

## Academic Staff Profile Template

### 1.1 Personal Profile

#### 1.1.1 Personal Details

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| <p>Name: Rosemarie Ayuma Khayiya<br/>Title/Qualification: PhD<br/>Department: Hospitality and Tourism<br/>Designation/Position: Senior Lecturer<br/>Email: Khayiya.rosemarie@ku.ac.ke<br/>Contact Address:<br/>Area of Specialization:<br/>- Hospitality Management<br/>-<br/>Research Interests:<br/>- Service Quality, Hospitality Operations Management, Hospitality Strategic Management<br/>- Hospitality Branding, Hospitality Technology<br/><b>ORCID ID:</b> <a href="https://orcid.org/0000-0002-1567-3377">https://orcid.org/0000-0002-1567-3377</a><br/><b>RESEARCH GATE:</b><br/><a href="https://www.researchgate.net/Rosemarie_Khayiya">https://www.researchgate.net/Rosemarie_Khayiya</a><br/>GOOGLE SCHOLAR<br/><a href="https://scholar.google.com/citations?user=gZQymSgA AAAJ&amp;hl=en">https://scholar.google.com/citations?user=gZQymSgA AAAJ&amp;hl=en</a></p> |  |
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#### 1.1.2 Academic & Professional Qualifications

**2008:** PhD, Hospitality Management, Kenyatta University, Nairobi, Kenya.

**2001 – 2002:** MA, Hospitality Management, University of Birmingham, UK.

#### 1.1.3 Employment History

**2025:** Senior Lecturer, Kenyatta University, Nairobi, Kenya

**2009 - 2025:** Lecturer, Kenyatta University, Nairobi, Kenya.

**2003 – 2008:** Tutorial Fellow, Kenyatta University, Nairobi, Kenya

#### 1.1.4 Achievements

**2011:** Travel Grant to attend the CIRRIE Conference June 13 - 22, 2011, Annual Training Conference of the Arkansas Rehabilitation Association in Hot Springs, Arkansas, USA.

### 1.2 Publications

#### 1.2.1 Refereed Journals

- Gitau, J. K., **Khayiya, R.**, & Maranga, V. (2024). Meaningful work and job burnout among frontline employees of classified hotels in Nairobi City County, Kenya: Does gender identity matter? Journal of Global Hospitality and Tourism, 3(1), 213–229. <https://doi.org/10.5038/2771-5957.3.1.1032>

- Gitau, J. K., Maranga, V., & **Khayiya, R.** (2023). Socio-demographic Factors Associated with Job Burnout among Frontline Employees: A Cross-sectional Study of Classified Hotels in Nairobi City County, Kenya. International Journal of Advanced Engineering and Management Research, 08(03), 131–156. <https://doi.org/10.51505/ijaemr.2023.8310>
- Mwanzia, R. N., **Khayiya, R.** & Kamau, B. (2024). Cultural Practices and Food Consumption Behaviour of Guests Dining In 4-5 Star Hotels in Nairobi City County, Kenya. Journal of Hospitality & Tourism Management, 7(1), 79-105. <https://doi.org/10.53819/81018102t4254>
- Adanse J., Maranga V., and **Khayiya R.** (2024) Driving Revenue Growth: The Role of Strategic Human Resource Practices in 3-5 Star Hotels in Selected Regions of Ghana, European Journal of Hospitality and Tourism Research, Vol.12, No.1, pp.,24-41
- John Adanse, **Rosemarie Khayiya** & Vincent Maranga (2024) Influence of optimal room occupancy strategies on revenue maximisation during slack periods in selected 3- to 5-star hotels in Ghana, Research in Hospitality Management, 14:1, 57-69, DOI: 10.1080/22243534.2024.2357035
- Maringa, L., **Khayiya, R.** & Maranga, V. (2023). Cultural beliefs on women career advancement in selected Kenyan hotels. International Journal of Advanced Engineering and Management Research Vol. 8 Issue 2. DOI: <https://doi.org/10.51505/ijaemr.2023.8203>
- Ondego, J.I., **Khayiya, R.** & Miricho, M. (2023). Relationship between trust in knowledge sharing and business innovation in franchised fast-food outlets in Nairobi City. International Journal of Advanced Engineering and Management Research Vol. 8 Issue 1. DOI: <https://doi.org/10.51505/ijaemr.2023.8110>
- Mafuta, L. M., Maingi, S.W. & **Khayiya, R.** (2022). Influencing role of cultural diversity on destination brand equity, Mombasa County, Kenya. African Journal of Hospitality, Tourism and Leisure, 11(1):102-117. DOI: <https://doi.org/10.46222/ajhtl.19770720.214>
- Lesaibile Moses Lentu, **Rosemarie Khayiya** and Alice Ondigi (2021) Influence of Strategic Orientation on Performance of Publicly Owned Hotel Enterprises in Kenya. European Journal of Hospitality and Tourism Research Vol.9, No.1, pp.37-57, 2021 Print ISSN: ISSN 2054-6424(Print), Online ISSN: ISSN 2054-6432(Online)
- **Rosemarie Khayiya** and Usman Lawal A. Mani (2019) Restaurant Social Media Marketing Practices in Katsina Metropolis, Katsina State, Nigeria: Dilemma And Way Forward. A Comparative Case Study of Facebook and Twitter. Journal of Sciences and Multidisciplinary Research Volume 11, No. 3, 2019. ISSN: 2277-0135
- **Rosemarie Khayiya** and Usman Lawal A. Mani (2019) Social Media Consumption as an Effective Tool for Increase in Restaurant Marketing in Katsina Metropolis, Katsina State, Nigeria. Journal of Social Sciences and Public Policy, Volume 11, Number 3, 2019. ISSN: 2277-0038
- Gladys Apreh Siaw, **Rosemarie Khayiya** and Rahab Mugambi (2018) working conditions and work safety of hotel housekeepers in budget hotels of Eastern region

