

Dr. Elishiba Muthoni Murigi

(PhD, MBA, BA Hons, ICM, MMSK)

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PROFILE:

Twenty (20) years profile experience in Marketing, Communication, Public Relations, Strategy Development and Brand Management in the banking, professional examinations and academic development industries. Consultant in Communication, Strategic planning, Marketing, , Branding, Consumer behavior and Customer service

I. RELATED AREAS OF EXPERTISE

- Public Relations
- Partnership Development
- Strategic Management
- Relationship Marketing
- New Market Identification
- Total Quality Management
- Customer Services
- Market Research

II. ACADEMIC & PROFESSIONAL QUALIFICATIONS

July 2016: Doctor of Philosophy, Marketing, Kenyatta University: Thesis on: Social Marketing Mix and Behavioural Change on Alcohol and Tobacco Usage among the Youth in Nairobi Slums, Nairobi County Kenya

2004 - Master of Business Administration (MBA) Strategic Management, University of Nairobi. (Project on End-to-end Service Management Strategy in Large Commercial Banks in Kenya).

2000- Kenya Institute of Bankers: Studied and passed two papers namely; Financial Accounting and International Trade Finance

1998- Bachelor of Arts: Business Studies and Sociology, Kenyatta University - First Class Honors

1996 - CPA Part 1 Sec 1 (KASNEB)

Studied and passed Law, Financial Accounting and Economics

1994 - Diploma in Management Information - ICM

Subjects covered Information Processing II, Systems Analysis and Design, Computer Programming, Programming Project.

1993- Certificate in Management Information - ICM

Subjects covered Information Processing, Computer Programming, Computer Applications, Numeracy and Accounting.

Computer Skills: Proficient in Ms Office 2007: Word, PowerPoint, Excel &

III. ADMINISTRATIVE EXPERIENCE**(a) Appointments in Kenyatta University & Academic Leadership**

FEBRUARY 2019	Appointed Member, Customer Satisfaction Survey Committee
JANUARY 2019	Appointed Member, Approval Process for Advertisements, Official Posting and Uploads on the University website and social media
NOVEMBER 2018	Appointed Member, School of Business International Business Research & Industrial Conference Publicity Sub-Committee
NOVEMBER 2018	Appointed Member, Review of Diploma in Marketing Curriculum
OCTOBER 2018	Appointed Member, Marketing and Publicity Sub-Committee for the Kenyatta University Biennial Research and Innovation Conference
JUNE 2018	Appointed Member, Kenyatta University International Multidisciplinary Conference and Innovation Exhibition
JUNE 2018	Appointed Chairperson, Departmental Committee to review Msc. Marketing & B.Com Marketing Option Curriculum review
JUNE 2018	Appointed Member, Graduation Ceremony Organizing Committee
MAY 2018	Appointed Member, Corruption Prevention Committee
MAY 2018	Appointed Member, University Ranking Committee
MAY 2018	Appointed Member, Kenyatta University Marketing Board
APRIL 2018	Appointed Manager, Online Communications
MARCH 2018	Appointed, Member Credit Waiver for B.COM Programme Based on KNEC Diploma Course
JULY 2017	Appointed, Member Curriculum Review Committee
SEPTEMBER 2016	Appointed, Lecturer, School of Business
AUGUST 2016	Appointed Member, development of certificate course in Development and Public Administration
JUNE 2016	Appointed School of Business Examinations Coordinator
FEBRUARY 2016	Appointed, Member Departmental Workload Allocation Committee
FEBRUARY 2016	Appointed, Departmental Timetabler
JANUARY 2014	Appointed Member development of Kenyatta University Baby Day Care Centre
SEPTEMBER 2013	Appointed Member of the Kenyatta University Dairy Tech Farm proposal development
AUGUST 2012	Appointed, Tutorial Fellow, School of Business

(b) Administrative Engagements**(i) Online Communications Manager, Kenyatta University (April 2018 –to-date)**

Responsible for the management of all online marketing campaigns, communications, research and innovation. My role involves but is not limited to:

- ❖ Review and assessment of quarterly and annual strategic digital marketing communication plans for the business units, university corporate centers and other business initiatives
- ❖ Forecasting Kenyatta University search growth and behavior across multiple markets, categories and devices.
- ❖ Developing innovative internal reporting mechanisms to support team marketing strategies.
- ❖ Creating scaled reports on seasonal events and trends, utilized internally and externally among university students segments among different demographics to the university management.
- ❖ Develop, mitigate and implement solid crisis management communication plans to uphold positive online reputation across digital media platforms.
- ❖ Participates/leads digital revenue strategy/optimization in conjunction with other digital leaders across functions while maintaining customer support.
- ❖ Defining and implementing a coherent internal communications blueprint that delivers to the aspirations of the business communications needs
- ❖ Drive profitable brand equity building, targeting, segmentation, and acquisition strategy.
- ❖ Leading problem solving and recommendations as a board member of several university committees (Marketing Committee, ICT Board, Referral Hospital Committee et al.)
- ❖ Tracking, analysis and continuous enhancement on effectiveness of Digital Strategies

