Association of African Business Schools (AABS)
10. **2017:** Collaboration with Wadwani Foundation to offer branded UCU 104: Introduction to Entrepreneurship

2.4.2 Member of an Editorial Board

- 2018 to date: Reviewer of conference papers in the International Business Research & Industrial Conference (IBRIC), School of Business, Kenyatta University
- Africa Journal of Contemporary Research-(EAJCR)-ISSN 2521-5981 since July 2018

2.4.3 Consulting to National/International boards As Consultant

1. **2024:** External Reviewer of Kenya Institute for Public Policy Research and Analysis (KIPPRA) papers.
2. **2022:** Kenya National Innovation Agency (Kenia)
3. 29th March, 2019. Appointed by VC as a committed member to a team to develop a Proposal on Consultancy Service to refine and Provide Technical Support towards alignment of Anti-Counterfeit agency's Strategic Plan (2017-2022)
4. 2018: (8th-9th March 2018). Team Leader in Training of NHIF Senior Staff and Former Parliamentarians Executive Committee on Strategic Leadership held at Pride Paradise Beach Resort and Conference Centre, Mombasa
5. 2017 (2nd -11Th February): Trainer/Facilitator on Training of Transformative Leadership for Administrative Staff in the University Organised by African Centre for Transformative and Inclusive Leadership (ACTIL) in Conjunction with Kenyatta University Management
6. 2016: Lead consultant in developing 2016-2020 School Strategic Plan for St. Alphonse Day Mixed Secondary School, Embu North

7. 2016: Consulting for Madison Group on Managing for Results Training Through Kenyatta University Consultancy Services Unit July, 2016
8. 2015: 18th - 25th August, Administered Practical Interview for the post of Chief Marketing Officer, Kenya Institute of Curriculum Development
9. 28th to 29th August, 2014: Validated Nakuru County Government Strategic Plan 2013-2017 at Naivasha
10. 4th October, 2013. Facilitate a workshop as a Guest Speaker on 'Professionalism and Ethics: at Summit Institute of professionals
11. July -September 2013: Participated in Development of Kenya Authority Strategic Plan 2013/14-2017/18 through Stan Consulting Group Limited
12. March 2011 to April 2012): Member Partnership for Higher Education in Africa (PHEA) Educational technology Initiative (ETI)
13. August- Dec 2010 Lead Consultant in the preparation of Strategic Plan (Period 2011-2015) of St. Alphonse Day Mixed Secondary School, Embu North
14. Dec 2009- March 2010: Lead Consultant in post Implementation evaluation of water, environmental and sanitation project, Narok implemented by world Concern, Kenya
15. Jan-April 2003: Survey on Viability of Discount Business card in Kenya. A project of Global Discount card,
16. Research Assistant in a study on the African (Kenyan) Entrepreneur and small business operator: Typologies and Characteristics of success, 2002/3 Conference held at USIU

2.4.4 Consulting for External Academics/Institutions

a) External Examiner in other Universities

1. 2020 Renewed: University of Embu, School of Business and Economics
2. 2017 to date. University of Embu, School of Business and Economics
3. 2016-2019. National University of Science and Technology, Bulawayo, Zimbabwe
4. 2016. Mount Kenya University for PhD Theses, School of Business and Economics
5. 2015 -2018. School of Business and Economics, Kiriri Women's University of Science and Technology
6. 2015 to 2018. Rongo University College
7. 2015 -2018. St. Paul's University

8. 2012-2015. External thesis Examiner: Kenya Methodist University
9. 2011-2014. MBA Theses Examiner: St. Paul's University

b) PhD thesis Examination

a) External Examination

1. **2019:** D860/143/2015 Gatimbu Karambu Kiende. Sustainability of the Small-Scale Tea Processors in Kenya
2. **2016:** 125062D Tefadzwa Mudondo. An Analysis of the application of knowledge management systems in Zimbabwean Educational Institutions: the case of Harare polytechnic
3. **2016:** N0109714H Themba Sibanda. Service Quality Instrument Development: A Specific Case Study of Bulayayo's Beer Outlets in Zimbabwe, National University of Science and Technology, Zimbabwe
4. **2014:** Macharia J. Kibe: Influence of Employees Training and Organizational Culture on Performance of Commercial State Corporations in Kenya, Kenya Methodist University
5. **2013:** Veronicah K. Kaluyu (Bus -4-2275-1/2010) Strategic Factors for Sustainable Competitive Advantage: A case of Universities in Kenya, Kenya Methodist University
6. **2013:** Stephen Mutunga (Bus-1-1309-1/09): An Empirical Analysis of Strategies Employed by Food and Beverage Firms in Kenya for Kenya Sustainable Competitive advantage: Kenya Methodist University
7. **2013:** Susan C. Nzioki (Bus-4-1790-1/08): Cross-Cultural Diversity and Knowledge Management: A Strategic Human Resource Perspective of Kenya Homegrown Multinationals in East Africa, Kenya Methodist University