of Ghana. International Journal of Research in Business, Economics and Management Vol.2 Issue 3

- Gladys Apreh Siaw, Nicholas Apreh Siaw, **Rosemarie Khayiya** and Rahab Mugambi (2018) Moderating effects of demographic variables on the relationship between working conditions and work safety among housekeepers of budget hotels. International Journal of Advanced Engineering and Management Research Vol. 3 Issue 3
- Gladys Apreh Siaw, **Rosemarie Khayiya**, Rahab Mugambi and Nicholas Apreh Siaw (2018) Health Hazards and the Associated Contributions to Work Safety In The Housekeeping Department Of Budget Hotels. International Journal of Advanced Engineering and Management Research Vol. 3 Issue 2
- Monica A. Wandolo, Prof. Douglas Ndiritu, **Dr. Rosemarie Khayiya**, Dr. Beatrice W. Mugendi (2018) Assessment of the Capacity of TVET and University Hospitality Schools in offering Food Safety and Hygiene Training in Kenya. International Journal of Scientific Research and Management (IJSRM) Volume. 6 Issue 6 Pages EM-2018-467-480
- Monica A. Wandolo, Prof. Douglas Ndiritu, **Dr. Rosemarie Khayiya**, Dr. Beatrice W. Mugendi (2018) Barriers to the Implementation of Food Safety and Hygiene Principles (HACCP) in TVET and University Hospitality Schools in Kenya. International Journal of Scientific Research and Management (IJSRM) Volume. 6 Issue 7 Pages EM-2018-544-556
- Margaret Githiri, **Rosemarie Khayiya** and Mary Mutisya (2016) Influence of Service Quality towards Customer Satisfaction and Return Intention: A Study at Star-Rated Restaurants. International Journal of Extensive Research 6:9-15
- Nzioka, A, **Khayiya, R** and Ondigi, A (2015) Hotel General Manager's Perception of the Factors that Affect Women Career Progression in the Hospitality Industry in Kenya. African Journal of Education, Science and Technology (AJEST) Vol. 2 Issue 4
- Adebitan, E.O, **Khayiya, R** and Mugambi, R (2014) Investigating Hotel food handler's awareness of food safety regulations in Bauchi metropolis of Nigeria. International journal of Advanced Studies in Economics and Public Sector Management Vol. 2 No 1 pp61-73
- Adebitan, E.O, **Khayiya, R** and Mugambi, R (2012) Assessing Regulatory Agencies Effectiveness in Enforcing Food Hygiene Standards in Hotels in Bauchi, Nigeria. International journal of Research and Sustainable Development Vol. 4 No 4 pp 8-15

#### 1.2.2 Books and Books Chapters

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#### 1.2.3 Conference/Workshops/Seminar Papers

