

1.1	Personal Profile
1.1.1	Personal Details
	Name: Dr. Jedidah Vika Muli
	Department : Business Administration
	School: Business, Economics and Tourism
	Designation: Lecturer
	Email: muli.jedidah@ku.ac.ke
	Area of Specialization: Human Resource Management
	Research Interest
	Performance Management
	• Labour Laws • HR Analytics • Employee Training • Google Scholar
	https://scholar.google.com/citations?user=wA0CRpEAAAAJ&hl=en
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	ORCID ID: https://orcid.org/0000-0001-7588-8217
1.1.2	Academic & Professional Qualifications
	PhD: 2010 -2014: PhD in Business Administration (Human Resource Management). Kenyatta University.
	MBA: 2002 – 2004: Masters of BusinessAdministration (Human Resource Management). Annamalai University – India.
	BBM: 1999 – 2002: Bachelor of Business Management: Mysore University - India
	KCSE: 1994 – 1997: St. Angela’s Girls Secondary School, Kitui County, Kenya
	KCPE: 1993: Makutano A.I.C, Machakos County, Kenya.
	KNEC: 2011: Higher Diploma in Business Technical Education (TEP) - Human Resource management: Institute of Human Resource Management, Kenya.
1.1.3	Employment History
	August 2014 – Date: Lecturer in the Department of Business Administration, Kenyatta University.
	2012 – 2014: Tutorial Fellow, Kenyatta University
	2006 – 2011: Lecturer Kenya School of Professional Studies
1.1.4	Achievements
	Developed the best Purely Online MBA Module and championed in the Department of Business Administration and
	Participated in organizing The inaugural Climate-U International Conference held in Kenya.
1.2	Publications

1.2.1	Referred Journals
1	Joseph, E., & Muli, J.(2025) Effect of Psychosocial Well-Being on Employee Performance in Registered Flower Farms in Meru County, Kenya.
2	Veronica Njambi Thumbi, & Dr. Jedidah Muli. (2025). Personnel Management Strategies and the Quality of Care of Employees in Faith-Based Hospitals in Kiambu County, Kenya. <i>The International Journal of Business & Management</i> , 12(10). https://doi.org/10.24940/theijbm/2024/v12/i10/BM2410-001 (Original work published October 30, 2024)
3	Mbae, M., & Muli, J. (2025). Process Control as a Total Quality Management System and Performance of Selected Tea Processing Firms in Meru and Tharaka Nithi Counties of Kenya. <i>Journal of Strategic Management</i> , 5(1), 43-58.
4	Gakuru, R. N. (2025). Knowledge Management Practices and Teacher Performance in Public Secondary Schools in Murang'a County, Kenya. <i>Human Resource and Leadership</i> , 5(1), 12-25.
5	Karongo, E. K., Bula, O. H., & Muli, J. V. (2025). Compensation programs as a social welfare initiative and performance of Kenya Police Service employees in Nairobi City County, Kenya. <i>Journal of Public Administration and Policy Research</i> , 17(1), 1-8.
6	Ngugi, J. N., & Muli, J. (2024). Worklife Balance and Employee Performance In Jomo Kenyatta University Of Agriculture And Technology Kiambu County, Kenya. <i>International Journal of Social Sciences Management and Entrepreneurship (IJSSME)</i> , 8(4).
7	Mutie, F. N., & Muli, J. (2024). Strategic Leadership and Performance of Kenya Airways Limited in Nairobi City County, Kenya. <i>Journal of Strategic Management</i> , 4(2), 1-12
8	Mwangi, B. M., & Muli, J. (2024). Effect of Compensation on Employee Performance in Nyeri County Government, Kenya. <i>The Strategic Journal of Business & Change Management</i> , 11(2), 212-221.
9	ONG'UTI, E. A., & MULI, PhD, J. (2023). Ergonomic practices and worker effectiveness in China Road and Bridge Corporation Kenya Limited, Nairobi City County. <i>Strategic Journal of Business & Change Management</i> , 10(2). https://doi.org/10.61426/sjbcm.v10i2.2668 .
10	KIRWA, A., & MULI, PhD, J. (2023). Effects of strategic supply chain responsiveness on competitive advantage of Kenya Power and Lighting Company, Nairobi City County. <i>Strategic Journal of Business & Change Management</i> , 10(2). https://doi.org/10.61426/sjbcm.v10i2.2591 .
11	MUNAI, A. C., & MULI, PhD, J. (2023). Effects of career management on employee performance at Bukura Agricultural College, Kakamega County. <i>Strategic Journal of Business & Change Management</i> , 10(4). https://doi.org/10.61426/sjbcm.v10i4.2735 .
12	OMONDI, T. A., MULI, J., & MAKHAMARA, F. (2023). Fostering service delivery of the National Police Service in Nairobi City County, Kenya through family support programmes. <i>Reviewed Journal of Social Science & Humanities</i> , 4(1), 77-92.
13	MAOW, R. M., & MULI, PhD, J. (2023). Employee development practices and

