

CURRICULUM VITAE

1.1	Personal Profile
1.1.1	Personal Details
	Name: Dr Samuel Mwangi Maina
	Chairman, Department: Business Administration, Kenyatta University
	Designation: Lecturer
	Email: maina.samuel@ku.ac.ke
	Area of Specialization: Marketing
	Research Interests
	❖ Consumer Behaviour
	❖ Digital Marketing
	❖ Customer Relationship Management
	❖ Innovations and Business Development
	❖ Role of Marketing in the growth of MSME's in Kenya
	Google Scholar
	https://scholar.google.com/citations?hl=en&user=89fh4M0AAAAJ
	ORCID ID: 0000-0002-7375-4343
1.1.2	Academic & Professional Qualifications
	2009 – 2014: PhD in Business Administration (Marketing). University of Nairobi.
	Aug. 1998 – July 2000: Masters of Business Administration (Marketing Option). Kenyatta University
	2006 – 2010 - Professional Post Graduate Diploma in Marketing. Chartered Institute of Marketing (CIM – UK)
	1992 – 1996: Bachelor of Education (second class upper) Kenyatta University.
	2012 - 2016: Bachelor of Biblical Studies and Community Development Outreach. Nation -2- Nation Christian University (U.S.A).
1.1.3	Employment History
	March 2015 to date: Lecturer at Kenyatta University
	December 2012 to 2014: Tutorial Fellow - Kenyatta University.
	Jan 2006 – Dec. 2012: Lecturer - Catholic University of Eastern Africa
	June 2004 – Dec. 2005: Part-time lecturer - Catholic University and KCA University
	Sept. 2003 – Dec. 2003 Sales and Marketing Manager – Ezemak Refrigeration & Contractors.
	June 2001 – Aug. 2003: Nairobi Institute of Business Studies (Training Manager)
	Administrative Responsibilities
	October 2020 – March 2024: Chairman Business Administration Department
	14th January – 22rd February 2021 – Standing in for the acting Dean School of Business

	December 2015 – September 2020: Doctoral & MBA Programmes Coordinator
	September 2013 – November 2015: Departmental Examinations Coordinator
1.1.4	Achievements
	❖ Reduction of cases of missing marks in business administration department during my term as departmental examination coordinator by introducing clinics days and every lecturer accounting for all missing marks.
	❖ Fast tracking completion rate of postgraduates' students by establishing a manual tracking database domiciled in Doctoral and MBA coordination office.
	❖ Initiating a collaboration of school of business and Nairobi Security Exchange (NSE)
1.2	Publications
1.2.1	Referred journals
	Mulili B.M., Maina S.M. & Kinyuru R.N. (2025). Integrated Marketing Communication Mix Elements and Adoption of a Sports Culture: The Case of Academic Staff of Chartered Public Universities in Nairobi City County, Kenya.
	Mulili B.M., Maina S.M. & Kinyuru R.N. (2025). Mixed Methods Research Design Explained. <i>International Journal of Modern Statistics</i> , Vol. 5, Issue No. 1, pp 1 – 13.
	Mulili B.M., Maina S.M. & Kinyuru R.N. (2025). Promotion of a Sports Culture in Kenya. <i>Journal of Business and Strategic Management</i> , Vol. 10, Issue No. 3, pp. 56 – 66.
	Ochenge, J. M. & Maina, S. (2025) Nexus between strategic planning practices and service delivery: An evaluation of Nairobi City County Government, Kenya. <i>The Strategic Journal of Business & Change Management</i> , 12 (1), 343 – 361. http://dx.doi.org/10.61426/sjbcm.v12i1.3192
	Makuei, Y.M.K., Muathe, S.M.A., & Maina, S.M., (2024). Performance of Small and Medium Sized Enterprises: Insights from Social Media Usage in Juba City, South Sudan. <i>Journal of Economics, Finance and Management Studies</i> . 7(10) 4356-225.
	Immaculate, N., Muathe, S. M. A., & Maina, S. (2024). Navigating Uncharted Territory: Implication of Access to Financial Services on Non-Financial Performance of Youth Owned MSMEs in Mukono District, Uganda. <i>Economics and Business Quarterly Reviews</i> , 7(4), 301-312.
