

Florence Gitau's Profile

Personal Details

Florence Wanjiru Gitau (PhD) Department of Recreation and sport management Lecturer gitau.florence@ku.ac.ke Area of Specialization: • - Women and Sports • Sport for Development • Sport governance • Sport tourism Research Interests: - Women and Sport -Sport for Development Google Scholar: ORCID ID: https://orcid.org/0000-0002-4824-1618	

Academic & Professional Qualifications

PhD in Recreation and sport management –2017
Kenyatta University

- “Perceptions of stakeholders on the contribution of selected community-based sport organizations to three millennium development goals in Kenya”

National Diploma in Psychological counseling - 2009
Kenya Institute of professional counseling & Kenya Methodist University (KEMU).

Mphil in Entrepreneurship - 2008

- Thesis Title, “Training camps and development of sports entrepreneurship in North Rift Kenya”

Moi University, Kenya.

Certificate in Basketball Coaching - 1998-1999
Liepzig University, Germany

Bachelor of Education Arts (BEd Arts) - 1985
University of Nairobi, Kenya

Employment History

- Director Sports and Games. Kenyatta University. 2021 to 2024

- Led Kenyatta University soccer team for Federation of International university sport (FISU) world cup in October 2023.
- Involved in the organization of the Africa Universities games, FASU (Federation of Africa University Sports) 6th -10th June 2022, at Kenyatta University.
- Led Kenyatta University to the National Games Where the University emerged as the National Champion at Kibabii University December 2021.
- Involved in the development of a Sports and Recreation professional body of Kenya.
- Heading the Directorate of Sports and Games.
- Teaching at the department of Recreation and Sport Management
- Supervision of projects, masters and PhD work.
- Research

Lecturer – January 2019 to date

Kenyatta University, Department of Recreation and Sport Management

- Teaching
- Supervision of projects, masters and PhD work.
- Research
- Involvement in community outreach program

Lecturer – Sept 2014 to Dec 2018

School of Business, Department of management Science. Sport management - Moi University

- Teaching
- Thematic leader, Sport management
- Part time teaching Physical Education for Early Primary Education (EPE)

Games Tutor – 2013-2014

Nairobi Campus - Moi University

- Preparations of sports programs
- Preparation of the sports calendar
- Preparations of sports budgets
- In-charge of Equipment and acquisition of facilities
- Basketball coach
- Counselling students

Acting Assistant Dean of students – April 2008 to Sept 2013

Nairobi Campus - Moi University

- In charge of students' welfare
- In charge of the students governing council
- Counseling students
- In charge of students' elections

Games Tutor and Head of games - 2003 to April 2008

Chepkoiel Campus - Moi University

- In charge of 12 members of the Department
- Preparations of sports programs

- Preparation of the sports calendar
- Preparations of budgets
- in-charge of facilities and Equipment
- Basketball coach
- Teaching Swimming

Games tutor – 2001 to March 2003

Eldoret West Campus - Moi University.

- Preparations of sports programs,
- Preparation of the sports calendar,
- Preparations of budgets,
- In charge of facilities and Equipment.
- Basketball coach

Games tutor – 1999 to 2001

Faculty of Health Sciences - Moi University

- In-charge of fixtures
- Basketball coach

Games tutor – 1997 to 1999

Main Campus Head office - Moi University

- In-charge of fixtures

Games tutor – 1995 to 1997

Kenyatta University

- In-charge of fixtures
- Netball and basketball Coach

Lecturer Physical Education – 1985 to 1994

Kericho Teacher's College

- Secretary of Kenya Teachers College Sports Association, Rift Valley Zone
- Netball and basketball coach.

Achievements

- Guest speaker at the 13th Eastern Africa University, Pre-games Symposium, on “Safeguarding in sport to promote mental health of the university athletes” October, 2024.
- Guest speaker in a women leadership Seminar on “women sports sponsorship and Investments”. Organized by Africa, Athletics, and Development Centre for World Athletics, Women in Athletics. 1st December 2023.
- Involved in organizing Eastern Africa University Women Games Round table on 6th

April 2023 at the United States International University, USIU, Kenya.