(ii) Assistant Manager, Corporate Affairs & Marketing, KASNEB (July 2008- August 2011)

Responsible for the management of all corporate communication and Marketing, My job entailed the following:

- ❖ Maintaining and enhancing the corporate image of KASNEB.
- ❖ Develop media engagement plan linked to key events and business initiatives
- ❖ Establish and maintain strong working relationships with media houses and the press
- ❖ Oversee the maintenance of the website in terms of availability and updating of appropriate content
- ❖ Conduct environmental scanning to effect corporate positioning and implement strategies
- ❖ Establish and maintain relationships with stakeholders globally.
- ❖ Develop and propose media policies in line with the company's strategic direction
- ❖ Manage the publication of the quarterly news line by coordinating the design, production and printing
- ❖ Coordinate national and international marketing programs and corporate events
- ❖ Provide marketing support to corporate projects and business initiatives

- ❖ Prepare an annual departmental budget and submit to the CEO for approval
- ❖ Manage budget in accordance with company policies, procedures and applicable legislation

(ii) Assistant Marketing Manager, KASNEB (Jan 2006- June 2008)

Responsible for the all the marketing programmes and initiatives, my job entailed the following:

- ❖ Developing and operationalisation of the Strategic Marketing Plan.
- ❖ Developing concept papers and proposals for establishment of KASNEB nationally, regionally and internationally.
- ❖ Participating in regional markets' negotiations for establishment of KASNEB regionally (Uganda, Sudan Tanzania, Cameroon, and Rwanda).
- ❖ Identifying marketing opportunities and developing strategies in order to position KASNEB as a global brand.
- ❖ Conduct research and monitor market changes providing regular competition reports on products, pricing and the market and giving recommendations and suggestions on product enhancement to the Chief Executive.
- ❖ Conducting competitor analysis and developing innovative strategies to match customer's needs.
- ❖ Conducting customer satisfaction surveys on customer perception of KASNEB examinations and services.
- ❖ Developing publicity and promotional materials and other strategies to attract new customers.
- ❖ Ensuring that the KASNEB website is up to date and working closely with the Website Manager.

(iii) Corporate Service Assistant: Corporate Banking, Barclays Bank (K) Limited (Jan 2004 - Jan 2005)

- ❖ **Sales and Service:** Maintain customer relationship and ensure high levels of service and increase in sales. Continually monitor the Relationship Manager's portfolio to ensure efficient operations are maintained in line with the Service Level Agreements (SLA).
- ❖ **Database Management:** Maintaining and constantly updating the profile of corporate accounts.
- ❖ **Marketing of Banks Products and Services:** Constantly acquiring new clients through cross selling of products to ensure growth of the Corporate Sector.
- ❖ **Business Management:** Collating and analyzing customer information for continuous service improvement.
- ❖ **People Management:** Manage the Corporate Call Center team to ensure efficient query resolution with a turnaround time of 30 minutes per query.
- ❖ **Operations Management:** Ensure 100% compliance to bank's policies and procedures and work closely with the Relationship Managers to mobilize increased use of all our services.

(iv) Procedure Writing Specialist; Pan African Procedures Development Unit (PAPDU), Barclays Bank (K) Limited (April 2002 - January 2004)

- ❖ **Procedure Writing:** Writing end-to-end procedures on the Bank's various processes in the Pan –African countries, updating the existing manuals and maintaining a database of all the manuals, circulars and memos.
- ❖ **End-to-End Process mapping** of core processes in the business. This includes Credit Card Processes and Bulk Cash Handling. This ensured quality and consistent customer service.
- ❖ **Activity Based Costing:** Conducting the actual business benefit and cost analysis.
- ❖ **Service Improvement:** Analyzing the mapped out processes and eliminating non-value adding activities. Presenting improvements to Business Heads and implementation of various projects.
- ❖ **Proposal Writing and Development:** Researching, developing and presenting Process Improvement Proposals to other African Country Service Managers.
- ❖ **Country Processes Best Practice champion:** Developing procedures and testing the value added by each process and recommending the value adding procedures to other countries like Mauritius, Seychelles and Ghana.

