

1.1 PERSONAL PROFILE

1.1.1 PERSONAL DETAILS

Name	: Dr. Godfrey Muigai Kinyua (PhD, MBA, B.Ed.)
PF. No.	: 10536
Department	: Business Administration
School	: Business
Designation	: Lecturer
Email	: kinyua.godfrey@ku.ac.ke
Area of Specialization	: Strategic Management
	:

RESEARCH INTEREST

- Knowledge Management
- Competitive Advantage
- Strategic Agility

GOOGLE SCHOLAR

<https://scholar.google.com/citations?hl=en&user=wHraB14AAAAJ>

ORCID ID

<https://orcid.org/0000-0002-9676-7630>

1.1.2 ACADEMIC AND PROFESSIONAL QUALIFICATIONS

- PhD in Business Administration, Kenyatta University, Kenya
- Master of Business Administration (MBA), University of Nairobi, Kenya
- Bachelor of Education, Egerton University, Kenya
- Mwea High School (KSCE), Kirinyaga County, Kenya
- Nguka Primary School (KCPE), Kirinyaga County, Kenya

1.1.3 EMPLOYMENT HISTORY

- Feb, 2017 – Date : Lecturer in the Department of Business Administration
- Nov, 2020 – Date : MBA & Doctoral Programmes Coordinator □ Sept, 2017 – Oct, 2020: Departmental Examinations Coordinator
- Dec, 2018 – Date : School of Business Curriculum Review Committee Member
- Nov, 2018 – Date : School of Business Postgraduate Board Member
- May, 2017 – 2020 : Departmental Postgraduate Coordinator
- 2011-2017 : Adjunct Lecturer in Kenyatta University, St. Pauls' University and Mount Kenya University
- 1996-2017 : Teachers Service Commission, Kenya

1.1.4 ACHIEVEMENTS

- Efficiently assists the Dean in coordinating and managing MBA and Doctoral Programmes in the School of Business
- Successfully served as Examination Coordinator in the Department of Business Administration for a period spanning over three years.
- Provides sound leadership in the various committee that I have had the opportunity to serve as a Chairman.
- Review of BCOM Curriculum, PhD Curriculum and Purely Online MBA Curriculum.
- Successfully organized the 43rd Annual Postgraduate Seminar for Masters Graduands in the School of Business held on 7th July 2022.
- Successfully served as the Chief Editor for the Editorial Board to the 4th International Business and Industrial Conference held on the 23rd and 24th June 2022 in which over eighty eight (88) conference papers were expeditiously reviewed, and Book of Abstracts and Conference Proceedings were developed and published.
- Moderation of plenary session in the 4th International Business and Industrial Conference held on the 23rd and 24th June 2022.
- Successfully organized the 42nd Annual Postgraduate Seminar for Masters Graduands in the School of Business held on 2nd December 2021.
- Successfully organized the 41st Annual Postgraduate Seminar for Masters Graduands in the School of Business held on 6th July 2021.

- Successfully served as the Chief Editor for the Editorial Board to the 3rd International Business and Industrial Conference held on the 26th and 27th August 2021 in which over fifty four (54) conference papers were expeditiously reviewed, and Book of Abstracts and Conference Proceedings were developed and published.
- Moderation of plenary session in the 3rd International Business and Industrial Conference held on the 26th and 27th August 2021.
- Successfully served as Chairman of the Board of Postgraduate Studies.
- Satisfactorily facilitates learning processes in all assigned course units.
- Provides facilitative guidance and support to postgraduate students during the project/thesis phase of respective programmes.
- Development of blended learning module for Marketing Research and Information (BBA 064).
- Development of blended learning module for Managerial Function (BBA 820) □ Graduated over thirty five (35) masters and six (6) PhD students.

1.2 PUBLICATIONS

1.2.1 REFEREED JOURNALS

a) Refereed Journals with Colleagues

1. Njoroge, J. G. & **Kinyua, G. M.** (2020). Strategies Influencing Corporate Social Responsibility Programs for Climate Change in Commercial Banks in Kenya. *The International Journal of Humanities and Social Studies*, 8 (5): 306-312.

b) Refereed Journals with Postgraduate Students

1. Elmi, S. A. & **Kinyua, G. M.** (2022). Strategic Foresight and Firm Performance: A Review of Literature. *The International Journal of Business & Management*, 10(5): 73-86.
2. Nyaga, L. M. & **Kinyua, G. M.** (2022). Competitive Advantage as an Outcome of Strategic Intent: A Review of Literature. *The International Journal of Business & Management*, 10(4): 115-127.
3. Bosire, D. O. & **Kinyua, G. M.** (2022). Industry Structure as an Antecedent of Organizational Performance: A Review of Literature. *The International Journal of Business & Management*, 10(4): 136-148.

4. Magut, C. K. & **Kinyua, G. M.** (2022). Learning Orientation as an Antecedent of Service Delivery: A Review of Literature. *International Journal of Managerial Studies and Research*, 10(5): 22-40.
5. Ouma, P., **Kinyua, G.** & Muchemi, A. (2022). Performance of Regulated Microfinance Banks in Kenya; Does Market Intelligence Matter? *International Journal of Economics, Commerce and Management*, 10(4): 96-111.
6. Ouma, P., **Kinyua, G.** & Muchemi, A. (2022). What Role does Competitor Intelligence Strategy Play on Performance of Regulated Microfinance Banks in Kenya? *International Journal of Managerial Studies and Research*, 10(3): 1-12.
7. Githuku, G. K., **Kinyua, G.** & Muchemi, A. (2022). Learning Organization Culture and Firm Performance: A Review of Literature. A Review of Literature. *International Journal of Managerial Studies and Research*, 10(2): 38-50.
8. Odhiambo, I. B. & **Kinyua, G. M.** (2022). Human Resources and Service Delivery in Tier One Private Hospitals in Nairobi City County, Kenya. *International Journal of Research and Innovation in Social Science*, 5(12): 181-187.
9. Mwangi, L. W., **Kinyua, G.** & Muchemi, A. (2022). Organizational Performance as an Outcome of Adaptive Capability: A Review of Literature. *International Journal of Managerial Studies and Research*, 10(1): 44-63.
10. Willis, A. O. C., **Kinyua, G. M.** & Muchemi, A. (2022). Strategic Leadership as an Antecedent of Competitive Advantage: A Review of Literature. *International Journal of Managerial Studies and Research*, 10(1): 18-33.
11. Chesire, Z. C. & **Kinyua, G.** (2022). Relationship between Board Size and Performance of Deposit Taking SACCOs in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 10(1): 80-97.
12. Ojiambo, N. B. & **Kinyua, G.** (2022). Product Development Strategy as a Predictor of Organizational Performance in the Context of Shimo La Tewa Prison Enterprises in Kenya. *International Journal of Managerial Studies and Research*, 10(1): 1-8.
13. Mbugua, J. W. & **Kinyua, G.** (2022). Cost Leadership Strategy and Performance of Registered Food Processing Firms in Nairobi City County Kenya. *International Journal of Managerial Studies and Research*, 10(1): 140-147.