- Internal examiner for Mr Njenga Daniel Gaita's PhD Thesis Entitled "School-Based Physical Activity, its Correlates and efficacy of interventions Among Learners with Physical Disabilities in Kenya Special Secondary School".Feb2021.
- Organized three weeks training on Sport Management for Community Coaches from Vijana Amani Pamoja (VAP) as a community outreach programme, in May 2019 at Kenyatta University.
- Development of sports management module for a program titled "Towards Accountable Management of Sports in Kenya" a collaboration between the Embassy of the Kingdom of the Netherlands, Centre for Multi-party Democracy [CMD-Kenya], Strathmore University and Sports International. April 2013.
- Lead trainer for a sports management project. A program that introduced Sports federations in Kenya to principles of International Best practices on management, good governance and culture of transparency and Accountability in sports Federations from 2013- 2017. A project sponsored by the Embassy of the Kingdom of the Netherlands and organized by Centre for Multi-party Democracy [CMD-Kenya], Strathmore University and Sports International.
 - 3rd July 2013: Hockey Leaders
 - 5th July 2013:Power Games(Kenya Body Building Federation, Kenya Power Lifting, Kenya Weight Lifting, Health &Fitness
 - 17th July 2013: Martial Arts (Judo, Taekwondo, karate)
 - 19th July 2013: Boxing
 - 28th August 2013: Kenya Premier League
 - 30th August 2013: Kenya Basketball Federation
 - 25th September 2013: Kenya Netball Federation
 - 27th September 2013: Kenya Handball Federation
 - 30th October 2013: Kenya National Paralympics Committee
 - 1st November 2013: Kenya Sports for the Deaf Federation/Deaf Association
 - 27th November2013: Kenya Volleyball Federation
 - 31st January 2014: Kenya Swimming Federation
 - 9th April 2014: Athletics Kenya
 - 25th April 2014: Kenya Rugby Union
 - 16th June 2014: Chess Kenya
 - 16th June 2014: Scrabble Kenya
 - 16th June 2014: Archery Association
 - 25th July 2014: Tennis Kenya
 - 5th September 2014: Kenya Golf Union
 - 24th October 2014: Kenya Roller skating
 - 10th April 2015: Kenya Cycling Federation
 - 10th April 2015: Cricket Kenya
 - 10th April 2015: Kenya Table Tennis Association
 - 12th May 2017: Kenya Rugby Union
- Kenya University women sports day May 2013 at the Jomo Kenyatta University of Agriculture Juja grounds.
- Leadership workshops for students' leaders of Moi University in 2012, 2011, 2010, 2009.
- Kenya Universities women sports day Feb2012 at the University of Nairobi Grounds
- Tennis camp for Children at Eldoret club, Dec 2005, Dec 2006, and Dec 2007.

- Basketball coaching clinic for staff and community coaches in Eldoret 2003.
- Played Netball in the University Team and was Captain Kenyatta University College, during the East Africa University Games held in Sokoine University in Dec 1984.

Publications

Referred Journals

Yiidiz, K, Guler.H, Balaban.S, Muthomi.N, Njenga.D, **Gitau F.**, Ajowi.CA, & Rotich J. 2024. A comparative study on participation Motives and psychological well-being of female University student-Athletes in Kenya and Turkiye. *International journal of Disabilities Sports and health Sciences*. Vol7 issue4, 741-752,

Conference Papers

- Gitau, F., & Kochomay, S. (2013). Sports for peace: Opportunities and challenges. Contemporary Comparative Physical Education and Sport. International society for comparative Physical Education and Sport. PP 47-54.

Student Co-authored Publications

- Nyaguthi, E., Kibet, Yusuf, Gitau, F. (2019) Effect of outsourcing practices on performance of companies listed on the Nairobi Securities exchange.

Other Publications

- Ngetich, E.D.K., Rintaugu, E., Gitau.F. (2021) Influence of achievement goal orientation, motivational climate and sports supplements on attitudes of adolescent athletes towards doping in Kenyan secondary school. WADA
- Gitau, F., Njoroge G.G. and Sitati, N.W. Wishitemi, B.L.E (2008). Wealth creation using sports tourism in the North Rift region, Kenya, Thematic proceedings of ATLAS Africa Conferences vol. 5, pg. 91-101
- Kinoti, J., Njororai, W.W.S., Gitau F., (1997). Transforming Netball into a lifelong Sport in Kenya. Proceedings of the third scientific congress of the Africa Association of Health, Physical Education, Recreation, Sport and Dance (AFAHPER-SD) held in September 11th-15th, 1997 in Nairobi, Kenya.