	employee effectiveness in commercial banks in Garissa County, Kenya. <i>Strategic Journal of Business & Change Management</i> , 10(4). https://doi.org/10.61426/sjbcm.v10i4.2823 .
14	Ong'uti, E. A., & Muli, J. (2023). Ergonomic practices and worker effectiveness in China Road and Bridge Corporation Kenya Limited, Nairobi City County. <i>The Strategic Journal of Business & Change Management</i> , 10 (2), 1340 – 1361.
15	Nginya, C. K., & Muli, J. (2022). Total reward and employee performance in technical institutions, a case of Kiambu Institute of Science and Technology, Kiambu County, Kenya. <i>International Journal of Business Management, Entrepreneurship and Innovation</i> , 4(2), 48–68. https://doi.org/10.35942/jbmed.v4i2.265 .
16	Mungai, A. N., & Muli, J. (2021). Workforce diversity and employee performance of private Christian universities in Kiambu County, Kenya. <i>The Strategic Journal of Business & Change Management</i> , 8 (2), 554 – 565.
17	Muchiri Nyaguthii, R., & Muli Vika, Dr. J. (2021). Human Resource Management Practices and employee performance in Canon Chemicals Limited in Kenya. <i>Journal of Human Resource & Leadership</i> , 5(3), 61–73. https://doi.org/10.53819/81018102t1002 .
18	Njuguna, E. N., Muli, J. V., & Wainaina, L. (2021). The role of participatory management practices on employees' performance in water service providers in Kenya. <i>International Journal of Academic Research in Business and Social Sciences</i> , 11(9). https://doi.org/10.6007/ijarbss/v11-i9/11001 .
19	Njuguna, E. N., Muli, J. V., & Wainaina, L. (2021a). Participatory management initiatives, employees commitment and employees' performance: An empirical study among employees in water service providers in Kenya. <i>International Journal of Academic Research in Business and Social Sciences</i> , 11(8). https://doi.org/10.6007/ijarbss/v11-i8/10834 .
20	Owoeye, I., Kiiru, D., & Muli, J. (2020). Ability-enhancing practices and organisational performance: Does justice perception moderate the relationship in the context of police force in Nigeria? <i>European Scientific Journal ESJ</i> , 16(28). https://doi.org/10.19044/esj.2020.v16n28p109 .
21	Owoeye, I., Kiiru, D., & Muli, J. (2020b). Recognition practices and employee performance: Understanding work engagement as a mediating pathway in Kenyan context. <i>Journal of Human Resource Management</i> , 8(3), 163. https://doi.org/10.11648/j.jhrm.201200803.17 .
22	MAHIRI, E., MULI (Ph.D), DR. J., & KIIRU (Ph.D), DR. D. (2019). Human Resource Management Practices and performance of devolved healthcare facilities in Nairobi City County, Kenya. <i>Strategic Journal of Business & Change Management</i> , 6(4). https://doi.org/10.61426/sjbcm.v6i4.1419 .
23	Demba, R. N., Ogal, V. O., & Muli, J. (2019). Effect of differentiation focus strategy on performance by Selected Car Rental Business: A Case of nairobi city county, Kenya. <i>The International Journal of Business& Management</i> , 7(8). https://doi.org/10.24940/theijbm/2019/v7/i8/bm1908-066 .
24	Nzyoka, C. M., Muli, J., & Obere, E. (2019). Compensation practices and employee performance in biscuit manufacturing companies in Nairobi City