(v) Customer Service Assistant; Barclays Bank of Kenya Limited, Moi Avenue Branch (April 2000-March 2002)

- ❖ Assisting the Project Manager in Situational analysis and program implementation.
- ❖ Relationship Management: Offering support required by members of staff to ensure the centers run efficiently and profits are maximised.
- ❖ Negotiation of Service Level agreements (SLA's) with service providers to ensure that all the units of the service centre run efficiently.
- ❖ Customer Service at the centre with a view to educate customers on e-banking.

(vi) Graduate Clerk-Trade Finance; Barclays Bank of Kenya Limited, Queensway Branch (Nov 1998- March 2000)

- ❖ Responding to customer's queries on foreign exchange
- ❖ Preparing the foreign exchange entries for posting

IV. TEACHING EXPERIENCE

Lecturer – School of Business, Kenyatta University (September 2011 to Present)

- ❖ Teach, assess, examine and award grades for the respective postgraduate and undergraduate units taught as per the requirements provided by the university.
- ❖ Engage with educational stakeholders and students creatively in scholarly activities that include but are not limited to curriculum development, quality assurance procedures, research, external linkages and collaborations.
- ❖ Actively involved in research, grant writing and conferences.
- ❖ Undertake to enhance and improve quality standards in course delivery, research and examination within the PhD programme.
- ❖ Involve the students creatively in problem-based learning and case studies that allow the students solve academic and industry problems creatively.
- ❖ Integrate and develop innovative teaching methods and approaches involved within the unique subject areas.

- ❖ Provide interactive e-learning integration within my teaching approaches and pedagogy
- ❖ Train in Communication, Marketing, Strategic Management, Public Relations, Management and Marketing.

V. SCHOLARLY RECORDS

(a) RESEARCH INTERESTS

Social Marketing, Marketing Management, Branding, Communication, Consumer Behaviour, Service Management & Strategic Management & Leadership

(b) ORCID ID

<https://orcid.org/0000-0002-3406-1480>

(c) PUBLICATIONS IN REFERRED JOURNALS

1. Echwa M & **Elishiba Muthoni Murigi** (2019) Strategic Leadership and Performance of Domestic Airline Firms in Kenya, Eastern Africa Journal of Contemporary Research (EAJCR), Vol. 1, Issue 2, 2019, ISSN: 2663-7367 (Online) & ISSN: 2663-7359.
2. Nyanchama, Peninah Andrew & **Elishiba Murigi**(2019) The Effect of Customer focus Strategies on performance of Cooperative Bank of Kenya, Journal of Strategic Management, Volume 3, Issue 2 PP 1-14
3. Annstellah Gakii & **Elishiba Muthoni Murigi** (2019). Advertising and Service Quality in the Mobile Phone Industry in Kenya, European Journal of Business and Strategic Management, ISSN 2518-265X (Online) Volume 4 Issue 1 PP 39-50.
4. Mercy Warugru Kirima & **Elishiba Muthoni Murigi** (2019). Demographic Perspective and Organizational Performance in Occidental Insurance Company, European Journal of Business and Strategic Management, ISSN 2518-265X (Online) Volume 4 Issue 1 PP 30-38.
5. Kanyuiro Stanley & **Murigi Elishiba Muthoni** (2018). Brand Aspects and Customer Loyalty at Unaitas Sacco, Nairobi City County, Kenya. International Journal of Current Aspects in Social Sciences (IJCASS), ISSN 2616-6976, Volume 2, Issue 2, July 2018, PP 10-18
6. Ndegwa, P.W., Wario, G., Orwa, G., Ng'ang'a, R. & **Murigi, E. M.** (2014). Legal Framework as a Determinant of Implementation of Occupational Health and Safety Programmes in the Manufacturing Sector in Kenya. International Journal of Human Resource Studies. ISSN 2162-3058 ;2014, Vol 4, No. 4

(d) OTHER PUBLICATIONS

1. **Murigi, E. M.**, Muathe S.M.A, Kuria T. J., Gikonyo, N. K (2017), Proactive Management Measures, Rehabilitation Centers and Behavioral Change to Alcohol and Tobacco Usage among Youth in the Slums of Nairobi-City County, Kenya. *International Multidisciplinary Conference; "Innovation for Organizational Competitiveness and Community Sustainable Development"* at Greta University, Thika, Kenya on November 6th – 7th, 2017
2. Murigi, E. M., Thuo, J.K., Muathe, S.M.A. & Gikonyo, N.K. (2017). Social Marketing Price and Behavioural Change on Alcohol and Tobacco Usage among Youth in the Slums of Nairobi City County, Kenya. *12th SIMSR Global Marketing Conference* at K.J. Somaiya Institute of Management Studies and Research, 8th-9th February, 2017

(e) BOOK CHAPTER

1. Bula H.O, **Murigi Elishiba** & Ngigi D (2019) Innovation inclusion for Sustainability of Livelihoods of Urban Women Entrepreneurs in Informal Settlements in Nairobi, Kenya in Sustainable Development in Africa, Spears Media Press LLC, 177-199
2. **Murigi EM** (2017) *Social Marketing* in Principles of Marketing: A Skill Building Approach. Nairobi. Focus Publishers, ISBN 978-9966-7249-4-6.

