

Academic Staff Profile

Personal Profile

Personal Details

Name: Dr. Reuben Kinyuru Njuguna

Title/Qualification: PhD, MBA-Marketing (Morgan State University), BCom-Marketing

Department: Business Administration

Designation/Position: Lecturer & Chairman, Department of Business Administration

Email: njuguna.reuben@ku.ac.ke, reuben.njuguna@gmail.com

Contact Address: P.O. Box 21656, 00100 Nairobi

Area of Specialization: Marketing, Management, Mergers and Acquisition, Consumer Behavior, Branding

Research Interests: Branding, Consumer Behavior and Market Research, Entrepreneurship

Google Scholar: <https://scholar.google.com/citations?hl=en&user=dqoAzw8AAAAJ>

ORCID ID: <https://orcid.org/0000-0002-1117-7712>

Academic & Professional Qualifications

- **PhD** - Marketing/Business Administration
 - **MBA** - Marketing (Morgan State University, USA)
 - **BCom** - Marketing
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Employment History

- **Current:** Lecturer & Chairman, Department of Business Administration, Kenyatta University
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Achievements

- OLX SOMA Awards for Best Use of Social Media (Learning Institution Category) - 2016, 2014
 - Extra Mile Award Performance - Employee of the Year, Kenyatta University - 2014
 - Exemplary Performance Award, Kenyatta University - 2012
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Publications

Referred Journals

1. **Anthony Gachiri Wachira, Reuben Kinyuru Njuguna (2025)** "Resource Mobilization and Coordination Influence on Organizational Performance: The Case of the Kalobeyei Integrated Social and Economic Development Program (KISEDPP) in Kakuma Refugee Camp, Kenya," *International Journal of Business Management, Entrepreneurship and Innovation*, Volume 7, Issue 2, 2025, PP 19-32, ISSN 2707-8027
2. **Joan Kariuki, Jane Wanjira, Reuben Kinyuru Njuguna (2024)** "Influence of Customer Lock-in on Market Leadership in the Mobile Money Industry in Kenya," *International Journal of Business Management, Entrepreneurship and Innovation*, Volume 6, Issue 3, 2024, PP 215-226, ISSN 2707-8027
3. **Joan Kariuki, Jane Wanjira, Reuben Kinyuru Njuguna (2024)** "Influence of Brand Recognition on Market Leadership in The Mobile Money Industry in Kenya," *International Journal of Current Aspects*, Volume 8, Issue 2, 2024 PP 58-68, ISSN 2707-8035
4. **Samuel K Kiptoo, Reuben N Kinyuru, John N Mutinda (2024)** "Social Media Analytics and Market Performance of Commercial Banks in Nairobi City County Kenya," *International Journal of Thesis Projects and Dissertations (IJTPD)*, Vol. 12, Issue 2, pp: (9-23), Month: April - June 2024
5. **Mwencha, Peter M. and Njuguna, Reuben K. (2023)** "Brand Activism in the Age of Black Lives Matter Movement," *Atlantic Marketing Journal*, Vol. 12: No. 2, Article 5. Available at: <https://digitalcommons.kennesaw.edu/amj/vol12/iss2/5>
6. **Patrick K. Gitonga, Dr. Reuben K. Njuguna, Dr. John K. Thuo (2021)** "Brand Relationship-Loyalty Link among Detergent Consumers in Nairobi City County, Kenya: The Mediatory Role of Customer Satisfaction," *The International Journal of Humanities & Social Studies*, Vol 9 Issue 4, April 2021
7. **Patrick Kirimi Gitonga, Dr. Reuben K. Njuguna, John K. Thuo (2021)** "Emotional Attachment and Laundry Detergent Consumers' Loyalty in Nairobi City County, Kenya," *The International Journal of Business & Management*, Vol 9 Issue 2, February 2021
8. **Margaret, Githuku Wanjiku; Njuguna, Reuben Kinyuru (2018)** "Effects of Online Interactivity on Customer Relationship in the Banking Industry in Kenya," *International Journal of Sales, Retailing & Marketing*, Vol. 7 Issue 1, p30-36
9. **Kiprotich A. M., Njuguna Reuben, Kilika James (2018)** "Total Quality Management Practices and Operational Performance of Kenya Revenue Authority," *International Journal of Contemporary Aspects in Strategic Management (IJCASM)*, Volume 2, Issue I, May 2018, PP 91-105, ISSN 2616-6976
10. **Duncan Mathenge Nderitu & Reuben Njuguna (2017)** "The Influence of Retail Network Expansion on the Competitive Advantage of Oil Marketing Firms in Kenya: Case of Vivo Energy," *International Journal of Sales, Retailing and Marketing*, Vol.6, No. 2, 2017
11. **Reuben Njuguna & Susan Mirugi (2017)** "The Effectiveness of Relationship Management and Service Quality on Service Delivery," *International Journal of Sales, Retailing and Marketing*, Vol.6, No. 2, 2017
12. **Kizito Wekesa Barasa, Dr. Reuben Njuguna (2017)** "Effect of Initial Loan Appraisal on the Nonperforming Loans in Agricultural Finance Institutions," *Journal*