	County, Kenya. The Strategic Journal of Business & Change Management, 6 (4), 1215– 1236
25	Gachengo, L.W., Muli, J., & Maina, S.M., (2017). Cost-Based Collaborations and Performance Courier Firms Nairobi City County, Kenya. The Strategic Journal of Business and Change Management, Vol 4 iss. 2 (59), pp 1040 – 1053. ISSN 2414-8970
26	Muli, J. V., Muathe, S., & Muchiri, M. (2014). Human resource work-family support services and employees' performance within the banking industry in Nairobi County, Kenya. <i>International Journal of Humanities and Social Science</i> , 4(7), 158-170.
1.2.2	Referred Learning Modules
	BHM 822: Human Resource Management Purely Online (2021)
	BHM 229: Labour Legislation (2020)
	BHM 045: Labour Legislation (2020)
	BHM 225: Conflict Management (2018)
	BHM 423: Sociology of Work, Management and Employment(2020)
1.2.3	Reviewed Conference Paper
	Njuguna, E. N., Muli, J. V., & Wainaina, L. (2020): Effects of Participatory Management on Employees' Performance in Water Service Providers in Muranga County, Kenya. School of Business Kenyatta University 2nd International Business Research and Industrial Conference (IBRIC) 2020 in December 3rd – 4th December, 2020.
	Jedidah. (2020): The Role of Management Consultancy on Organizational Development: School of Business Kenyatta University 2nd International Business Research and Industrial Conference (IBRIC) 2020 in December 3rd – 4th December, 2020.
	Owoeye, I., Kiiru, D., & Muli, J. (2019): Title: Recognition Practices And Employees' Performance: Understanding Work Engagement As A Mediating Pathway In Kenya Context. Kenyatta University Biennial Research and Innovation Conference, Research and Innovation for the Achievement of SDGs and Kenya's Big Four Agenda. 23rd - 25th October 2019 Kenyatta University Nairobi, Kenya
1.2.4	Scholarly Presentations at Conferences
	Jedidah. M:(2023): Theme: - Enhancing HR excellence for organizational resilience through standards, Measuring HR process performance- HR Metrics. Pride Inn Paradise North Coast Mombasa, 29th August – 1st of September 2023.
1.2.5	Editorship of a book or conference proceedings
	September 2024: Rapporteur: Inaugural Climate-U Network Conference, Higher Education and Climate Crisis.
	June 2024: Moderator, 6 th International Business Research and Industrial Conference (IBRIC).
	23 rd – 24 th June 2022: Participant: School of Business Kenyatta University 4 th International Business Research and Industrial Conference (IBRIC 2022).
	26 th – 27 th August 2021: Rapporteur, 3 rd International Business Research and Industrial Conference (IBRIC).
	Editorial Board (2019): Colloquium 3: Legal Issues and Human Rights, School of

	Business Kenyatta University International Business Research and Industrial Conference (IBRIC) 2019 at North Coast Beach Hotel, Mombasa in June 20 th – 22 nd , 2019.
	November 2018: School International Conference – Hospitality Sub-Committee.
1.3	Quality Teaching, Learning and Mentorship
1.3.1	Student Evaluation
	BHM 423: 87 Out of 87
	BHM 406: 87 Out of 87
1.3.2	Learning and Mentorship
	June 2019: Appointed as Academic Leader
1.3.3	Evidence of ongoing supervision
	2024 - Appointment as supervisor for Kaltuma Ibrein Ibrahim - Reg. No. D53/OL/GAR/21009/2021 - MBA Project.
	2024 - Appointment as supervisor for Raiji Ncabira Dorothy - Reg. No. D53/OL/20432/2012 - MBA Project.
	2024 - Appointment as supervisor for Mwiti Mbae - Reg. No. D53/NYI/PT/26123/2013 - MBA Project.
	2024 - Appointment as supervisor for Ndambuki Mutie - Reg. No. D53/TY?PT/39606/2016 - MBA Project.
1.3.4	Trainings in Higher Education
	UNESCO Training (2024)–The Digital Educator Course
	October 2021: Proctors 100% Online MBA Examination system Training
	October 2021 - Pure Online Proctoring 100% online MBA examination Training
	October 2023: Training on Turnitin features updates and anti-plagiarism policy refresher.
1.3.5	Successful Supervision of PhD Thesis
	Elijah Ng'ang'a Njunguna (2021) – D86/CTY/27335/2013 – Participatory management and Employees Performance in Selected Water Service Providers in Murang'a County, Kenya.
	Idowu Oweye (2020) – D86F/CTY/32343/2015 – Human Resource Management Interventions and Performance of Police Force in Ondo State, Nigeria.
	Laura Gakii Munene (2019) – D86/CTY/28910/2013 – Workforce Diversity and Performance of Academic staff in Selected Public Universities in Kenya.
	Caroline Nderi (2017) – D86/CTY/22282/2012- Human Resource Development Interventions and Employability Outcomes Among Beneficiaries of Youth Enterprise Fund in Nairobi County, Kenya.
	Lydia Wanjiku Gachengo - Reg. No. D86/PT/CTY/23389/2012. Inter-organizational collaborations and performance of courier firms in Nairobi City County, Kenya.
1.3.6	Successful Supervision of MSC Thesis/MBA Research Projects
	MSC Thesis
1	Kamtia Eliah Karongo(2025) - D58/CTY/PT/27253/2013 - Social Welfare Programs and Kenya Police Service Employees' Performance In Nairobi City