	Atieno, O. S., & Maina, S. (2024). Corporate Growth Strategies and Performance of Selected Real Estate Firms in Nairobi City County, Kenya. <i>Journal of Strategic Management</i> , 4(4), 10- 19.
	Mbichi, M. N., Maina, S. (2024). Marketing strategies and performance of dairy firms in Kiambu County, Kenya. <i>International Academic Journal of Human Resource and Business Administration (IAJHRBA)</i> , 4(4), 387-422.
	Michael M., & Maina S., (2024). Generic Strategies and Competitive Advantage of Maize Seed Companies in Kirinyaga County – Kenya. <i>International Journals of Academics & Research</i> , Vol. 7, Issue 1.
	Omido, M. K., Maina, S. & Namusonge, M., (2024). The Effect of Value Innovation Strategies on Performance of Insurance Companies, an Empirical Survey of Selected Insurance Firms in Kenya. <i>IOSR Journal of Business and Management (IOSR-JBM)</i> , Volume 26, Issue 8. Ser. 1.

	Omido, M. K., Maina, S. & Namusonge, M., (2024). Impact of Blue Ocean Strategies on Firm Performance: An Integrated Theoretical and Literature Review towards Implementation. <i>International Journal of Innovative Research and Development</i> , Vol 13 Issue 8.
	Munyao, A. N., & Maina, S. (2023). Examining the Impact of Resource Mobilization on the Performance of NHIF in Machakos County Kenya. <i>Journal of Strategic Management</i> , 3(4), 15-23.
	Kwamboka, S., & Maina, S. (2023). Strategic Resilience and Performance of Small and Medium Enterprises in the Construction Industry in Nairobi City County, Kenya. <i>International Journal of Science and Research</i> Volume 12 Issue 11.
	Oraya, N. A., Maina, S (2023). Entrepreneurial competencies and organizational performance of micro and small enterprises in Machakos County, Kenya. <i>International Academic Journal of Human Resource and Business Administration</i> , 4(2), 257-272
	Muteshi, K. H., Maina, S., & Kinyua, G. (2022). Country brand equity, mediating country brand choice for foreign direct investment in Kenya. <i>The Strategic Journal of Business & Change Management</i> , 9 (4), 667 – 685.
	Muteshi, K. H., Maina, S., & Kinyua, G. (2022). Country regulatory environment, moderating country brand choice for foreign direct investment in Kenya. <i>Reviewed Journal International of Business Management</i> , 3 (1), 66 - 82
	Gakii, A., Maina, S., Murigi, M., 2022. Search Engine Optimization, Competitive Advantage and Market Performance of Registered Tours and Travel Agencies in Nairobi city county, Kenya. <i>Journal of Sustainable Business and Economics</i> . 5(4), 16. https://doi.org/10.30564/jsbe.v5i4.16
	Gakii A., Maina S. & Murigi, E., (2022). Moderating Effect of Firm Characteristics on the Relationship between Video Online Marketing and Market Performance of Registered Tours and Travel Agencies in Nairobi City County, Kenya. <i>European Journal of Business and Management</i> , Vol.14.
	Wambui, P. M., & Maina, S. (2022). Organization adaptability and performance of large retail chain stores in Nairobi City County, Kenya. <i>International Academic Journal of Human Resource and Business Administration</i> , 4(1), 88-105.
	Otieno B. A. & Maina S., (2022). Business excellence practices and performance of fast moving consumer goods manufacturing firms in Nairobi County, Kenya. <i>International Journal of Social Sciences Management and Entrepreneurship</i> , 6(1): 528-545.
	Ngugi R., Muchemi A. & Maina S. (2022). The mediating role of entrepreneurial orientation on the relationship between first mover strategy and performance of selected telecommunication application service firms in Kenya. <i>International Journal of Economics, Commerce and Management</i> , Vol. X, Issue 2.
