

ACADEMIC STAFF PROFESSIONAL PROFILE FORM



1. Personal Data

Name: Sarah Achsah W. Kamau

Title/Qualifications:

May 2017 to December 2022

**JOMO KENYATTA UNIVERSITY OF
AGRICULTURE AND TECHNOLOGY**

**Course
(Marketing Option)**

PhD. Business Administration (PhD.)

September 2011 to July 2013

**Course
(Marketing option)**

KENYA METHODIST UNIVERSITY (KEMU)

Masters in Business Administration (MBA)

January 2008 July 2011

**Course
(Marketing Option).**

KENYA METHODIST UNIVERSITY (KEMU)

Bachelor of Business Administration (BBA)

Jan 2006 to Sept 2007

Course

KENYA INSTITUTE OF MANAGEMENT

Diploma in Business Management

Department/Unit/Section: Business Administration

Contact Address: 670 – 00232

Position: Lecturer

Area of Specialization: Marketing

Working Experience:

May 2016 – to date

Department

Position

Kenyatta University (Main)

Business Administration

Lecturer

Sept 2014 – April 2016

Department

Position

Kenya Methodist University (Nairobi Campus)

Business Administration

Assistant Lecturer

May 2012 – Sept 2014	Kenya Methodist University (Nairobi Campus)
Department	Marketing
Position	Administrative Assistant officer
June 2011 to April 2012	Kenya Methodist University - Nairobi Campus
Department	Marketing
Position	Administrative Assistant (Industrial Attachment)
August 2010 to Mar 2011	Equity Bank Ltd
Department	Human Resource
Position	Administrative Assistant
Feb 2007 to April 2010	KENYA COLLEGE OF MANAGEMENT AND
INFORMATICS	
Department	Administration
Position Held	Administrative/ Marketing Officer

Publications

Referred journals

Kamau, S. Wambui., & Njeru, A. M. (2019). Effects of Product innovation strategy and Acquisition of generation Y customers among Insurance company in Kenya. International Journal of Academics and Research Business & Management Journal, Vol. 2 Issue 2 (2019) ISSN 2617-4138.

Kamau, S. Wambui., & Njeru, A. M. (2020). Effects of Price rationalization strategy on Acquisition of generation Y customers among Insurance company in Kenya. International Journal of Social Sciences and Information and Technology, Vol V Issue IX, (2020) ISSN 2412-0294.

Conference Attended

Kamau S. W; Njeru A; Waiganjo E; (2020) Product Innovation Strategies on Acquisition of Generation Y Customers among Insurance companies in Kenya. Paper presented at the 1st International Business Research and Industrial Conference (IBRIC) held virtually from 26th to 28th August, 2020. Jomo Kenyatta university of agriculture and technology.

Kamau S. W; Njeru A; Waiganjo E; (2020) Price rationalization Strategies on Acquisition of Generation Y Customers among Insurance companies in Kenya. Paper presented at the 1st International Business Research and Industrial Conference (IBRIC) held virtually from 26th to 28th August, 2020. Jomo Kenyatta university of agriculture and technology.

Kimencu L. N; Muthimi, J.; Kamau S.; Kilika J. (2019) - Integrating Entrepreneurial Education Through Online Platforms In Kenyan Higher Education Institutions: A Case of Kenyatta University. Paper

presented at the 1st International Business Research and Industrial Conference (IBRIC) held at North Coast Beach Hotel, Mombasa between 20th and 21st June, 2019.

3rd -4th December 2020 2nd International Business Research and Industrial Conference (IBRIC) held virtually.

20th – 21st June 2019 1st International Business Research and Industrial Conference (IBRIC) held at North Coast Beach Hotel, Mombasa

3rd – 4th February 2021- Attended conference on Digital Innovation & Maternal Health Care for Migrant Mothers Network. At KUCC, KU.

Workshops /Seminar Attended

7th July, 2019 – Attended Training workshop on collaboration and partnership at KUCC.

27th June, 2018 – Attended Training for Safety and Anti – Terrorism Preparedness at Amphitheatre, KU

6th June, 2018 – Attended seminar for Awareness Training on ISO 27001, Information Security Management Systems (ISMS) at BSSC, KU

26th to 28th July, 2017 Attended a seminar for Wadhwani Foundation on Entrepreneurship Model, BSSC, KU .

Other administrative positions Held

February, 2024 Appointed as Member to the Committee reviewing MSc & MBA (Marketing Option Curriculum.

June, 2023 – Appointed as a secretary of Research, Innovation, and Product Development Committee

May, 2023- Appointed as a member of Development of Curriculum for the Bachelor of Entrepreneurship, Innovation and Management Program.

January, 2021 – Appointed as a member of Departmental Quality Team.

January, 2021 – Appointed as a member of Departmental Programme Development Committee

September, 2019 - Member of School of Business International Conference Pre-Conference Committee

February, 2018 Appointed as Member to the Departmental B.com Curriculum Review Committee

June, 2020 – Member of school of business International Conference Organizing Committee

June, 2018 Appointed as Member to the Committee reviewing MSc (Marketing & B.Com Marketing Option Curriculum.

June – October 2017 Member to committee on integration of blended curriculum for UCU 104 and development of curriculum for Entrepreneurship option for Bachelor of Commerce program

2016 April – Departmental Website Coordinator