	County Kenya.
2	Truphosa Apondi Omondi (2023) – D58/CTY/28660/2024- Workplace Welfare Practices and Service Delivery of the National Police Service in Nairobi City County, Kenya.
3	Nzyoka Christophehr Muthusi (2020) – D58/CTY/PT/33133/2014 – Compensation Practices and Employee Performance in Five Selected Biscuit Manufacturing Companies in Nairobi City County, Kenya.
4	Esther Mahiri (2019) –D58/CTY/PT/29900/2014 – Human Resource management Practices and performance of Devolved Healthcare facilities in Nairobi City County, Kenya.
	MBA – Year of Graduation - 2025
1	Agostinah Geoffrey - D53/OL/CTY/20690/2022 - Human Resource Management Practices and Employee Service Delivery In The County Government Of Kitui, Kenya.
2	Raiji Ncabira Dorothy- D53/OL/20432/2012 - Strategic Implementation Practices and Service Delivery Of National Referral Hospitals In Kenya.
3	Veronicah Njambi Thumbi - D53/OL/NKU/21095/2022 - Talent Management Practices and Service Delivery Of Employees In Faith-Based Hospitals In Kiambu, Kenya.
4	Mwiti Mbae- D53/NYI/PT/26123/2013 - Total Quality Management System and Performance Of Selected Tea Processing Firms In Meru and Tharaka Nithi Counties Of Kenya
5	Trizah Shigadi Mwasi- D53/CTY/PT/20918/2021 - Reward Management Practices and Employee Retention In Public Referral Hospitals In Nairobi City County, Kenya.
6	Joan Njeri Ngugi- D53/CTY/PT/21953/2022 - Worklife Balance and Employee Performance; A Case Of Jomo Kenyatta University Of Agriculture And Technology Kiambu County, Kenya.
7	Emodia Joseph - D53/OL/NKU/21377/2020 - Occupational Safety and Employee Performance In Registered Flower Farms In Meru County, Kenya.
8	Francis Ndambuki Mutie - D53/CTY/PT/39606/2016 - Strategic Management Practices and Performance Of Kenya Airways Limited In Nairobi City County, Kenya.
	MBA - Year of Graduation - 2024
	Gladlys Ngonyo Mulwa – D53/CTY/PT/21589/2020 – Employee Motivation and Staff Turnover in the textile and apparel firms in the export processing zones in Athi River, Machakos County, Kenya.
	Anne Wanjiru Chomba – D53/CTY/PT/24262/2011 – Knowledge Management and Organizational Performance of Kenya Revenue authority Nairobi City County, Kenya.
	Mambo Zipporah Nyawira – D53/CTY/PT/23168/2011 – Human Resource Information systems and Service Delivery of Teachers Service Commission in Nairobi City County, Kenya.
	Winnie Aluso – D53/OL/CTY/27111/2015 -Career Development and Employees