b) Internal Examination

1. **2020: PhD/113/2020.** Business Succession on Business Performance in Kisumu Central Business District, Kisumu City, Kenya
2. **2014:** John M. Kandiri (D86/CTY/13734/2009): Effective Implementation of Technology Innovation in Higher Education Institutions: A Survey of Selected Projects in African University.

3. **2014:** Shem W. Maingi (H87/11076/2008): Efficacy of Park Branding in Influencing Choice Behaviour of Tourist to Kenyan Parks, Kenyatta University
4. **2012:** Njiru W. Esther (184/7772/02): Intrapreneurial Pr-requisites and Outcomes in Kenya State Corporations, Kenyatta University
5. **2012:** Phares Ochola (D86/7710/2001): Determinants of E- commerce Adoption within the Micro, Small and Medium Firms Operations, Kenyatta University
6. **2012:** Luka Yano Kuto (D86/7068/2003) Inhibitions on the Effectiveness of Collective Bargaining Process in Industrial Relations in Kenya, Kenyatta University
7. **2011:** David Musyimi Nzuki (D86/15737/2005): Factors Affecting Adoption of Enterprise Resource Planning Software within the Manufacturing Sector in Nairobi, Kenya, Kenyatta University
8. **2011:** George, K. N. Mbugua (I84/7049/03): An Investigation of the Impact of Enterprise Based Training on the Performance of Manufacturing Enterprises in Nairobi, Kenyatta University

2.4.5 Membership to Professional Body

1. June 2014 to date : Full Member of the Kenya Institute of Management
2. October 2006 to June 2012: Associate Member Kenya Institute of Management

2.5 ADMINISTRATIVE WORK EXPERIENCE

2.5.1. Recognized Kenyatta University Administrative Positions

1. 19th Nov., 2015 to 3rd May, 2018. Associate Dean, School of Business, Kenyatta University
2. 11th June 2012 to 19th Nov., 2015: Chairman Department of Business Administration Department,
3. 8th July 2010 to 11th June 2012 : MBA & Doctoral programme Co-ordinator, School of Business

2.5.2 Administrative Appointments on Acting Capacity

1. 8th April to 20th May 2016 : Ag. Dean, School of Business, Kenyatta University
2. 7th July to 1st August 2014 : Ag. Associate Dean School of Business
3. 10th to 21st March, 2014 : Ag. Associate Dean School of Business
4. 5th to 8th September, 2013 : Ag. Dean School of Business
5. 11th to 16 March, 2012 : Ag. Associate Dean, School of Business
6. 16th August to 6th September : Ag. CEED Coordinator
7. 11th April to 18 May 2010 : Ag. CEED Coordinator

2.5.3. Other Responsibility in the University

a) University Committee

1. **2025:** Chairman of the Local Organizing Committee for the Kenya Universities Innovation Summit 2025
2. **2025:** Member Committee to develop a transition Plan to Green Energy for Kenyatta University
3. **2023:** Appointed by DVC RIO as a member of Science and Innovation Park Committee
4. **2023:** Appointed by VC as member of organizing Committee on the 5th International Business Research and Industrial Conference (IBRIC)- 22nd and 23rd of June, 2023
5. **2023:** Appointed by the Executive Dean Sch. of Business, Economic and Tourism as chairman of Industry and International Linkages Sub- committee
6. **2023:** Appointed by the Executive Dean Sch. of Business, Economic and Tourism as chairman of School Collaboration and Linkages Committee
7. **1st April, 2022.** Appointment to Proposal writing committee
8. 26th October, 2020: Appointed departmental Collaboration a committee Member
9. 6th December, 2019: Appointed to Co-chaired School of Business Curriculum Review (B.Com & PhD). The Reviewed Curriculum submitted in January 2021
10. 30th June 2019, Appointed Academic Leader department of Business Administration, School of Business
11. 8th March, 2017 Appointed by VC as a Committee Member on plagiarism investigation on journal paper by a staff member of School of Business
12. 26th September, 2016. Committee Member on Guidelines on Appointment of Graduate and Research Assistants