	Ngugi R., Muchemi A. & Maina S. (2022). Niche Market Penetration Strategy and Performance of Selected Telecommunication Application Service Firms. <i>International Journal of Managerial Studies and Research (IJMSR)</i> , vol 10, no. 2, 2022, pp. 8-17. doi: https://doi.org/10.20431/2349-0349.1002002 .
	Blandina, W. K., Stephen, M. A. M., & Samuel, M. M. (2021). Strategic Intelligence and Financial Performance in the Commercial Banks in Kenya. <i>International Journal of Academic Research in Business and Social Sciences</i> , 11(3), 243-257.
	Alumasa, B. A., & Maina, S. (2021). Product diversification and performance of foreign fast food restaurants in Nairobi City County, Kenya. <i>The Strategic Journal of Business & Change Management</i> , 8 (4), 388 – 400

	Mbaya, J.M, Maina, S. & Namusonge, M. (2021). Strategic Action and Performance of Small and Medium Sized Dairy Processing Firms in Kenya. <i>The International Journal of Business and Management</i> , Vol 9 Issue 1.
	Gachango S. N. & Maina. S. (2021). Integration Strategy and Performance of Commercial Banks in Nairobi City County, Kenya. <i>The International Journal of Business & Management Vol 9 issue 9</i>
	Hilda M. & Maina S., (2020). Beyond nation branding to building country brands through marketing mix. <i>The International Journal of Business and Management</i> , Vol 8 Issue 5.
	Kori, B. W., Muathe, S. M. A., & Maina, S. M. (2020). Banks Regulation and Performance in the Context of Commercial Banks in Kenya. <i>International Journal of Academic Research in Business and Social Sciences</i> . 10(10), 65-79.
	Nyakado, J. & Maina S., (2020). Experiential Marketing and Customer's Brand Loyalty in Telecommunications Industry in Kenya. <i>The International Journal of Business and Management</i> , Vol 8 Issue 6.
	Kori, B. W., Muathe, S. M. A., & Maina, S. M. (2020). Financial and Non-Financial Measures in Evaluating Performance: The Role of Strategic Intelligence in the Context of Commercial Banks in Kenya. <i>International Business Research</i> , Vol. 13, No. 10.
	Kori, B. W., Muathe, S. M. A., & Maina, S. M. (2020). Strategic Intelligence Practices and Performance of the Banking Industry: The Role of Regulatory Framework in Commercial Banks in Kenya. <i>International Journal of Economics, Commerce and Management</i> United Kingdom ISSN 2348 0386 Vol. VIII, Issue 9, Sep 2020
	Wambui, P. M., Maina, S. (2022). Organization adaptability and performance of large retail chain stores in Nairobi City County, Kenya. <i>International Academic Journal of Human Resource and Business Administration</i> , 4(1), 88-105.
	Gakii A. & Maina S. (2019). Nexus between Online Marketing Strategies and Market Performance: A Critical Review of the Literature and Research Agenda. <i>European Journal of Business and Management</i> Vol.11, No.15, 2019.
	Muthaka, J.M, & Maina, S. (2019). Effect of Credit Transfer on Performance of Selected Technical Vocational and Training Education Institutions in Nairobi County, Kenya. <i>Journal of Education</i> . Vol 2(1) pp. 40-52.
	Kamande, F. A. N., & Maina, S. (2019). Direct marketing strategies and market performance of Deposit-taking Savings and Credit Co-operative Societies in Nairobi City County, Kenya. <i>The Strategic Journal of Business & Change Management</i> , 6 (4), 1718 – 1734
	Mwirigi, R. N., Maina, S., & Kimencu, L. (2018). Value Based Customer Relationship Management and Satisfaction of Commercial Banks Account Holders in Kenya. <i>International Journal of Academic Research in Business and Social Sciences</i> , 8(5), 664 – 676.
	Mwirigi, R. N., Maina, S., & Kimencu, L. (2018). Moderating Role of Demographics on the Relationship between Customer Relationship Management and Satisfaction of Commercial Banks' Account Holders in Kenya. <i>International Journal of Academic Research in Business and Social Sciences</i> , 8(5), 688 – 706.