14. Odhiambo, I. B. & **Kinyua, G. M.** (2021). Human Resources and Service Delivery in Tier One Private Hospitals in Nairobi City County, Kenya. *International Journal of Research and Innovation in Social Science*, 5(7): 181-187.
15. Gachanja, L. E., **Kinyua, G.** & Muchemi, A. (2021). Strategic Drift and Firm Performance: A Review of Literature. *International Journal of Managerial Studies and Research*, 10(1): 80-97.
16. Chebiego, B. K., **Kinyua, G.** & Muchemi, A. (2021). Knowledge Asset as an Antecedent of Competitive Advantage: A Review of Literature. *International Journal of Managerial Studies and Research*, 9(12): 58-72.
17. Kamandi, F. G., **Kinyua, G.** & Muchemi, A. (2021). Strategic Alignment as an Antecedent of Customer Satisfaction: A Review of Literature. *International Journal of Managerial Studies and Research*, 9(12): 38-57.
18. Kiprono, B. K. & **Kinyua, G. M.** (2021). Service Delivery in Selected Insurance Firms in Kenya: What is the Value of Channel Distribution? *International Journal of Managerial Studies and Research*, 9 (12):19-29.
19. Ojiambo, N. B. & **Kinyua, G.** (2021). Internal Growth Strategies and Performance of Kenya Prisons Enterprise. *The Strategic Journal of Business & Change Management*, 8 (4): 897 – 910.
20. Gachanja, M. S. & **Kinyua, G. M.** (2021). Top Management Commitment and Performance of County Secondary Schools in Nairobi City Kenya. *International Journal of Managerial Studies and Research*, 9(12): 9-18.
21. Ocharo, M. O. & **Kinyua, G.** (2021). Firm Competitiveness in Small Medium Enterprises in Starehe Sub-County in Kenya: What Role Does Organizational Learning Play? *International Journal of Managerial Studies and Research*, 9(11), 32-44.
22. Kanyoro, R. W. & **Kinyua, G.** (2021). Operational Improvement as an Antecedent for Service Delivery in Deposit Taking Savings and Credit Cooperative Societies in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 9(10):18-25.
23. Muithya, V. M., Muathe, S. & **Kinyua, G.** (2021). Too Much of a Good Thing? Strategic Innovation Orientation, Customer Satisfaction and Performance of Licensed Microfinance

- Institutions in Kenya. *International Journal of Economics, Commerce and Management*, 9(6): 287-303.
24. Ocharo, M. O. & **Kinyua, G. M.** (2021). Responsive Capability as a Determinant of Firm Competitiveness amongst Small Medium Enterprises in Starehe Sub-County in Kenya. *International Journal of Managerial Studies and Research*, 9(9): 1-12.
 25. Chesire, Z. C. & **Kinyua, G. M.** (2021). Board Independence as an Antecedent for Firm Performance in the Context of Deposit Taking Savings and Credit Co-Operative Societies in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 9(8): 54-64.
 26. Muthimi, J. K., Kilika, J. M. & **Kinyua, G.** (2021). Integrating Individualized Consideration on Academic Performance of Selected Universities in Kenya. *The International Journal of Business & Management*, 9(6):87-98.
 27. Muithya, V. M., Muathe, S. & **Kinyua, G.** (2021). Undoing Performance in Micro Finance Institutions: Reflections on Regulatory Framework in Kenya. *The Journal of Entrepreneurial Finance*, 23(1): 17 – 29.
 28. Murerwa, B. M. & **Kinyua, G. M.** (2021). Analysis of the Role of Competitive Benchmarking on Service Delivery in Multinational Pharmaceutical Companies in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 9(7): 1-9.
 29. Muthaura, M. K. & **Kinyua, G. M.** (2021). Analysis of the Role of Technological Alignment on Organization Performance: A Perspective of Commercial Banks in Nyeri County, Kenya. *International Journal of Innovative Research and Advanced Studies*, 8(6): 9 – 14.
 30. Murerwa, B. M. & **Kinyua, G. M.** (2021). Analysis of the Role of Generic Benchmarking on Service Delivery: The perspective of Multinational Pharmaceutical Companies in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 9(6): 32-38.
 31. Muthaura, M. K. & **Kinyua, G. M.** (2021). The Role of Resource Alignment on Organization Performance: A Perspective of Commercial Banks in Nyeri County, Kenya. *The strategic Journal of Business and Change Management*, 8(2): 611- 620.