Research

- Gitau, F.Adanje,M.Rintaugu,E.G.,Wanderi,P.(2017) “Perceptions of stakeholders on the contribution of selected community-based sport organizations to three millennium development goals in Kenya” (Thesis)

Conferences Attended

- Participated in **International Council for Physical, Health Education, Recreation Sport and Dance (ICPHERER-SD) Africa Region Conference held in Kenyatta University, September 2024**
- Participated in International Business Research and Industrial Conference

(IBRIC) 2024 Virtual Form

- Participated in International Business Research and Industrial Conference (IBRIC) 2023 Virtual Form
- Attended 3rd Kenya Academy of Sports Annual International Sports Conference 13th-14th June 2023, at Safari Park Hotel, Kenya.
- Attended 2nd Kenya Academy of Sports Annual International Sports Conference 15th-17th June 2022, at Safari Park Hotel, Kenya
- World Conference for “international working group on women and Sports” in Botswana - May 2018
- 2nd International Conference on Physical Activity and Sports for Health and Development in Africa PASHDA held at Kenyatta University on 21st – 23rd September 2016
- International society for comparative Physical Education and Sport, conference at Kenyatta University. Presented a paper on “Sport and peace” - June 2010

Workshops Attended

- 13th Eastern Africa University, Pre-games Symposium, October, 2024.
- Attended World Forum for university sport in Croatia, Zagreb August 2024.
- Guest Speaker at Eastern Africa University Women Games Round table in Arusha on April 2024 on the topic of “Safe Spaces for University Sports”
- Guest speaker in Women Leadership seminar on “Gender equity in Sports” progress made over the last decade. “Advancing the Empowerment of female Athletes” 10th-11th November 2021, by Africa, Athletics Development Centre. World Athletics.

Seminars Attended

- Attended International University Sport Federation (FISU) Federation of Africa University Sport (FASU) - Federation of National University Sport (NUSF) seminar held at the University of Witwatersrand, JOHANNESBURG on 5th May 2023.

Supervision of Postgraduate Students

Masters

- Influence of Kenya Inter-County Games on Development of Sports Facilities in the host Counties. Margaret Gati Wambura (BSC) Ongoing Final thesis presented working on corrections corrections .October 2024.

- Prevalence, Attitude and vulnerability of using Performance enhancing substances among Elite Middle and Long distance runners in North Rift Kenya. Kirui K Robert. Pan African University. Life and Earth Science Institute. University of Ibadan. Department of Human Kinetics. (BSC) 2022. (Graduated)

Ph. D

- Influence of achievement goal orientation, motivational climate and sports supplements on attitudes of adolescent athletes towards doping in Kenyan secondary school. Eric Derrick Kipkoech Ngetich (M. P. ED) 2024. Completed awaiting graduation.

Professional/ Consultancy (Editor/ Peer review in journals, Networks/ Collaborations, External Examiner, Patents)

- Consultancy on a sports management project 2013-2017.
- Development of sports management module for a program titled “Towards Accountable Management of Sports in Kenya” a collaboration between the Embassy of the Kingdom of the Netherlands, Centre for Multi-party Democracy [CMD-Kenya], Strathmore University and Sports International. April 2013.
- Lead trainer for a sports management project. A program that introduced Sports federations in Kenya to principles of International Best practices on management, good governance and culture of transparency and Accountability in sports Federations from 2013- 2017. A project sponsored by the Embassy of the Kingdom of the Netherlands and organized by Centre for Multi-party Democracy [CMD-Kenya], Strathmore University and Sports International.
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 - 5th July 2013: Power Games (Kenya Body Building Federation (KBBF), Kenya Amateur Weight lifting Association (KAWA), Power Lifting, Weight Lifting, Health & Fitness
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 - 5th September 2014: Kenya Golf Union
 - 24th October 2014: Kenya Roller skating
 - 10th April 2015: Kenya Cycling Federation
 - 10th April 2015: Cricket Kenya

- 10th April 2015: Kenya Table Tennis Association
- 12th May 2017: Kenya Rugby Union

Community Service and Other Engagements

- Chairlady of Kanini estate women's welfare group.2020 ongoing 2024.
- Served in the Board of Management, Njoro Boys High School, Nakuru. (2019-2023).

Affiliation of Professional Bodies

Association of Africa Sport Management Association (ASMA)

Recognized university administrative positions

- Director Sports and Games. Kenyatta University, 2021-2024
- Acting Assistant Dean of students – Moi University, Nairobi Campus April 2008 to Sept 2013
- Head of sports and Games at Chepkoilel Campus, Moi University.2003-2008.

Other administrative positions Held

- Secretary of Kenya Teachers College Sports Association, Rift Valley Zone.1985-1994.