	Gachengo, L.W., Muli, J., & Maina, S.M., (2017). Cost-Based Collaborations and Performance Courier Firms Nairobi City County, Kenya. <i>The Strategic Journal of Business and Change Management</i> , Vol 4 iss. 2 (59), pp 1040 – 1053. ISSN 2414-8970.

	Gachengo, L.W., Muli, J., & Maina, S.M., (2017). Resource-Based Collaborations and Performance of Courier Firms Nairobi City County, Kenya. <i>The Strategic Journal of Business and Change Management</i> , Vol 4 iss. 2 (58), pp 1026 – 1040. ISSN 2414-8970.
	Cheche, S.G., Muathe, S.M.A, & Maina, S.M., (2017). Employee engagement, organizational commitment and performance of selected state corporations in Kenya. <i>European Scientific Journal</i> , Vol.13, No.31
	Cheche, S.G., Muathe, S.M.A, & Maina, S.M., (2017). Traits engagement, psychological state engagement and performance of selected state corporations in Kenya. <i>The International Journal of Business & Management</i> , Vol 5 issue 11. ISSN 2321 - 8916www.theijbm.com
	Maina,S.M., (2016). Consumer Ethnocentrism, Demographic Characteristics and Willingness to Buy Commercial Banking Services in Kenya. <i>European Scientific Journal</i> , September 2016 edition Vol.12, No. 25, Pg 306 – 322.
	Maina,S.M., Kibera,F.N & Munyoki,J.M, (2015). Influence of Perceived Value on the Relationship between Consumer National Ethnocentrism and Willingness to Buy Commercial Banking Services in Kenya. <i>European Scientific Journal</i> , July 2015 edition Vol.11, No. 19, Pg 100-113.
1.2.2	Book Chapter in a University level Scholarly Book
	BEYOND BORDERS: Essays on Entrepreneurship, Co-operatives and Education in Sweden and Tanzania. Edited by Mikael Lönnborg Benson Otieno Ndiege & Besrat Tesfaye, 2021 Pg 151: Academic Education and Entrepreneurship. A Study of University Graduates in Moshi, Tanzania
1.2.3	Referred learning modules
	BBA 846: Global Marketing Management Module 2018
	BBA 846: Global Marketing Management Blended Module 2020
	BBA 306: International Marketing Blended Module 2020
	BBA 403: Sales Management Blended Module 2020
	BBA 201: Principles of Marketing Blended Module 2020
	BBA 922: Marketing Theory Blended Module 2020
1.2.4	Reviewed conference paper
	Irene W. M., Wanjira, J. & Maina, S. (2019). Marketing strategies and purchase decision among consumers of smartphones in Nairobi city county, Kenya. School of Business Kenyatta University International Business Research and Industrial Conference (IBRIC) 2019 at North Coast Beach Hotel, Mombasa in June 20 th – 21 st , 2019.
	Muteshi, K. H. & Maina, S. (2019). Marketing Mix and Adoption of Improved Sanitation Products among Rural Households in Magarini, Kilifi County Kenya. School of Business Kenyatta University International Business Research and Industrial Conference (IBRIC) 2019 at North Coast Beach Hotel, Mombasa in June 20 th – 21 st , 2019.
	Oruko E. A. & Maina, S. (2019). Service Quality and Customer Satisfaction among Account Holders in Deposit Taking Savings and Credit Cooperative Societies in Nairobi City County, Kenya. School of Business Kenyatta University International Business Research and Industrial Conference (IBRIC) 2019 at North Coast Beach Hotel, Mombasa in June 20 th – 21 st , 2019.

	Muteshi, K. H. & Maina, S. M (2020). Promotional Mix Strategies, Behaviour Change and Social Product Adoption among Rural Households in Kenya. School of Business Kenyatta University International Business Research and Industrial Conference (IBRIC) 2019 at North Coast Beach Hotel, Mombasa in December 3 rd – 4 th , 2020.
1.2.5	Short communication in a Refereed/scholarly journal
	International Journal of Economics, Commerce and Management Rochester, United Kingdom ijecm.co.uk
	Manuscript, "Strategic Thinking And Performance Of Small And Medium Sized Dairy Processing Firms In Kenya", - European Scientific Journal (ESJ).