32. Kiprono, B. K. & **Kinyua, G.M.** (2021). An Empirical Investigation on the Effect of Image Differentiation on Service Delivery of Selected Insurance Firms in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 9(6): 39-47.
33. Muthimi, J. K., Kilika, J. M. & **Kinyua, G.** (2021). Exploring the role of inspirational motivation to institutions of higher learning: Empirical evidence from selected universities in Kenya. *International Journal of Research in Business and Social Science*, 10(4): 455-466
34. Murerwa, B. M. & **Kinyua, G. M.** (2021). Analysis of the Role of Functional Benchmarking on Service Delivery in Multinational Pharmaceutical Companies in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 9(4): 88-95.
35. Kimathi, E. K. & **Kinyua, G.M.** (2021). An Empirical Investigation of the Role of Corporate Communication on Organization Performance in the Context of Equity Bank Limited in Nairobi City County, Kenya. *International Journal of Innovative Research and Advanced Studies*, 8(4): 122 – 129.
36. Kialyulo, M. & **Kinyua, G. M.** (2021). An Empirical Analysis of the Relationship between Strategic Outsourcing and Performance of Kenya Commercial Bank in Kenya. *International Journal of Innovative Research and Advanced Studies*, 8(3): 24 - 30.
37. Mbulwa, J. & **Kinyua, G.** (2021). The Role of Strategy Formulation on Service Delivery: A Perspective of Turkana County in Kenya. *International Journal of Innovative Research and Advanced Studies*, 8(3): 16 – 23.
38. Oketch, J. O., Kilika, J. M. & **Kinyua, G. M.** (2021). The Mediating Role of Strategy Execution on the Relationship between TMT Characteristics and Organizational Performance in a Regulatory Setting in Kenya. *Journal of Business and Economic Development*, 6(1): 12-22.
39. Oketch, J. O., Kilika, J. M. & **Kinyua, G. M.** (2021). TMT Characteristics and Organizational Performance in a Regulatory Setting in Kenya. *Journal of Economics and Business*, 4(1):79-92.
40. Mugambi, L. M. & **Kinyua, G. M.** (2020). Role of Innovation Capability on firm performance in the context of Commercial Banks in Nairobi City County, Kenya. *International Journal of Current Aspects in Finance, Banking and Accounting*, 2(3): 14 – 23.

41. Kitur, T. & **Kinyua, G. M.** (2020). An Empirical Analysis of the Relationship between Resource Fluidity and Firm Performance: A Perspective of Tours and Travel Companies in Kenya. *International Journal of Innovative Research and Advanced Studies*, 7(11): 13 – 21.
42. King'oo, R. N., Kimencu, L. & **Kinyua, G.** (2020). The Role of Networking Capability on Organization Performance: A Perspective of Private Universities in Kenya. *Journal of Business and Economic Development*, 5(3): 178-186.
43. Ong'esa, S. O. & **Kinyua, G. M.** (2020). Effect of Operational Capability on Performance of Air Kenya Express Limited in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 8((9): 1-11.
44. King'oo, R. N., Kimencu, L. & **Kinyua, G.** (2020). Empirical Analysis of Effect of Information Technology Capability on Performance of Private Universities in Kenya: *International Journal of Managerial Studies and Research*, 8 (11): 52 – 61.
45. Gatuyu, C. M. & **Kinyua, G. M.** (2020). Role of Knowledge Acquisition on Firm Performance in the Context of Small and Medium Enterprises in Meru County, Kenya. *Journal of World Economic Research*, 9(1): 27-32.
46. Muthoni, D. M. & **Kinyua, G. M.** (2020). Corporate Reputation and Firm Performance: An Empirical Analysis of Motor Vehicle Assemblers in Nairobi City County, Kenya. *Journal of Business and Economic Development*, 5(2): 73-81.
47. Ontita, J. & **Kinyua, G. M.** (2020). Role of Stakeholder Management on Firm Performance: An Empirical Analysis of Commercial Banks in Nairobi City County, Kenya. *Journal of Business and Economic Development*, 5(1): 26-35.
48. Mbugua, J. W. & **Kinyua, G. M.** (2020). Service Differentiation and Organization Performance: An Empirical Analysis of Deposit Taking SACCOs in Nairobi City County, Kenya. *Journal of Business and Economic Development*, 5(2): 64-72.
49. Oketch, J. O., Kilika, J. M. & **Kinyua, G. M.** (2020). Top Management Team Psychological Characteristics and Organizational Performance. *Journal of Business and Economic Development*, 5 (1): 36 – 43.
50. King'oo, R. N., Kimencu, L. & **Kinyua, G.** (2020). The Role of Networking Capability on Organization Performance: A Perspective of Private Universities in Kenya. *Journal of Business and Economic Development*, 5 (3): 178-186.

51. Oketch, J. O., Kilika, J. M. & **Kinyua, G. M.** (2020). Top Management Team Cognitive Characteristics and Organizational Performance. *Journal of Business and Management*, 22 (2): 22-30.
52. Kisilu, J. K. & **Kinyua, G.** (2020). Assessment of the Role of Community of Practice on Performance: A Case of Public Service in Makueni County Government, Kenya. *Journal of Human Resource Management*, 8 (1): 11-15.
53. Oketch, J. O., Kilika, J. M. & **Kinyua, G. M.** (2020). The Moderating Role of the Legal Environment on the Relationship between TMT Characteristics and Organizational Performance in a Regulatory Setting in Kenya. *Journal of Economics and Business*, 3 (1): 211- 222.
54. Wanjiku, M. M., **Kinyua, G.** & Kahuthia, J. (2020). Effect of Strategic Intent on Firm Performance in the Context of Safaricom Limited in Kenya. *International Academic Journal of Human Resource and Business Administration*, 3(8), 194-206.
55. Chepkosgei, K. R., Kahuthia, J. & **Kinyua, G.** (2020). Effect of Strategic Communication on Performance of Financial and Commercial State Corporations in Kenya. *International Academic Journal of Human Resource and Business Administration*, 3(9), 27-38.
56. Kung'u, S. M., Kahuthia, J. & **Kinyua, G.** (2020). Analysis of the Effect of Strategic Direction on Performance of Motor Vehicle Assembly Firms in Nairobi City County, Kenya. *International Journal of Managerial Studies and Research*, 8(8), 82-94.
57. Kiprotich, S. W., Kahuthia, J. & **Kinyua, G.** (2019). An Assessment of Empirical Rational Strategy and Normative Re-Educative Strategy on Organizational Performance in Public Offices in Kenya: A Case of Teachers Service Commission. *International Academic Journal of Human Resource and Business Administration*, 3(6), 93-117.
58. Kyengo, J. M., Muathe, S. M. A. & **Kinyua, G. M.** (2019). Empirical Analysis of the Effect of Operational Capability on Performance of Food Processing Firms in Nairobi City County, Kenya. *SSRG International Journal of Economics and Management Studies*, 6(5), 113-124. May, ISSN: 2393 - 9125, www.internationaljournalssrg.org.
59. Makori, B. N & **Kinyua, G.** (2019). Organizational Leadership and Performance of Cooperative Bank of Kenya. *International Academic Journal of Human Resource and Business*

Administration, 3(5), 357-375. May, ISSN: 2518-2374,
<http://www.iajournals.org/articles/iajhrba>.