13. 26th September, 2016. Committee Member on Guidelines on Appointment of Graduate and Research Assistants
14. 16th May, 2016. **Committee Member** on the Operationalization of Applied Entrepreneurship Education and Service-Learning Concept
15. 17th March, 2016. **A Committee Member** to Plan the Launch of the 13th Kenya Economic Update on Youth and Jobs at Kenyatta University by World Bank
16. September, 2015 appointed as a **co-opted Committee member** to the sub-committee working on the Academic programmes for KU strategic plan 2016-2026
17. 10th – 14th August, 2015. **Committee Member** to Audit the Process of Hiring, determination of Qualification, System of Approval and the System of Payment on Site Casual employees at Kenyatta University
18. 21st April, 2015 Committee Member in Special Academic Data Verification Committee
19. 9th October, 2014. A **committee Member** in the proposed collaboration between KU and Tuskys LTD
20. 18th September, 2014. A **Committee Member** on Rebranding of School of Business
21. 22nd August to 3rd October, 2014: **Committee Member**, Oil & Gas Management Programme
22. 21st March, 2014 : Re-Appointed to the School Post Graduate Board
23. 14th May, 2013 : Appointed a member of the Inter-School Research Review Committee
24. 6th February, 2013 : Appointed chairman Monitoring & Evaluation Programmes Committee
25. 2012; Rapporteur during Senate Retreat held at the North Coast Beach Hotel from 18th- 22nd July 2012
26. 16th April 2012 to date: Vice Chairman of the School of Business Proposal Writing Committee
27. 2nd April, 2012 to date : Advisory Committee Member of the Institute of African Studies, Kenyatta University

b) Academic Leadership

a) Development of Teaching/Academic Programmes at Department/School/University

1. Co-chair in committee Reviewing School Bachelor of Commerce and PhD Programmes (The Two Programmes submitted to Dean School of Business)
2. 2019: Academic leader in the department of Business Administration PhD
3. 2019: Committee Member Reviewing department of Business Administration PhD Programme- Entrepreneurship Options
4. 2018: Committee Member Reviewing academic programmes for Institute of African Studies, Kenyatta University
5. **2016-17** As the Associate Dean School of Business and in liaison with the Dean School of Business spearheaded development of new curriculum in MBA (Procurement & Supply Chain Management), Bachelor of Business Information Technology (BBIT), Bachelor of Science in Procurement and Supply Chain Management, MBA Oil & Gas Management, and B.com Entrepreneurship Option (**Approved by Senate on January, 2018**)
6. 2014: 22nd August to 3rd October, Appointed by the Vice-chancellor as a Committee Member in the Development of Oil & Gas Management Programme
7. **2013**, July September: Led the review and harmonization of the Academic in the **Department of Business Administration in my Capacity as Chairman**
8. **2013**: February. Appointed by the Vice-chancellor to Chair a committee on Development of Certificate, Diploma and Masters in Project Monitoring and Evaluation Programme
9. **2012** (16th August to 28th September): Appointed by the DVC in a Committee on challenges experienced in Operationalizing credit waiver for Diploma Graduates admitted into degree Programmes.

2.6 COMMUNITY ENGAGEMENT AND OTHER CONTRIBUTIONS

2.6.1 Attracting Research Funds

1. **2025-2029**: A DAAD-funded project implemented by Mount Kenya University and working in collaboration with 10 local universities on joint activities that will directly benefit both staff and students involved in the project Specifically, the project activities include the development of a Joint Entrepreneurship Curriculum, the development of Joint Service-Learning (SL) Modules for the MBA Curriculum, and the establishment of Student ACCESS Business Ideas Clubs.