1.2.6	Scholarly Presentations at Conferences
	Waweru R.G., Maina, S.M., & Njuguna, J.W., (2017). Effect of Perceived Value on Customer Satisfaction among University Students in Kenya. KESSA (Kenya Scholars and Studies Association) - African Interdisciplinary Studies Association (AISA) - Multimedia University of Kenya Joint International Interdisciplinary Conference, at Multimedia University of Kenya, Nairobi in June 28-30, 2017.
1.2.7	Editorship of a book or conference proceedings
	School of Business Kenyatta University International Business Research and Industrial Conference (IBRIC) 2019 at North Coast Beach Hotel, Mombasa in June 20 th – 21 st , 2019.
	European Scientific Journal, ESJ. Editor
1.3	QUALITY TEACHING, LEARNING AND MENTORSHIP
1.3.1.	Trainings in higher education
	Strathmore University – Doctoral Academy Training Seminar – 26 th Feb – 1 st March 2018.
	2021: Sensitization Training on non-communicable diseases (NCDs) – 9 – 10 th February 2021
1.3.3	Supervision of Postgraduate Students
1.3.3.1	Ongoing supervision PHD
	Kanoga Simon Gicheru: D86/CTY/21754/2020: Omnichannel Retailing and Performance of Large-Scale Retail Stores in Nairobi City County-Kenya
	Rugami Maina: D86/CTY/29817/2014: Business Model Innovation Strategies and Performance of Manufacturing Firms in Kenya
	Douglas Okeyo Bosire: D86/CTY/20519/2020: Late Mover Strategies and Performance of Regulated Microfinance Banks in Nairobi City County, Kenya
1.3.3.2	Ongoing Supervision Masters (MBA)
	John Ndungu Wanjiku: D53/PT/CTY/27929/2019: Integrated Marketing Communication Strategies and Market Performance of Registered Pharmaceutical Companies in Nairobi City County, Kenya.
1.3.3.3	Successful Supervision of PhD Thesis
	Hilda Khasaya Muteshi (2023): D86/CTY/27275/2018: Thesis Title - Marketing Mix And Country Brand Choice For Foreign Direct Investment In Kenya
	Annstellah Gakii Kithinji (2023): D86/CTY/38470/2017: Thesis Title - Online

	Marketing Strategies and Market Performance of Registered Tours And Travel Agencies In Nairobi City County, Kenya
	Rahab Wanjiku Ngugi (2022): D86/CTY/30730/2015: Thesis Title - First Mover Strategies and Performance of Telecommunication Application Service Firms in Kenya
	Joyce Muthoni Mbaya (2021): D86/CTY/33029/2015: Thesis Title - Strategic Leadership and Performance of Small and Medium Sized Dairy Processing Firms in Kenya
	Kori Blandina Walowe (2021): D86/CTY/29259/2014: Thesis Title: Strategic Intelligence and Performance of Selected Commercial Banks in Tanzania.
	Rael Nkatha Mwirigi (2018): D86/CTY/21720/2010. Customer relationship management and satisfaction of commercial banks' account holders in Nairobi City County, Kenya.
	Cheche Gikonyo Stephen (2018): D86/CTY/26903/2013. Employee engagement and performance of Research and Training State Corporations in Kenya.
	Lydia Wanjiku Gachengo (2018): D86/PT/CTY/23389/2012. Inter-organizational collaborations and performance of courier firms in Nairobi City County, Kenya.