60. Kyengo, J. M., Muathe, S. M. A. & **Kinyua, G. M.** (2019). Strategic Assets and Performance: The Role of Research and Development in Food Processing Firms in Nairobi City County, Kenya. *International Journal of Innovative Research and Advanced Studies*, 6(3), 143-150. December, ISSN: 2394-4404, www.ijiras.com.
61. Kyengo, J. M., Muathe, S. M. A. & **Kinyua, G. M.** (2019). Marketing Capability and Firm Performance: An Empirical Analysis of Food Processing Firms in Nairobi City County, Kenya. *The Strategic Journal of Business & Change Management*, 6(1), 544 – 555. ISSN 2312-9492 (Online) 2414-8970 (Print). www.strategicjournals.com.
62. Mugo, A. N., Kahuthia, J. & **Kinyua, G.** (2019). Effect of Infrastructure on Growth of Small and Medium Enterprises in Kenya: A Case of Clothing and Textile Businesses in Nairobi Central Business District. *International Academic Journal of Human Resource and Business Administration*, 3(6), 133-149.
63. Moki, N. M., Ndung'u, S. K. & **Kinyua, G. M.** (2019). Financial Innovation Strategy and Financial Performance of Deposit Taking SACCO's in Nairobi City County. *International Academic Journal of Economics and Finance*, 3(3), 398-417.
64. Mutuvi, B. M., Muraguri, C & **Kinyua, G.** (2019). Influence of Electronic Data Interchange Related Institutional Policies on Inventory Management in Kenyan Judiciary. *International Academic Journal of Information Systems and Technology*, 2(1), 145-156.
65. Kahuari, G. N., Muraguri, C & **Kinyua, G.** (2019). Transformational Leadership Practices on Performance of Huduma Centres in Nairobi City County, Kenya. *International Academic Journal of Innovation, Leadership and Entrepreneurship*, 2(2), 227-245
66. Kimaru, I. W. & **Kinyua G. M.** (2018). Relationship between Financial Resources and Performance of Credit Only Microfinance Institutions in Kenya. *International Journal of Innovative Research and Advanced Studies*, 5(12), 1-6. December, ISSN: 2394-4404, www.ijiras.com.
67. Gabow, O. S. & **Kinyua G.M.** (2018). Relationship between Strategic Intent and Performance of Kenya Commercial Bank in Nairobi City County, Kenya. *International Journal of Innovative Research and Advanced Studies*, 5(11), 149-157. November, ISSN: 2394-4404, www.ijiras.com.
68. Kobia, F. K. & **Kinyua, G.** (2018). An Empirical Analysis of the Relationship between

Product Development and Performance of Outlets of Bata Shoe Company in Nairobi City County, Kenya. *International Journal of Innovative Research and Advanced Studies*, 5(10), 55-60. October, ISSN: 2394-4404, www.ijiras.com

69. Abdi, M. M. & **Kinyua, G. M.** (2018). Innovation Strategy and Performance of Airtel Kenya Limited in Nairobi City County, Kenya. *International Journal of Innovative Research and Advanced Studies*, 5(9), 201-206. September, ISSN: 2394-4404, www.ijiras.com
70. Mirugi, T. & **Kinyua, G. M.** (2018). Analysis of the Effect of Block Ownership on Performance of Listed Commercial Banks in Nairobi County, Kenya. *The Strategic Journal of Business & Change Management*, 5(4), 2180 – 2188. ISSN 2312-9492 (Online) 24148970 (Print). www.strategicjournals.com
71. Kimaru, I. W. & **Kinyua, G.** (2018). An Empirical Investigation of Effect of Human Resources on Performance of Credit Only Microfinance Institutions in Nairobi City County, Kenya. *The Strategic Journal of Business & Change Management*, 5(4), 2133-2141. ISSN 2312-9492 (Online) 2414-8970 (Print). www.strategicjournals.com
72. Abdullahi, M. O. & **Kinyua, G. M.** (2018). Total Quality Management Practices and Performance of Garissa County Government, Kenya. *International Journal of Contemporary Aspects in Strategic Management*, 2(1), 253- 267. ISSN 2616-6976, www.ijcab.org/journals
73. Mbai, W., **Kinyua, G.** & Muhoho, J. (2018). Corporate Leadership and Performance of Machakos Water and Sewerage Company in Kenya. *The Strategic Journal of Business & Change Management*, 5(3), 631-639. ISSN 2312-9492 (Online) 2414-8970 (Print). www.strategicjournals.com
74. Karanja, E. W., Muraguri, C. & **Kinyua, G.** (2018). Effects of Teamwork on Performance of the Water Service Regulatory Board. *The Strategic Journal of Business & Change Management*, 5(3), 1-6. ISSN 2312-9492 (Online) 2414-8970 (Print). www.strategicjournals.com
75. Thangaru, M. W. & **Kinyua, G. M.** (2017). Influence of Organizational Competence on Corporate Governance Practices in National Industrial Training Authority. *International Journal of Education and Research*, 5(3), 83-90. March, ISSN: 2411-5681, www.ijern.com
76. **Kinyua, G. M.**, Muathe, S. M. A. & Kilika, J. M. (2015). Influence of Knowledge Transfer and Knowledge Application on Performance of Commercial Banks in Kenya. *Journal of*

Emerging Issues in Economics, Finance and Banking, 4(2), 1648-1660. ISSN: 2306-367X, www.globalbizresearch.org.

