

CURRICULUM VITAE

PERSONAL DETAILS

Name: PATRICIA WACHEKE KUNGU

Title: DR

Department: BUSINESS ADMINISTRATION

Designation/Position: LECTURER

Qualification: B.COM; M.B.A (UoN); CIM (UK); PhD (KU)

Email: waceke.patricia@ku.ac.ke

Contact Address: P.O BOX 23372-00100 NAIROBI

Area of Specialization: STRATEGIC MANAGEMENT



ACADEMIC AND PROFESSIONAL QUALIFICATIONS

2013-2017	Kenyatta University, School of Business	Doctor of Philosophy(PhD) in Business Administration, Strategic Management
2006-2010	University of Nairobi, Faculty of Commerce	Master's in Business Administration(M.B.A)
2001-2003	Chartered Institute of Marketing (CIM-UK)	Professional Post Graduate Diploma in Marketing (DIPM ACIM)
1995	Marketing Society of Kenya	Awarded Marketing Society of Kenya Certificate
1989-1992	University of Nairobi, Faculty of Commerce	Bachelor of Commerce (B.COM) Second Class Honors, Upper Division
1987-1988	Bishop Gatimu Ngandu Girls School	3 Principles & 2 Subsidiaries
1983-1986	N.E.P Girls Secondary School	Division 1
1976-1982	Gatiko Primary School	C.P.E

RESEARCH AND PUBLICATIONS

- Masecko I.B & Kungu P.W (2020): Effects of Communication on the Growth of SMES in Wakulima Market, Nairobi County, Kenya. International Journal of Research and Innovation in Social Science (IJRISS) | Volume IV, Issue II, February 2020 | ISSN 2454–6186
- Feisal H.F & Kungu P.W (2020) Influence of Focus Strategy on Customer Loyalty among Small and Medium Enterprises in Garissa Town, Kenya. International Journal of Research and Innovation in Social Science (IJRISS) | Volume IV, Issue III,
- Wanjiku A.M & Kungu P.W (2023): Leadership Style and Performance of Five Star Hotels in Nairobi County, Kenya. European Journal of Economic and Financial Research
- M'Mboga.E, Kinyua .G.M & Kungu P.W (2023): Entrepreneurial Orientation as a Predictor of Organization Performance: A Perspective of State Corporations in the Energy Sector in Kenya. International Journal of Managerial Studies and Research
- M'Mboga.E, Kinyua .G.M & Kungu P.W (2023): Understanding Technological Orientation as a Predictor of Organization Performance: Evidence from State Corporations in the Energy Sector in Kenya. The International Journal of Humanities & Social Studies

PROFESSIONAL EXPERIENCE

- February 2018-To date: Lecturer, Department of Business Administration, Kenyatta University
- May 2012-January 2018:Tutorial Fellow, Department of Business Administration, Kenyatta University
- 1998-May 2012:Total Kenya Limited
- 1994-1997 East African Industries (Unilever Kenya Limited)

MAIN AREA OF TEACHING AT MASTERS LEVEL

- Managerial Functions
- Marketing Communications & Strategy
- Global Strategic Management
- Total Quality Management
- Strategic Marketing Management
- Strategic Management Seminar
- Business Strategic
- Behavior and Leadership

UNITS TAUGHT AT UNDERGRADUATE LEVEL

- Principles of Management
- Introduction to Entrepreneurship
- Total Quality Management
- Business Studies
- Essentials of Management
- Principles and Practice of Management
- Selected Topics in Strategic Management
- Agricultural Marketing
- Marketing Management
- Principles of Marketing
- Organizational Behavior
- Employee Counseling & Crisis Management

SUPERVISION OF POSTGRADUATE STUDENTS

PhD: 3 Ongoing

Masters: 25 Ongoing

PROFESSIONAL WORK -Other

- Business Innovations Judge-The Next Big Thing. Consortium of Nation Media, Kenyatta University, Climate Innovation Centre and IHub that encourages innovators to submit their proposals and successful ones are funded.
- Mentor-Student mentor at Kenyatta University since 2014 to date
- Secretary, Supervisory Committee, Kenversity Housing Sacco

COMMUNITY SERVICE

- Has been volunteering at the Vincentian Ministries in Kenya coordinated by the Catholic priests of Vincentian Congregation. Taking care of the poor spiritually and materially
- Volunteering at the Christ the Teacher, Kenyatta University.