	Performance of Deposit Taking Savings and Credit Cooperative Societies in Vihiga County, Kenya.
	Munai Chepkemai Audrey – D53/KER/PT/23157/2013 – Succession Planning and Employee Performance in Bukura Agricultural College, Kakamega County, Kenya.
	Beatrice Mutheu Simon – D53/CTY/PT/27376/2018 – Work-life Balance and Employee performance in the Commercial Banking sector in Nairobi City County, Kenya.
	Rahma Mohamud Maow – D53/OL/CTY/27872/2018 - Employee Development Practices and Effectiveness in Commercial Banks in Garissa County, Kenya.
	Mwangi Boniface Mbaaru – D53/OL/Emb/38557/2017 – Human Resource management Practices and Performance in Nyeri County Government, Kenya.
	Kaltuma Ibrein Ibrahim – D53/OL/Gar/21009/2021 – Workplace Diversity and Employee Performance of private Universities in Nairobi City County, Kenya.
	MBA - Year of graduation - 2023
	Allan Kirwa – D53/CTY/PT/28252/2014 – Strategic Supply Chain Management and Competitive Advantage of Keya Power and Lighting Company, Nairobi City County, Kenya.
	Enock Abuga Ong’uti – D53/CTY/PT/30882/2015 – Ergonomic Practices and Worker Effectiveness in China Road and Bridge Corporation Kenya Limited, Nairobi City County, Kenya.
	Peter N. Kabui – D53/NYI/PT/39536/2016 – Work life balance and Employee Job Performance in Commercial Banks in Nyeri County, Kenya.
	MBA - Year of Graduation - 2022
	Nginya Kamunya Charles – D53/OL/CTY/32755/2016 – Total Reward and Employee Performance in Technical Institutions, A case of Kiambu Institute of Science and Technology, Kiambu County, Kenya.
	MBA - Year of Graduation - 2021
	Muchiri Nyaguthii Roselyn – D53/CTY/PT/29842/2014 – Human Management Practices and Employee Performance in Canon Chemicals Ltd in Kenya.
	Moss Z.C Lillian – D53/PT/25912/2018 – Performance Appraisal System and Performance of Teachers in Selected Day Secondary Schools in Thika West Kiambu County, Kenya.
	Ann Njeri Mungai – D53/CTY/PT/37573/2017 – Workforce Diversity and Employee Performance of Private Christian Universities in Kiambu County, Kenya.
	Davis Muriithi Murage – D53/OL/24957/2011 – Human Resource Management Practice and Service Delivery of selected Employees in Huduma Centres in Nairobi City County, Kenya.
	MBA - Year of Graduation - 2020
	Florence Robai Abwavo – D53/CTY/PT/39314/2017 – Career Development Programs and Employee Retention at Betting Control and Licensing Board in Kenya.
	Catherine N. Wangila – D53/CTY/PT/38991/2016 – Human Management Practices and performance of Selected Public Secondary Schools in Nairobi City County Kenya.
	Demba Rodgers Norman – D53/OL/KKA/26370/2015 – Competitive Strategies and Performance of Selected Car Rental Business in Nairobi City County, Kenya.

	MBA - Year of Graduation - 2019
	Asetto Diana Atieno – D53/CTY/PT/22138/2011 – Strategic Human Resource Management Practices and Employee Retention in the Software Development Industry in Kenya.
	MBA - Year of Graduation - 2018
	Emmah Kwamboka Abere – D53/OL/CTY/24258/2014 – Strategic Management Practices and Organizational Performance: A Case of Teachers Service Commission in Kiambu County, Kenya.
	MBA - Year of Graduation - 2017
	Beth Syomwui Kilungu – D53/CE/27595/2013 – Management Initiatives and Employee Performance in the public Sector: A Case Study of the Ministry of Education, Science and Technology, Kenya.
	Maithya Getrude Katunge – D53/OL/24399/2014 – Change Management Drivers and Employee performance of Hotels in Machakos County, Kenya
	Year of Graduation – 2015
	Jacquelyn Monah Mutinda – D53/OL/23553/2012 – Effects of Stress Management Strategies on Workplace Stress Among Commercial Banks Employees in Machakos Town, Kenya.
	Orero Monica Akoth – D53/CTY/PT/23115/2013 – Effect of Leadership Substitutes on Organizational Strategy Implementation at African Medical and Research Foundation Nairobi, Kenya.
1.4	Professional/Consultancy
1.4.1	Networks/Collaborations
	June 2024: Academic STAFF (STAFF) Mobility Erasmus+KA171, University of Valladolid.
	29 th August – 1 st September 2023: Trainer - College of Human Resource Management: HR Quality Standards Symposium
	September 2024: Academic STAFF (STAFF) Mobility Erasmus+KA171, University of Valladolid. Selected on KU_WL_1 (Kenyatta University- Waiting List-1)
1.4.2	Editorial Boards/Referee for Professional Periodicals
	May 2021 – May 2023: Kenya Bureau of Standards – Higher Education Services Technical Committee Member
	May 2020 – May 2022: Kenya Bureau of Standards – Human Resource Management Services Technical Committee Member.
1.4.3	Appointment to National or International Boards as a Consultant
	May 2020: Appointment to KEBS/TC 166: Human Resource Management Services Technical Committee.
	May 2021: Appointment to KEBS/TC 178: Higher Education Services Technical Committee.
1.4.4	Consulting for Organizations/Institutions
	January (2025) : Appointment to training and Development Policies Review Committee.
	August 2025: Appointment to standing University Employee Performance Management Committee.
	June 2024: Appointed to the committee on University Staff Establishment.