##### 1.2.3.1 Conference Papers

- Khayiya. R. Proposal and Thesis Literature Review. Postgraduate Retooling Seminar, Kenyatta University, May 2019

- “Choice of Hotel Facilities by Guests with Physical Disabilities in Kenya: Experiences of Persons Living with Physical Disabilities” 10th anniversary Kenya Scholars and Studies Association (KESSA) conference, Atlanta, Georgia, USA September 8 -9, 2017.
- ‘Establishing a Niche for Kenya’s Coastal Gastronomy: Perspectives of Tourists’ Intrinsic Inclination’ International Interdisciplinary Business-Economics Advancement Conference (IIBA 2015), 28 March – 02 April, 2015 Ft. Lauderdale, Florida, USA
- ‘Attitudes toward Disability among Kenyan Students majoring in Hospitality and Tourism Management’ CIRRIE Conference June 13 - 22, 2011, Annual Training Conference of the Arkansas Rehabilitation Association in Hot Springs, Arkansas.
- ‘Mass Customisation: A Competitive Strategy for Hotels in Kenya’ KESSA Conference July 31st-1st August, 2009. Bowling Green State University, Ohio, USA.

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#### 1.2.3.2 Workshops Papers

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#### 1.2.3.3 Seminar Papers

Khayiya. R. Proposal and Thesis Literature Review. Postgraduate Retooling Seminar, Kenyatta University, May 2019

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### 1.3 Supervision of postgraduate students

#### Graduate Supervision

##### Masters Students

| NO | REG. NO                | STUDENT NAME               | STATUS    | YEAR |
|----|------------------------|----------------------------|-----------|------|
| 1  | H60/10265/2007         | KAMAU BEATRICE             | GRADUATED | 2010 |
| 2  | H60F/10721/2008        | ADEBITAN OLAITAN<br>ESTHER | GRADUATED | 2011 |
| 3  | H60/10028/2007         | WANG’OMBE<br>LAWRENCE      | GRADUATED | 2012 |
| 4  | T129/OL/22368/2011     | FREDRICK OCHIENG           | GRADUATED | 2013 |
| 5  | H60/11081/2008         | SERENE MUHORO              | GRADUATED | 2015 |
| 6  | T129/21832/2012        | MOSES LESAIBILE            | GRADUATED | 2021 |
| 7  | T129/MSA/PT/27769/2014 | LAWRENCE MUKOYANI          | GRADUATED | 2022 |

|    |                        |                   |                     |      |
|----|------------------------|-------------------|---------------------|------|
| 8  | T129/OL/27542/2014     | VERONICA WAITHAKA | GRADUATED           | 2023 |
| 9  | T129/37228/2016        | RACHEL MWANZIA    | GRADUATED           | 2025 |
| 10 | T128/OL/CTY/26401/2019 | GERISHOM MADIVOLI | AWAITING<br>DEFENSE |      |
| 11 | T129/OL/CTY/28369/2019 | MAURINE WAUDO     | DATA<br>ANALYSIS    |      |
| 12 | T129/OL/25251/2018     | JOSEPH NDUNDA     | PROPOSAL<br>WRITING |      |

#### Ph. D Students

| NO |                  | STUDENT NAME               | STATUS    | YEAR |
|----|------------------|----------------------------|-----------|------|
| 1  | H87/10857/2007   | MUTISYA MARY               | GRADUATED | 2011 |
| 2  |                  | NZIOKA ALICE               | GRADUATED | 2013 |
| 3  | T130/13407/2009  | MURUNGI CHARLES            | GRADUATED | 2013 |
| 4  | T130/12150/2009  | MUTINDA RAYVISCIC          | GRADUATED | 2013 |
| 5  | T130/12126/2009  | OPONDO JOSEPHINE           | GRADUATED | 2014 |
| 6  | T130/21168/2010  | PEPELA ANTHONY             | GRADUATED | 2014 |
| 7  | N85/11281/2006   | VINCENT MARANGA            | GRADUATED | 2015 |
| 8  | H87/13215/2009   | MONICA WANDOLO             | GRADUATED | 2016 |
| 9  | T130/22228/2012  | KAMAU BEATRICE             | GRADUATED | 2017 |
| 10 | T130/20264/2012  | GITHIRI MARGARET           | GRADUATED | 2017 |
| 11 | T130/22252/2012  | KINUTHIA TERESA<br>WANGUI  | GRADUATED | 2017 |
| 12 | T130F/26171/2013 | MUNTARI ADO<br>MATAZU      | GRADUATED | 2017 |
| 13 | T130F/29219/2014 | GLADYS APREH SIAW          | GRADUATED | 2018 |
| 14 | T130F/24332/2011 | ADEBITAN OLAITAN<br>ESTHER | GRADUATED | 2019 |
| 15 | T130F/29107/2014 | USMAN LAWAL                | GRADUATED | 2020 |
| 16 | T130/32813/2015  | LEAH MARINGA               | GRADUATED | 2023 |
| 17 | T130/39328/2016  | JOHN GITAU                 | GRADUATED | 2023 |
| 18 | T130F/21366/2020 | JOHN ADANSE                | GRADUATED | 2024 |