77. **Kinyua, G. M.**, Njoroge J. G., Wanyoike R. W. & Kiiru D. M.(2015). Influence of Organization's Structure and Culture on Implementation of Strategies in Constituency Development Fund Board in Kenya. *International Journal of Education and Research*, 3, (11), 209- 218. ISSN: 2411-5681, www.ijern.com
78. **Kinyua, G. M.**, Muathe, S. M. A. & Kilika, J. M. (2015). Effect of Knowledge Conversion and Knowledge Application on Performance of Commercial Banks in Kenya. *International Journal of Education and Research*, 3(10), 431- 444. October, ISSN: 2411-5681, www.ijern.com.
79. **Kinyua, G. M.**, Muathe, S. M. A. & Kilika, J. M. (2015). Influence of Knowledge Transfer and Knowledge Conversion on Performance of commercial Banks in Kenya. *Science Journal Business and Management*. 3(6), 228-234. November, doi: 10.11648/j.sjbm.20150306.13, ISSN:2331-0626 (Print); ISSN: 2331-0634 (Online) (<http://www.sciencepublishinggroup.com/j/sjbm>)

1.2.2 University Level Scholarly Books

- **Kinyua, G. M.**, Muathe, S. M. A. & Kilika, J. M. (2018). *Knowledge Management: A Perspective of Commercial Banks in Kenya*. LAMBERT Academic Publishing: United States of America.

1.2.3 Refereed Learning Modules

- **Kinyua, G. M.** (2020). Marketing Information and Research (BBA 064). Digital School of Virtual and Open Learning Blended Learning Module for the Department of Business Administration, Kenyatta University.
- **Kinyua, G. M.** (2020). Managerial Functions (BBA 820). Digital School of Virtual and Open Learning Blended Learning Module for the Department of Business Administration, Kenyatta University.

1.2.4 Reviewed Conference Papers

1. Ouma, P., **Kinyua, G.** & Muchemi, A. (2022): The Role of Competitor intelligence Strategy on Performance of Regulated Microfinance Banks in Nairobi City County, Kenya.

- International Business and industrial Conference, Kenyatta University, Kenya, 23rd – 24th June 2022.
2. Muithya, V. M., Muathe, S. M. A. & **Kinyua, G. M.** (2021). Financial Innovation Orientation and Performance of Microfinance Institutions in Nairobi City County, Kenya. *International Business and industrial Conference, Kenyatta University, Kenya, 26th – 27th August 2021.*
 3. Muthaura, M. K. & **Kinyua, G. M.** (2021). Analysis of the Role of Technological Alignment on Organization Performance: A Perspective of Commercial Banks in Nyeri County, Kenya. *International Business and industrial Conference, Kenyatta University, Kenya, 26th – 27th August 2021.*
 4. Kiprono, B. & **Kinyua, G. M.** (2021). Role of Image Differentiation on Service Delivery: The Perspective of Selected Insurance Firms in Nairobi City County, Kenya. *International Business and industrial Conference, Kenyatta University, Kenya, 26th – 27th August 2021.*
 5. Oketch, J. O., Kilika, J. M. & **Kinyua, G. M.** (2020). The Mediating Role of Strategy Execution on the Relationship between TMT Characteristics and Organizational Performance in a Regulatory Setting in Kenya. *International Business and industrial Conference, Kenyatta University, Kenya, 3rd – 4th December 2020.*
 6. King'oo, R. N., Kimencu, L. & **Kinyua, G.** (2020). The Role of Human Capital Capability on Organization Performance: A Perspective of Private Universities in Kenya. *International Business and industrial Conference, Kenyatta University, Kenya, 3rd – 4th December 2020.*
 7. Muthimi, J. K., Kilika, J. M. & **Kinyua, G. M.** (2020). Does Intellectual Stimulation Affect Academic Performance of Universities? An Empirical Study of Selected Universities in Kenya. *International Business and industrial Conference, Kenyatta University, Kenya, 3rd – 4th December 2020.*
 8. Kitur, T. & **Kinyua, G. M.** (2020). An Empirical Analysis of the Relationship between Leadership and Firm Performance: A Perspective of Tours and Travel Companies in Kenya. *International Business and industrial Conference, Kenyatta University, Kenya, 3rd – 4th December 2020.*
 9. Ong'esa, S. O. & **Kinyua, G. M.** (2020). Assessment of the Role of Operational Capability on Firm Performance in the context of Air Kenya Express Limited, Nairobi City County,

- Kenya. *International Business and industrial Conference, Kenyatta University, Kenya*, 3rd – 4th December 2020.
10. Mbulwa, J. M. & **Kinyua, G.** (2020). The Role of Strategy Formulation on Service Delivery: A Perspective of Turkana County in Kenya. *International Business and industrial Conference, Kenyatta University, Kenya*, 3rd – 4th December 2020.
 11. Katua, I. & **Kinyua, G. M.** (2019). Corporate Social Responsibilities Practices and organizational performance of Firms in the Petroleum Industry: A Case of total Kenya Limited, Kenya. *International Business and industrial Conference, Kenyatta University, Kenya*, 20th -21st June 2019.
 12. Kimathi, E. & **Kinyua, G. M.** (2019). An Empirical Investigation of the Role of Corporate Communication on Performance of Equity Bank Limited in Nairobi City County, Kenya. *International Business and industrial Conference, Kenyatta University, Kenya*, 20th -21st June 2019.
 13. Mwendwa, C. M. & **Kinyua, G. M.** (2019). The Role of Counselling Services on Organizational Performance: A Case of Administration Police Service in Nairobi City County, Kenya. *International Business and industrial Conference, Kenyatta University, Kenya*, 20th -21st June 2019.
 14. Mirugi, T. & **Kinyua, G. M.** (2019). Transformational Leadership and Management for Enhanced Industrial Capability. *International Business and industrial Conference, Kenyatta University, Kenya*, 20th -21st June 2019.
 15. Njoroge J. G. & **Kinyua, G. M.** (2017). Strategies that Influence Corporate Social Responsibility Programs for Climate Change. *International Research Conference on Strengthening Research and Innovation for Climate Change Adoption and Sustainable Development*, St. Paul's University, Kenya, 2nd - 3rd November 2017.