- Serves in the Church (CWA Member, Member of Sacred Heart of Jesus Devotion Group, Member of The Precious Blood of Jesus Devotion Group, Member of the Immaculate Heart of Mary Devotion Group)
- Member Saint Jude Small Christian Community
- Has been educating a needy girl in Nyeri who has since finished her form four education
- Member of Kenversity Sacco, Kenversity Housing Sacco, KUNSA Welfare Group

ADMINISTRATIVE RESPONSIBILITIES HELD

- Disability Mainstreaming Champion-Business Administration Department
- Departmental Time Tabling
- Member Strategic Planning Committee, Department of Business Administration
- Member of Departmental Workload Allocation Committee
- Secretary-B.Com Review Committee
- Member School of Business Strategic Plan Committee
- Secretary, Kenversity Housing Sacco, Supervisory Committee
- Member, Technical Committee, Kenversity Housing Sacco on Land Buying

WORKSHOPS/TRAININGS/SEMINAR

- Research & Grants Management 15th June 2020-13th July 2020
- Training on Google Meet –October 2020
- Cyber Security Awareness Workshop
- Disability Sensitization February 2021
- Staff Mentors Capacity Building-Life Long Learning & Evolution of Global Citizenship (November 2019- KU Business Centre)
- Training of Trainers Workshop (Mentorship & Leadership TOT Workshop) –February 2019 – KU Business Centre
- Capacity Building Workshop on Effective Power Point Presentation –October 2018 (KU Business Centre)
- NRF Multidisciplinary Staff Workshop –January 2018
- Scientific Paper Writing – Post Graduate Research Capacity Building Workshop Training
- Tapping into E Resources for Scientific Writing –September 2017 BSSC
- Capacity Building Workshop- Teaching Methodology-2017 BSSC
- Referencing and Citation Management –BSSC

OTHER KEY TRAININGS UNDERTAKEN

- Environmental Impact Assessment and Audit course-JKUAT (Registered Lead Expert with NEMA) since 2009
- ISO 9001:2008 QMS Lead Auditor –Bureau Veritas-2010
- ISO 9001:2008 QMS Internal Auditor-BV-2008
- Microsoft Office - Word, Excel, Access and PowerPoint
- Training of Trainers – Family life counselors
- Customer care course by – Steadman research
- ISO 9000-2000 Transition course by SGS (K) Ltd
- HIV and AIDS Awareness- by Crystal Hill consulting.
- Responsible Womanhood: by Family Life Counselors.
- Team Building – Outboard Consulting
- Effective relationship selling skills- Sales Productivity Associates.

- Report Writing and Presentation Skills – The Big Picture
- Professional Selling Skills – Know How International.
- Total Quality Management – Elida Ponds

CONFERENCE

- IBRIC Conference –December 2023

REFERRED LEARNING MODULES

BBA 102: Principles of Management Module 2014

BBA 030: Principles and Practice of Management Module 2014

BBA 410: Total Quality Management Module 2014

BBA 410: Total Quality Management Blended Module

BBA 831: Total Quality Management Blended Module

BBA 200: Organizational Behavior Blended Module

REFEREES

DR. SAMUEL MAINA

Chairman, Business Administration Department

Kenyatta University

Email address: maina.samuel@ku.ac.ke

Dr. Jane Wanjira Njuguna

Administrator-School of Business

Kenyatta University

Email address: njuguna.jane@ku.ac.ke

Dr. Florence Mbiti

Head of Department

Kenya Technical Teachers College (KTTC)

Email address: fmwende2006@yahoo.com