Amount: **Euro 300,000/=**

2. **2021-2022**: Understanding the Kenyan start-up ecosystem

Principal Investigator

Foreign, Commonwealth & Development Office (FCDO) - GOV.UK

Amount: GB Pound 118,590/=

3. 2020: Researcher with Institute of Economic Affairs (Gender Responsive Budgeting: Tracking the Effects of Budgets and Public Spending on Women Economic Empowerment Initiatives (WEEI)) a Partner in BMGF: Initiative for What Works For Women Economic Empowerment (KUINV-002289IWWWE Kenya Investment) funded by Bill & Melinda Gates. Kshs. 400,000,000/=
4. 2016: Applied Entrepreneurship-Academy-Education for Economic Development based on Renewable Energies. Advancing the Economic Development in Urban and Rural Areas of Kenya on the Basis of Sustainable Business Models for Renewable Energies. A DAAD Partnership Program for Universities and Industry partners in Germany and in developing Countries
5. 2016 National Research Fund (NRF) Grants: Post Graduate Category
Kshs. 1,504,400/=
6. 2016: Economic Update on youth and Jobs at Kenyatta University by World Bank Date: 30th March, 2016
7. Young African Leadership Initiative (YALI) Proposal on Entrepreneurship

2.6.2 Community Service and Outreach

Committee Member

2023: A committee member organizing for Nairobi City County Innovate Nairobi Technology Week slated for 7th -12th August 2023

Board Appointments

a) 2016-2018

- **Re-appointed** BOG Member Mutwamwaki Mixed Day Secondary

School, Masinga District, Machakos County, Kenya

2012-2015

- Appointed BOG Member Mutwamwaki Mixed Day Secondary School, Masinga District, Machakos County, Kenya
- Appointed BOG Member: Musingini Mixed Secondary School, Masinga Sub-County, Machakos County, Kenya

b) *Motivational Speaker*

1. **2022:** A thematic guest Speaker at Kiriri Women's University of Science and technology on 4th Annual International Research Conference. Paper Presented

'Turnaround strategies and Organizational Resilience' on 'Thursday 24th November, 2022

2. **2017:** A guest Speaker at Summit Institute of Professionals: gave a talk on Entrepreneurship and Business Development
3. **2013:** A Guest Speaker at St. Alphonse Mixed Day Secondary School Parents' Day:
4. **2013:** A Guest Speaker at Masinga District Educational Day/ 'Trophies and Awards Presentation Ceremony
5. **2012** to date: Patron Yatta Kenyatta University Students Association
6. **2011** to date Ndithini Masinga Kenyatta University Students Association
7. 2010: Appreciation for Support to the Orphans and Vulnerable Students (OVS) Fund, Kenyatta University

2.6.3 Recognition, Awards and Honours

2024: Kenya top 1000 Scientists Alper-Doger (AD) Science Index 2024 Serial No. 08 in Kenyatta University and No. 135 in Kenya

2023: Kenya top 1000 Scientists Alper-Doger (AD) Science Index 2023 Serial No. 09

2022: Kenya top 1000 Scientists Alper-Doger (AD) Science Index 2022 Serial No. 141

2018: by the Vice-Chancellor as the Associate Dean for providing leadership in the development of School of Business.

2016 Recognition by DVC –Academic for Job well done on development of guidelines on appointment of graduates and Research Assistants

2016 Recognitions by the Vice-Chancellor for providing leadership in Processing of the 2015/16 examination results, particularly moderated by external examiners.

2016 Recognition by the Vice-chancellor for demonstrating great sense of teamwork and solidarity during matriculation of newly admitted students

2014 – Vice Chancellor's Award: **Kenyatta University Extra Mile Award** (In recognition of my outstanding Service to the University as Chairman of Business Administration Department

2.6.4 Developing Programmes External to Kenyatta University

- 2014 (10th October): Participated in a workshop in Utalii hotel for PhD Business Curriculum Review of University of Nairobi, School of Business

○ **REFEREES**

1. Dr. Reuben Njuguna PhD

Chairman,

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School of Business, Economics and Tourism
Kenyatta University
P.O Box 43844-00100
Email: njuguna.reuben@ku.ac.ke
Nairobi, Kenya

2. Dr. Paul Gachanja PhD

Registrar Finance and Development

Kenyatta University
P.O Box 43844-00100
Email: gachanja.paul@ku.ac.ke
Nairobi, Kenya

3. Prof. Nelson Wawire, PhD

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Kenyatta University
P.O Box 43844-00100
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Nairobi, Kenya

4. Prof. John Kuria Thuo, PhD.

Deputy Vice Chancellor (Administration and Finance).
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