1.2. 5 Consultancy and Project Reports

- Member of Committee Developing Reviewing Kenyatta University School of Business Strategic Plan – Work-in-Progress.
- Lead Consultant for Kiambu County Education Board Strategic Plan

1.2.6 Editorship of a Book or Conference Proceedings

- Chief Editor for the Editorial Board to the 4th International Business and Industrial Conference held on the 23rd and 24th June 2022.
- Chief Editor for the Editorial Board to the 3rd International Business and Industrial Conference held on the 26th and 27th August 2021. □

1.2.7 Scholarly Presentations at Conferences/Workshops/Seminars

- **Kinyua G. M.**:- 4th Annual International Business Research and Industrial Conference on ‘Business Reinvention, Innovation and Creativity for Economic Recovery’ held virtually on 23rd and 24th June 2022.
- **Kinyua G. M.**:- 3rd Annual International Business Research and Industrial Conference on ‘Building Business Resilience and Sustainability in the Context of Economic Recession and Pandemics’ held virtually on 26th and 27th August 2021.
- **Kinyua G. M.**:- 2nd Annual International Business Research and Industrial Conference on ‘Academia-industry Partnerships for Competitive Innovations and Global Sustainable Development’ held virtually on 3rd and 4th December 2020.
- **Kinyua G. M.**:- 1st International Business and industrial Conference on ‘Emerging Trends in Business Management for Global Sustainable Development’ held at the North Coast Beach Hotel of Kenyatta University on 20th and 21st June 2019.
- **Kinyua G. M.**:- 1st International Research Conference on Strengthening Research and Innovation for Climate Change Adoption and Sustainable Development held at Limuru Campus of St. Paul’s University on 2nd and 3rd November 2017.
- **Kinyua G. M.**:- Delivered keynote address on data analysis, presentation and interpretation in a research forum organized for MBA students at the Nairobi Campus of St. Paul’s University.

1.3 QUALITY TEACHING, LEARNING AND MENTORSHIP

1.3.1 Lecturer Evaluation by Students

- BBA 820: Managerial Functions – SEM 1, 2021/2022 (Attained a score of 100%)
- BBA 300: Organization Theory – SEM 1, 2021/2022 (Attained a score of 97.70%)
- BBA 171: Business Law 1 – SEM 1, 2021/2022 (Attained a score of 94.25%)
- BBA 310: Entrepreneurship & Small Business Management, SEM 2, 2020/2021 (Attained a score of 92.43%)

1.3.2 Training in Higher Education

- 28th October 2021 - Capacity Building on Green Economy and Sustainability Learning UNESCO Chair on Higher Education Development for a Green Economy and Sustainability (HEDGES), Kenyatta University.
- 23rd September 2021: Train the Trainers' Workshop on Innovation Management and Inclusive Grassroots Innovation, Organized by The Division of Research, Innovation and Outreach, Kenyatta University.
- 17th and 18th August 2021: Training on Non-Communicable Diseases, Mental Health, Stress Management and HIV & AIDS Prevention.
- September 2020: Training on e-Teaching and Learning via the Learning Management System.
- 4th July, 2020: Training on Development of Blended Modules
- 13th December 2019 – Fundraising Workshop Organized by Kenyatta University and Sponsored by DAAD and BMZ.
- 29th July, 2019: Competence Based Education –Curriculum Development, Assessment and Certification
- 6th Sept, 2018: Awareness Training on the New Learning Management System
- 3rd July, 2018: Digital Content Development Training
- 7th June, 2018: Awareness Training on ISO 27001, Information Security Management Systems (ISMS)
- 26th – 28th July, 2017: Seminar on WADHWANI Entrepreneurship Model

1.3.3 Supervision of Postgraduate Students

a) PhD Supervision i) Graduated PhD Students

1. Paul M. Ouma (D86/CTY/33593/2015): Competitive Intelligence Strategies and Performance of Microfinance Institutions in Kenya.
2. Victor M. Muithya (D86/CTY/38777/2016): Strategic Innovation Orientation and Performance of Microfinance Institutions in Nairobi City County, Kenya.
3. Janet K. Muthimi (D86/CTY/33368/2015): School Level Transformational Leadership Style and Academic Performance of Selected Public Universities in Kenya.
4. King'oo R. Ndanu (D86/CTY/28202/2014): Strategic Resources and Performance of Private Universities in Kenya.
5. Joseph O. Oketch (D86/CTY/31096): Top Management Team Characteristics and Performance of State Corporations in Kenya.
6. Justus M. Kyengo (D86/CTY/32200): Strategic Assets and Performance of Food Processing Firms in Nairobi City County, Kenya.

ii) Ongoing PhD Supervision

1. Khasaya M. Hilda (D86/CTY/27275/2018): Country Marketing Mix and Country Brand Choice for Foreign Direct Investment by Investors in Kenya.
2. James K. Nzomo (D86/CTY/33023/2015): Green Innovation Strategy and Performance Sustainability of ISO 14001 Certified Manufacturing Firms in Nairobi City County, Kenya.
3. Eunice M'Mboga (D86/CTY/33019/2015): Strategic Orientation and Performance of State Corporations in the Energy Sector in Kenya.
4. Jane W. Kariuki (D86/CTY/32367/2015): Core Competence and Performance of Hotel Industry in Nairobi City County, Kenya.

b) Masters Supervision i) Graduated Masters Students

1. Ian B. Odhiambo (D53/CTY/PT/38824/2017): Organizational resources and service delivery in tier one private hospitals in Nairobi city county, Kenya.
2. Jerusha W. Mbugua (D53/OL/CTY/38725/2017): Competitive Strategy and Firm Performance: A Case of Food Processing Firms in Nairobi City County, Kenya.
3. Abednego M. Mwachofi (D53/MSA/PT/27979/2018): Strategic Innovation and Performance of Micro Finance Banks in Mombasa County, Kenya.