	July 2022: Appointed to a Technical Team to Implement the consultancy for Provision of Recruitment and Selection Services to Kenya Agricultural and Livestock Research Organization (KALRO)
	March 2018: Engagement as a County Training Coordinator in Nairobi County – Kenya Youth Empowerment Opportunity Project (KYEOP), Job Skills Specific Training.
	September 2018: Consultant for Kenyatta University Capacity Development and Consultancy Services (KUCDCS).
1.4.5	Membership to Academic/Professional Bodies
	Full Member of the Institute of Human Resource Management – Membership number 09507
	NQI - Affiliate Member – National Quality Institute.
	August 2022: Association of Commonwealth Universities (ACU) Member.
1.4.6	External Examiner
	December 2024: KASNEB Reference Number: 27/CONF/EXC/LXX/170: examination setter
	September 2024: KASNEB Reference Number: 27/CONF/EXC/LXX/188: Examination setter.
	January 2024: KASNEB Reference Number 27/CONF/EXC/LXIX/410: Examination Setter.
1.5	Administrative and Responsibilities
1.5.1	Recognized University Administrative Positions
	November 2024 – Date: Departmental Examination Coordinator (Business Administration)
	January 2016 – November 2016: Departmental Examinations Co-ordinator (Business Administration)
	November 2016 – 2018: Departmental Examinations Co-ordinator (Human Resource Management)
	October 2015: B.com Programme Coordinator (Business Administration) – Arusha Campus
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1.5.2	Other Responsibilities in the University
	February 2024: MBA Curriculum Review Committee
	March 2021: Purely Online MBA Curriculum Development Committee
	December 2016: MBA Curriculum Review Committee
	May 2017: National Values Champions
	October 2016: Postgraduate Committee
	October 2016: Budget Committee
	October 2016: Quality Team
	October 2016: Mark Verification Committee
1.6	Community Engagements and other Contributions
1.6.1	Research Funding
	August 2022 – ACU: Jointly applied for research grant at Association of Commonwealth Universities, The research focus was HR in Higher Education

	Community Challenge Grant. The application was not successful.
	November 2022- RISA: Jointly applied for research grant at Research and Innovations Systems for Africa (RISA Fund). The application was not successful.
	January 2022- Jointly applied for funding for Programme on Strengthening Prevention and Response to Gender-based Violence (GBV) in Kenya funded by the Finnish Government. The application was not successful.
	September 2017: Jointly applied for delivery of job specific skills training, internship and placement in the formal sector under the Kenya Youth Employment and Opportunities project NITA /KYEOP/09/2016/. The application was successful.
1.6.2	Community Outreach
	Serve in the Development Committee of African Inland Church (A.I.C), Bethel, Mukandoni DCC.
	Serve as an elder and in the women leadership Forum of African Inland Church (A.I.C), Bethel, Mukandoni DCC.
1.6.3	Professional Affiliation & Portfolios
	Full Member of the Institute of Human Resource Management – Membership number 09507.
	2018 : Human Resource Management Practicing certificate.
1.6.4	Recognitions Awards and Honors
	March 2016: Appreciation for Arusha Campus B.com Coordinator
1.7	Referees
	Dr. Periz Onono
	Executive Dean, School of Business, Economics & Tourism School of Business, Economics & Tourism
	Kenyatta University
	P.O. Box 43844-00100
	Nairobi, Kenya.
	Dr. Rosemary James
	Deputy Executive Dean, School of Business, Economics & Tourism School of Business, Economics & Tourism Kenyatta University
	Kenyatta University
	P.O. Box 43844-00100
	Nairobi, Kenya.
	Dr. Samuel Maina

	Chairman, Department of Business Administration School of Business, Economics & Tourism
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	Kenyatta University