of Business and Strategic Management, ISSN 2520-0402(Online), Vol. 2, Issue 4, pp 1-14

13. **Peter Ngwae Nzioka and Dr. Reuben Njuguna (2017)** "Firm Orientations and Performance of Hotels in Nairobi County, Kenya," *Journal of Business and Strategic Management*, ISSN 2520-0402(Online) Vol. 2, Issue 3, pp 1-28
 14. **John Gitau Kagumu, Njuguna Reuben (2016)** "Organizational Factors Influencing Strategy Implementation in the Anglican Church of Kenya: the Case of Kirinyaga Diocese, Kenya," *International Journal of Current Business and Social Sciences*, 1 (5), 350-385
 15. **Njuguna R. N, Makau M. S, Kerre F. P (2015)** "Perceived Quality and Customer Choice Loyalty in Fast Moving Consumer Goods," *African Journal of Co-operative Development and Technology*, Vol.1 No. 1 pg. 110
 16. **Abimnwi N. P and Njuguna R. N. (2015)** "An Analysis of in Store Environment Ambience Factor Influence on Consumer Behaviour," *International Journal of Sales, Retailing and Marketing*, Vol. 4, No.6
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Conference/Workshops/Seminar Papers

Conference Papers

1. **Reuben Njuguna, Maria Ngaii, Stephen Muathe (2018)** "An East African Analysis of Emotional Appeal on Generation Y Purchasing Intentions," Inaugural International Symposium "Out of (and into) Africa" on African Consumer Marketing and Firm Strategies, May 24-25, 2018, Morgan State University, Baltimore, Maryland, U.S.A.
 2. **Njuguna Reuben Kinyuru, Muathe Stephen Makau & Kerre Francis (2015)** "Brand Loyalty Influence on Consumer Choice, an Empirical And Quantitative Analysis in the Retail Sector," 12th International CIRCLE Conference, Szczecin, Poland
 3. **Njuguna Reuben Kinyuru (2015)** "Entrepreneurship and Technology for Sustainable Social-Economic Development," The 1st Annual Conference of Co-operative Business at The Co-operative University of Kenya
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Other Publications

1. **Reuben Kinyuru (2019)** "Road to Third Industrial Revolution Won't Be Powered by Coal," *Daily Nation*
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Research

Funded Projects

- Brand Equity Influence on Consumer Choice

Conferences/Workshops/Seminars Attended

Conferences Attended

- 12th International CIRCLE Conference, Szczecin, Poland (2015)
 - Inaugural International Symposium "Out of (and into) Africa," Morgan State University, Baltimore, Maryland, U.S.A. (2018)
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Supervision of Postgraduate Students

Masters Supervision

Recently Graduated Students:

1. **Victoria Mwanzia** (D53/CTY/PT/25748/2018) - "Strategic Options and Firm Performance of the Telecommunications Industry in Kenya" - MBA Project
2. **Rose Kariuki Njeri** (D53/OL/21331/2012) - "Business Process Re-engineering and Performance of Public Service Commission, Kenya" - MBA Project
3. **Sabina Wambui Mwangi** (D53/20652/2020) - "Strategic Management Practices and Performance of Milk Processing Firms in Nairobi County, Kenya: Case of Brookside Dairy Limited" - MBA Project
4. **Moses Lutta Omukoko** (D53/OL/CTY/22344/2022) - "Change Management Practices and Performance of Telecommunication Companies in Nairobi City County, Kenya" - MBA Project

Previously Supervised Students:

1. Kizito Wekesa Barasa (D53/CTY/27251/2014) - Contributors of Non-Performing Loans in Agricultural Finance Corporation, Kenya
2. Richard Mbalu Mutiso (D53/OL/CTY/28630/2014) - Consumer Adoption Drivers and Level of Usage of Mobile Banking Services
3. Dawa Daud Garse (D53/CE/27016/2011) - Effect of Human Resource Training on Employee Productivity in World Vision
4. Martin Mabuya Njuguna (D133/CT/PTY/21074/2012) - Effects of Digital Marketing Strategies on Performance of Mobile Network Operators
5. Lucy Kamau (D53/CTY/PT/21150/2010) - Brand Advertising Campaigns and Their Effect on Consumer Memory
6. Njue Karimi Rachel (D53/OL/20452/2012) - Strategic Management Practices on Performance of Five Star Hotels
7. Kanoga Gicheru Simon (D58/CTY/PT/20866/2012) - Influence of Marketing Mix Dimensions on Performance of Shopping Malls
8. Simon Gachie Munuhe (D53/OL/25036/2011) - Corporate Strategy Implementation in Construction Industry
9. Patrick Kioko Ndunga - Assessment of Factors Affecting Strategy Implementation in Kirinyaga County

10. Edwin Murangiri Ileri (D53/CTY/PT/24750/2013) - Influence of Retail Banking Services Distribution Strategy

Ph.D Supervision

1. **Gitonga Patrick Kirimi** (D86/CTY/PT/22829/2012) - "Brand Relationship and Loyalty among Household Consumers of Laundry Detergents in Nairobi City County, Kenya" - PhD
 2. **Benjamin Mwanzia Mulili** (D86/CTY/27682/2019) - "Integrated Marketing Communications Mix and Adoption of a Sports Culture by Academic Staff of Chartered Public Universities in Nairobi City County, Kenya" - PhD
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Professional/Consultancy

Networks/Collaborations

- Morgan State University, Baltimore, Maryland, USA
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Affiliation of Professional Bodies

- **American Marketing Association** (Member since November 30, 2016)
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National and International Awards and Recognitions

- OLX SOMA Awards for Best Use of Social Media (Learning Institution Category) - 2016
 - OLX SOMA Awards for Best Use of Social Media (Learning Institution Category) - 2014
 - Extra Mile Award Performance - Employee of the Year, Kenyatta University - 2014
 - Exemplary Performance Award, Kenyatta University - 2012
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Administrative Positions Held

Recognized University Administrative Positions

- **Chairman, Department of Business Administration** (Current)
- **Committee Member - University Policy on Artificial Intelligence (AI)** (2025)
- **Member - Website Quality Control Team** (2024-Current)
- University Strategy and Innovation Committee Board Member (2013-2018)

- University Marketing and Branding Member (2013-2018)
- University Conferences Board Member (2011-2018)
- Teaching Research Referral Hospital Board Member (2014-2018)
- University ICT Board Member (2013-2018)
- University Ranking Committee Member (2011-2018)
- Vice Chancellor's Innovation and Strategy Committee (2013)

Other Administrative Positions Held In the Past

- Intel Evaluation Project (2015)
 - Rebranding School of Business (2014)
 - DSVOL Campaign Committee (2014)
 - Biomedical Engineering Summer School Committee (2013)
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