4. Khadija A. Abdala (D53/OL/MSA/26386/2015): Cost Leadership Strategy and Performance of Manufacturing Firms in Mombasa County, Kenya
5. Timothy Kitur (D53/CTY/PT/39275/2017): Relationship between Organizational Agility and Firm Performance amongst Tours and Travel Companies in Nairobi, Kenya.
6. Josephine W. Mbugua (D53/OL/CTY/32178/2016): Differentiation Strategy and Performance of Deposit Taking SACCOs in Nairobi City County, Kenya.
7. Benadette K. Kiprono (D53/OL/CTY/32520/2018): Differentiation Strategy and Service Delivery Among Selected Insurance Firms in Nairobi City County, Kenya
8. Mathews O. Ocharo (D53/OL/CTY/25842/2018): Influence of strategic agility on firm level competitiveness: a case of small medium enterprises in Nairobi City County in Kenya.
9. Kanyoro R. Wambui (D53/OL/NKU/33345/2015): Operational Capabilities and Delivery of Service in Deposit Taking Savings and Credit Cooperative Societies in Nairobi City County, Kenya.
10. Zephaniah C. Chesire (D53/CTY/PT/25747/2013): Corporate Governance Practices and Performance of Deposit Taking Savings and Credit Co-Operative Societies In Nairobi City County, Kenya.
11. Nickson B. Ojiambo (D53/MSA/PT/27276/2018): Internal Growth Strategies And Performance Of Kenya Prisons Enterprise: A Case Of Shimo La Tewa Prison.
12. Mark W. M. Gachagua (D53/OL/CTY/26711/2015): Organizational culture and performance of level five hospitals in Nairobi City County, Kenya.
13. Silas G. Maina (D53/OL/CTY/32293/2016): Strategy Implementation and Performance of County Secondary Schools in Nairobi City County, Kenya.
14. Dennis M. Muthoni (D53/EMB/23050/2012): Strategic Assets and Performance of Motor Vehicle Assemblers in Nairobi City County, Kenya.
15. Lucy M. Mugambi (D53/OL/CTY/25711/2013): Dynamic Capabilities and Performance of Commercial Banks in Nairobi City County, Kenya.
16. Paul M. Kialyulo (D53/CE/28794/2015): Response Strategies and Performance of Kenya Commercial Bank in Kenya.
17. Joyce M. Wambua (D53/OL/CTY/39429/2016): Strategic Management Practices and Service Delivery in Turkana County, Kenya

18. Martin K. Muthaura (D53/OL/EMB/25840/2018): Strategic alignment and performance of Commercial Banks in Nyeri County, Kenya
19. Betty M. Murerwa (D53/OL/CTY/38697/2017): External Benchmarking Strategy and Service Delivery in Multinational Pharmaceutical Firms in Nairobi City County, Kenya
20. Justus K. Kisilu (D53/OL/24381/2014): Knowledge Transfer and Performance of Public Service in Mukueni County Government, Kenya.
21. Priscah W. Chege (D53/CTY/PT/23886/2011): Managerial Capability and Performance of Kenya Commercial Bank in Nairobi City County, Kenya.
22. Kimathi E. Karimi (D53/OL/CTY/26889/2015): Change Management and Performance of Equity Bank Limited in Nairobi City County, Kenya.
23. Paul K. King'ati (D53/CE/25702/2014): Corporate Social Responsibilities Practices and Organizational Performance of Firms in the Petroleum Industry: A Case of Total Kenya Limited, Kenya.
24. Collins M. Mwendwa (D53/CTY/31765/2015): Welfare Strategies and Performance of Administration Police Service in Nairobi City County, Kenya.
25. Jane K. Ontita (D53/OL/CTY/26757/2015): Change Management and Performance of Kenya Commercial Bank in Nairobi City County, Kenya.
26. Bernard M. Nyambane (D53/OL/CTY/27116/2015): Strategy Implementation and Performance of Commercial Banks in Kenya: A Case of Kenya Co-operative Bank.
27. Kiprono T. Isaac (D53/28087/2014): Managerial Competence and Implementation of Strategic Plans in Nandi County, Kenya.
28. Mohamud M. Abdi ((D53/OL/GAR/26593/2015): Response Strategies and Performance of Airtel Kenya Limited in Nairobi City County, Kenya.
29. Fridah K. Kobia (D53/CTY/34011/2015): Differentiation Strategy and Performance of Bata Shoe Company Outlets in Nairobi City County, Kenya.
30. Mohamed O. Abdullahi (D53/OL/GAR/26318/2015): Total Quality Management Practices and Performance of Garissa County Government, Kenya.
31. Osman S. Gabow (D53/OL/CTY/26408/2015): Strategic Management Practices and Performance of Kenya Commercial Bank in Nairobi City County, Kenya

32. Irene W. Kimaru (D53/CTY/PT/37435/2016): Organizational Resources and Performance of Selected Credit Only Microfinance Institutions in Nairobi City County, Kenya.
33. Mirugi Timothy (D53/CTY/PT/27823/2014): The Effect of Corporate Governance on Performance of Listed Commercial Banks in Nairobi City County, Kenya.
34. Martin Ekitela (MBA/NRB/5246/15): Influence of Strategic Management Practices on Performance of Kenya Medical Supplies Authority
35. Jerusha K. Kobia (MBA/NRB/2852/16): Assessment of Institutional Factors Affecting Employee Performance of Selected Universities in Kenya
36. Damaris M. Mutua (MBA/NRB)/5681/13): Influence of Capital Structure on Financial Performance of Deposit Taking Microfinance Institutions in Kenya
37. Mary W. Thangaru (MGE/09/113/1270): Analysis of the Influence of Internal Environment on Corporate Governance Practices in State Corporations in Kenya: A Case of National Industrial Training Authority
38. Abdikadir A. Farah (MGE/DL/111/23452): Investigation of Organizational Factors Influencing Implementation of Constituency Development Fund Projects in Garissa County.
39. Cosmus M. Gatuyu (D53/OL/CTY/32620/2016): Knowledge Management Strategy and Performance of Small and Medium Enterprises in Meru County, Kenya.
40. Seth Omache (D53/CTY/PT/39412/2016): Organizational Capability and Firm Performance: A Case of AirKenya Express, Kenya.
41. Benjamin M. Mutuvi (MBA/NRB/2103/17): Assessment of the influence of Electronic Data Inter-change on Inventory Management in Kenyan Judiciary.
42. Gideon N. Kahuari (MBA/NRB/1621/16): Transformational Leadership Practices and Performance of Huduma Centres in Nairobi City County, Kenya.
43. Shem M. Kungu (MBA/NRB/2782/19): Strategic Leadership and Performance of Motor Vehicle Assembly Firms in Nairobi City County, Kenya.
44. Winfred S. Mbai (MBA/MKS/5800/16): Influence of Corporate Governance on Performance of Water Companies in Kenya: Case of Machakos Water and Sewerage Company.

ii) Ongoing Masters Supervision

1. James N. Mwaniki (D53/CTY/PT/39039/2017): Strategic Orientation and Performance of Reinsurance Firms in Kenya.

2. Frednard N. Nguya (D53/CTY/PT/25184/2018): Dynamic Capabilities and Service Delivery of Water Service Providers in Nairobi City County, Kenya.
3. Adams L. Motum (D53/OL/CTY/26328/2015): Organizational Agility and Customer Satisfaction in Insurance Companies in Nairobi City, Kenya.
4. Antony A. Kombo (D53/CTY/PT/25144/2018): Organizational Resources and Performance of Selected Women Self Help Groups in Kisumu County, Kenya.