1.3.3.4	Successful Supervision of MSC Thesis
	Mwaniki Irene Wairimu: D58/CTY/PT/28961/2013: Marketing Strategies and Purchase Decision Among Consumers of Smartphones in Nairobi City County, Kenya
1.3.3.5	Successful Supervision of MBA Research Projects
	Brenda Mbala Mwambi: D53/CTY/PT/21951/2020: Market Orientation and Performance of Selected Fast Moving Consumer Goods in Nairobi City County, Kenya
	Anne Ngina Munyao: D53/OL/CTY/32437/2017: Universal Health Coverage Growth Practices and Performance of National Health Insurance Fund in Machakos County Kenya
	Monyoncho Sarah: D53/OL/CTY/27216/2019: Strategic Resilience and Performance of Small and Medium Enterprises in the Construction Industry in Nairobi City County, Kenya
	Naftaline Oraya (2023): D53/OL/CTY/32344/17 :Project Title: Entrepreneurial Competencies and Organizational Performance of Micro and Small Enterprises in Machakos County, Kenya
	Teresia Wambui (2022): D53/CTY/PT/33697/2015: Project Title: Electronic Data Interchange System and Performance Of Private Health Institutions In Nairobi City County, Kenya
	Mevis Kerubo Mokaya (2022): D53/CTY/PT/33949/2015: Project Title: Strategic Interventions And Loan Recovery Performance At The Higher Education Loans Board, Kenya
	Belinda Akinyi Otieno (2022): D53/CTY/PT/38677/2017: Project Title: Business Excellence Practices And Performance Of Fast Moving Consumer Goods Manufacturing Firms In Nairobi County, Kenya
	Mohamed Bishar Dahir (2022): D53/OL/GAR/26071/2015: Project Title: Balance Scorecard Model And Competitiveness Of Selected Private Security Services Firms In Nairobi City County, Kenya
	Nimrod Kaane Khendi (2022): D53/OL/CTY/32782/2016: Project Title: Differentiation Strategies And Service Delivery Of Mobile Service Providers In Kenya
	Jacquiline Wangui Mbogo (2021): D53/CTY/PT/32966/2015: Project Title: Operational Strategies And Performance of Deposit Taking Savings and Credit

	Cooperatives In Kiambu County, Kenya
	Muriuki Paul Karimi (2021): D53/OL/23209/2013: Project Title: Strategy Implementation Capabilities and Performance of Nairobi Securities Exchange in Kenya
	Karen Mukami (2021): D53/CTY/PT/27997/2014: Project Title: Resource Management and firm performance of Tyre firms in Kenya.
	Njoroge Mwaura Samuel (2021): D53/CTY/PT/37913/2017: Project Title: Strategic Orientation and Organizational Performance of Airlines in Kenya
	Jackline Wairimu Kabui (2021): D53/CTY/PT/28360/2014: Project Title: Rebranding Strategies And Performance Of Savings And Credit Cooperative Organization in Kirinyaga County, Kenya
	Alumasa Amagove Brenda (2021): D53/CTY/PT/38515/2016: Project Title: Diversification Strategies And Performance Of Foreign Fast Food Restaurants In Nairobi City County, Kenya
	Rodah K. Mangwa (2021): D53 /32636/2016: Project Title: Knowledge Sharing On Organizational Performance Of Kenya Revenue Authority
	Kamau Wambui Pauline (2020): D53/OL/CTY/26245/2015: Risk Mitigation Strategies and Firm Performance Of Selected Insurance Companies in Kenya
	Faith Ann Njeri Kamande (2019): D53/OL/CTY/26504/2014: Direct Marketing Strategies and Market Performance of Deposit-Taking Savings and Credit Co-Operative Societies in Nairobi City County, Kenya
	Eunice W Kinuthia (2019): D53/CTY/PT/33546/2015: Turnaround Strategies and Performance of Dairy Companies in Kenya: Case of New Kenya Cooperative Creameries Limited.
	Susan Wanjiru Waweru (2019): D53/CTY/PT/28077/2014: Corporate Restructuring and Organization Performance of National Police Service In Kenya
	Khasaya Muteshi Hilda (2018). D53/OL/27600/2013: Marketing Mix and Adoption of Improved Sanitation Products among Rural Households in Magarini, Kilifi County Kenya.
	Munyao George Mumo (2018): D53/OL/20489/2012: Corporate Social Responsibility and Performance of Selected Airlines in Kenya
	Gabriel Musembi Munyao (2018): D53/OL/CTY/26688/14: Strategic Management Determinants of Financial Sustainability among County Governments in Kenya: Case of Kitui County.
	Ruth Mueni Kimeu (2018): D53/OL/CTY/24719/14: Strategy Implementation and Performance of Commercial Banks in Machakos County, Kenya.