|    |                  |                 |                     |  |
|----|------------------|-----------------|---------------------|--|
| 19 | T130/27341/2013  | LYNETTE NYAGAYA | AWAITING GRADUATION |  |
| 20 | T130F/39014/2017 | PAMELA NYADROH  | PROPOSAL WRITING    |  |
| 21 | T130F/25439/2018 | PRISCILLA ADJEI | PROPOSAL WRITING    |  |
| 22 | T130/25039/2024  | JOSEPHINE MULI  | PROPOSAL WRITING    |  |

## **1.5 Conferenced/Workshops/Seminars Attended**

### **1.5.1 Conferences Attended**

6<sup>th</sup> International Business Research and Industrial Conference (IBRIC 2024), Kenyatta University, June 27-28, 2024.

5<sup>th</sup> International Business Research and Industrial Conference (IBRIC 2023), Kenyatta University, June 22-23, 2023.

10th anniversary Kenya Scholars and Studies Association (KESSA) conference, Atlanta, Georgia, USA September 8 -9, 2017.

International Interdisciplinary Business-Economics Advancement Conference (IIBA 2015), 28 March – 02 April, 2015 Ft. Lauderdale, Florida, USA

CIRRIE Conference June 13 - 22, 2011, Annual Training Conference of the Arkansas Rehabilitation Association in Hot Springs, Arkansas, USA.

KESSA Conference July 31st-1st August, 2009. Bowling Green State University, Ohio, USA.

### **1.5.1 Workshops Attended**

Research, Publication and Grant Writing. School of Hospitality, Tourism and Leisure Studies, October 2019

IFITT NAIROBI-Enhancing the Competitiveness Of Africa's Tourism:- The ICTs Pathway, Kenyatta University, November, 2017.

### **1.5.1 Seminars Attended**

Postgraduate Retooling Seminar, Hospitality and Tourism dept, Kenyatta University, May, 2019.

SPSS Retooling Seminar. Hospitality and Tourism dept, Kenyatta University. August 2019.

‘Entrepreneurship and Sustainable Development in Hospitality and Tourism in Kenya’. Organised by School of Hospitality and Tourism, Kenyatta University in partnership with bonfire Adventures, Kenya. March, 2016.

## **1.6 Community Service and Other Engagements**

COMMONWEALTH I AM ABLE CAMPAIGN: Interest of Young Persons with Disabilities in Kenya. Organised by UNESCO in partnership with Commonwealth Youth Council, held at Kenyatta National Hospital, Kenya. February 2017.

Facilitator: Capacity Building Program on Nutritional Values in the community for Youth and Women of Hamisi Constituency, Vihiga County, Kenya. JAN-DEC, 2015

## **1.7 Affiliation of Professional Bodies**

Member KESSA  
Member ANAHEI  
Member AHSA  
Member TRINET

## **1.8 Administrative Positions Held**

### **1.8.1 Recognized university administrative positions**

**2009-2014:** Chair, Department of Hospitality Management, Kenyatta University

### **1.9.2 Other administrative positions Held**

**2023-Present:** Chair, School Curriculum Committee

**2022-Present:** Chair, Departmental Curriculum Committee

**2022-Present:** Academic Leader Department of Hospitality & Tourism

**2017-2023:** Chair, International Linkages and Collaborations Committee, School of Hospitality, Tourism and Leisure Studies

**2014- 2018:** Chair, Quality Management System (QMS), School of Hospitality and Tourism

**2007– 2008:** Chair, Board of Post-Graduate Studies Hospitality and Tourism Department

**2003– 2006:** Department representative, Board of Under-Graduate Studies