1.4 PROFESSIONAL/CONSULTANCY

1.4.1 Consultancy Work

- Member of Committee Developing Reviewing Kenyatta University School of Business Strategic Plan
- Lead Consultant in Development of five years Kiambu County Education Board Strategic Plan

1.4.2 Editorial Boards/Referee for Professional Periodicals

- Chief Editor for the Editorial Board to the 4th International Business and Industrial Conference held on the 23rd and 24th June 2022.
- Chief Editor for the Editorial Board to the 3rd International Business and Industrial Conference held on the 26th and 27th August 2021.

1.4.3 Membership to Academic/Professional Bodies

- Full Member of Kenya Institute of Management (MKIM)

1.4.4 Examination of Theses

- PHD/091/2021 - Strategic Alliance And Performance of Small Medium Enterprises in the Manufacturing Sector in Nairobi City County, Kenya
- Alexander I. Wanjiru (D86/CTY/31669/2015).Corporate Strategy and Firm Performance in the Manufacturing Industry in Nairobi City County, Kenya.
- Margaret Nganu (D86/15268/2005): Entrepreneurship Training and Performance of Small And Micro Enterprises in Information Communication Technology Sector in Nairobi City County, Kenya
- M/TH/033/2022 - Environmental Factors and Performance of Women-Owned Enterprises in Juba County, South Sudan.

1.5 ADMINISTRATIVE RESPONSIBILITIES

1.5.1 Recognized University Administrative Responsibilities

- Nov, 2020 – Date : MBA & Doctoral Programmes Coordinator
- Sept, 2017 – Oct, 2020 : Departmental Examinations Coordinator

1.5.2 Administrative Responsibilities in Acting Capacity

- 31st Dec, 2019 – 28th Jan, 2020 : Ag Chairman, Department of Business Administration
- 6th – 8th May, 2019 : Ag MBA & Doctoral Programmes Coordinator
- 15th – 30th April, 2019 : Ag MBA & Doctoral Programmes Coordinator
- 27th August – 5th October, 2018: Ag MBA & Doctoral Programmes Coordinator
- 23rd July – 5th August, 2018 : Ag MBA & Doctoral Programmes Coordinator
- Tuesday, 26th June, 2018 : Ag Online Communications Manager
- Friday, 11th May, 2018 : Ag Online Communications Manager
- 14th – 15th February, 2018 : Ag Chairman, Department of Business Administration

1.5.3 Other Responsibilities in the University

- Chairman of Editorial Sub-Committee of the 4th International Business and industrial Conference 2022.
- Member of the School of Business Strategic Planning Committee.
- Chairman of Editorial Sub-Committee of the 3rd International Business and industrial Conference 2021.
- Member of Organizing Committee of the 3rd International Business and industrial Conference 2021.
- Chairman of Department Curriculum Review Committee for Purely Online MBA Programme.
- Chairman of Postgraduate Supervision Guidelines Review Committee.
- Chairman of School Research and Innovation Committee.
- Chairman of School Research and Innovation Committee.
- Member of Postgraduate Supervision Policy Development Committee.

- Member of Fundraising and Budgetary Committee of the 2nd International Business and industrial Conference 2020.
- Departmental Strategic Plan Committee by the Chairman, Department of Business Administration.
- Departmental B.COM Curriculum Committee by the Chairman, Department of Business Administration.

1.6 COMMUNITY ENGAGEMENT AND OTHER CONTRIBUTION

1.6.1 Research Funding

- 2021 - Jointly applied for a Research Grant under USAID Development Innovation Ventures. The area of Research focus was “Integrating Audio-Visual Streaming, Text to Voice Conversion and Sign Language Interpretation into the Kenyatta University E-Learning Management System for Inclusion of Learners with Visual and Hearing Impairments”. The Application was not successful.
- 2020: Jointly applied for a Research Grant under the Vice Chancellor Research Grant to Kenyatta University, Division of Research, Innovation and Outreach. The area of Research focus was “Impact of Lifestyle Intervention on Medical Cost of Obesity and Associated Non-Communicable Diseases among Church Members in Nairobi and its Environs”. The Application was not successful.

1.6.2 Community Service and Outreach

- Serve in the Bible Society of Kenya.
- Mentor under the African Biblical Leadership Initiative Programme
- Serve in the Development Committee of ACK, Canon Hesbon Memorial Parish.
- Serve in the Kenya Anglican Men's Association in the Anglican Church of Kenya
- Serve in the Diocesan Missionary Association, Anglican Church of Kenya, Diocese of Mt. Kenya South.
- Served in the Health Committee of ACK, Canon Hesbon Memorial Parish that successfully organized a medical camp in August of 2019.
- Member of Training Committee in Anglican Church of Kenya, Canon Hesbon Memorial Parish, Thika Diocese.

1.6.3 Professional Affiliations & Portfolios

- Full Member of Kenya Institute of Management (MKIM)

1.6.4 Membership to Other Organizations/Associations

□ Member of the Bible Society of Kenya.

- Member of Diocesan Missionary Association, Anglican Church of Kenya, Diocese of Mt. Kenya South.
- Member of the Kenya Anglican Men's Association in the Anglican Church of Kenya
- Founder Member of Anglican Church of Kenya St. Peter Nguka Church, Nguka Parish, Diocese of Kirinyaga.

1.6 REFEREES

1. Dr. Paul Sang

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