	Mary Wanjiku Gathong'a (2018): D53/28323/2014: Organizational Constraints and Performance of Solid Waste Management Projects in Nairobi City County, Kenya
	Successful Supervision of EMBA Research Projects
	Judith Nyambura Kuria (2020): D133/CTY/PT/28965/2013: Relationship Between Corporate Branding Strategy and Performance of Selected Commercial Banks in Kenya
	James Muthaka Muthie (2019): D133/CTY/PT/33413/2015: Determinants of Partnership Practices and Performance of Selected Technical Vocational and Training Education Institutions in Nairobi City County, Kenya
	Mugo Ephantus Mwangi (2019): D133/CTY/PT/31667/2015: Modernization of Water Services and Empowerment of The Residents of Informal Settlements of Nairobi City County, Kenya
	Justine Mbula Mbiti (2018): D133/CTY/PT/31665/2015: Promotional Strategies and

	Market Performance of Logistic Companies In Kenya: A Case of Dalsey, Hillblom and Lynn Supply Chain Ltd
1.4	Professional /consultancy
1.4.1	Networks/Collaborations
	August 2015: Nairobi Security Exchange and School of Business
1.4.2	Editorial Boards/ Referee for Professional Periodicals
	Reviewer of conference papers in the International Business Research & Industrial Conference (IBRIC), School of Business, Kenyatta University
1.4.3	Appointment to National or International boards as a consultant
	Appointment for in- country consultations on the EAC banking certification program policy and its implementation strategy, 3 rd – 11 th May 2018 in Nairobi.
1.4.4	Consulting for Organization/Institutions
	Nairobi Audiology Centre 2015 – 2020 strategic Plan - 2015
1.4.5	Membership to academic/Professional Bodies
	Member of Chartered Institute of Marketing – CIM
1.4.6	External Examiner
	External examiner of Faculty of Business, Computer Science and Communication Studies - St. Paul's University.
1.5	Administrative and Responsibilities
1.5.1	Recognized University Administrative Positions
	October 2020 -to-date: Chairman Business Administration Department
	Dec 2015 – Sept. 2020: Doctoral & MBA Programmes Coordinator
	Sept 2013 – Nov 2015: Departmental Examinations Coordinator
1.5.2	Other Responsibilities in the University
	Chairperson – 2 nd IBRIC Conference 2020 – Fundraising and Budgetary Subcommittee.
	Member – Committee to receive, process and rank application for EAC-KFW scholarships.
	Member – 1 st IBRIC Conference 2019 organizing committee.
	Chairperson – school of business Postgraduate supervision policy development committee
	Member – organizing committee – the 6 th African Regional Centre of Expertise (RCE) Conference held on 23 rd – 26 th August 2016.
	Member – Departmental committee to Review MSC Marketing and BCOM marketing option Curriculum
	Chairperson – MBA curriculum review committee.
1.6	Community Engagements and other Contributions

1.6.1	Research Funding
	Understanding Kenya's Start-Up Ecosystem Grant from Foreign Commonwealth and Development Office (FCDO)
	Purchase order number:40128290
	Amount British Pound 118,590
	Research Team: Stephen Muathe, Paul Sang, Samuel Maina, Sammy Latema, Lucy Kavinda
1.6.2	Community Outreach
	Member of University of Nairobi Policy Briefs Editorial Board 2023
	Board Member of Regional Centre of Expertise of Greater Nairobi
	Ordained Minister with Pentecostal Evangelistic Fellowship of Africa (PEFA)
1.6.3	Professional Affiliation & Portfolios
	Member of Chartered Institute of Marketing - CIM
1.6.4	Recognitions Awards and Honours
	2006: Recognition by ACCA for excellent teaching.
	2005: Recognition by ACCA for excellent teaching.
1.7	Referees
	Dr. Paul Sang
	Dean, School of Business
	P. O. Box 43844 - 00100
	Nairobi
	Prof. Francis Kibera
	Professor in Marketing
	School of Business
	University of Nairobi
	P. O. Box 53969 - 00200
	Dr. John K. Yabs
	School of Business
	University of Nairobi
	P. O. Box 53944
	Nairobi