(f) PARTICIPATION IN ACADEMIC CONFERENCES

1. June 21st -22nd 2019 : Caroline Anupi Abuli & **Elishiba Muthoni Murigi** : The Effect of Physical Evidence Strategy on Performance of Alcohol Manufacturing and Distributing Firms in Kenya presented at the International Business Research & Industrial Conference, North Coast Beach Hotel, Mombasa.
2. June 21st -22nd 2019 Guantai Doreen Kanana & **Murigi Elishiba Muthoni** : The Influence of Marketing Strategies on Performance of Kenya Airways at the International Business Research & Industrial Conference, North Coast Beach Hotel, Mombasa
3. November 7th 2017 : **Murigi E. M.**, Muathe SMA, Kuria Thuo J & Gikonyo NK : Preventive measures, rehabilitation centres and behavioural change to alcohol and tobacco usage among youth in Nairobi County, Kenya. Presented at the International Multidisciplinary Conference, Greta University Conference Room.
4. June 22nd 2017 Bula Hannah Orwa, **Murigi Elshiba**, & Ngigi David: Innovation inclusion for Sustainability of Livelihoods of Urban Women Entrepreneurs in Informal Settlements in Nairobi, Kenya. Presented at EDSA workshop at Kenyatta University Conference room.

5. February 9th – 10th 2017 :: **Murigi E. M**, Muathe SMA, Kuria Thuo J & Gikonyo NK Social Marketing Price and behavioural change to alcohol and tobacco usage among youth in Nairobi County, Kenya. Presented at the 12th SIMSR Global Marketing Conference, Mumbai, India
6. July 11th 2014 : **Murigi E.M** & Kuria Thuo : Social Marketing: Marketers: Responses to Social Challenges in Kenya. Presented at the AIBUMA Conference, University of Nairobi.

(g) DEVELOPMENT OF UNIVERSITY LEVEL TEACHING MATERIALS

1. Murigi, E.M (2017) Principles of Marketing, Digital School of Virtual Learning Material for the Department of Business Administration, Kenyatta University.
2. Murigi, E.M (2017) Marketing, Planning & Control, Digital School of Virtual Learning Material for the Department of Business Administration, Kenyatta University.
3. Murigi, E.M (2017) Marketing Management, Digital School of Virtual Learning Material for the Department of Business Administration, Kenyatta University.

VII. TRAININGS/SEMINARS ATTENDED

- ❖ ISO
- ❖ Safety Awareness Training
- ❖ Case Writing.
- ❖ Implementation ISO 9001:2000.
- ❖ Examinations processes.
- ❖ Customer Service.
- ❖ Developing Procedures, Policies & Documentation (DPPD).
- ❖ Mapping Business Communication (MABCO).
- ❖ Banking Operations Foundation course.

Other courses: H.I.V/A.I.D.S Seminar, Value Based Management, & Team Building and Development and Achieving Market Leadership.

VIII. CONSULTANCY/PROJECTS UNDER TAKEN

1. **September 2018** : Narok County Government: Developed the Narok County Annual Livestock show strategy and implemented the same.
2. **Jan 2017 to February 2018**: Meru Dairy Co-operative Union Limited: Development and monitoring the implementation of the Marketing Plan and Market entry Strategy.
3. **July 2015**: Laikipia County Government: Organised the 1stever Investment Conference.
4. **May 2015**: Simlaw Seeds Limited: Staff training on Market Research and conducted a Midterm review of the Strategic Pan(2013-2018).
5. **June 2014**: Harleys Limited: trained staff on development of functional Marketing Plans

IX. EXTERNAL EXAMINATION

- ❖ March 2019- To date: External Examiner- School of Business , Greta University

X. APPLICATION FOR GRANTS

- ❖ National Research Fund- 2017/18 Multidisciplinary Research Grant Ksh 20 Million- Not successful

XI. AWARDS/RECOGNITIONS

February 2017: Received **Best Paper Award** at the SIMSR Global Marketing Conference, Mumbai, India. (Social Marketing Price and Behavioural Change to Alcohol and Tobacco Usage among the Youth in Nairobi, County, Kenya)

XII. COMMUNITY ENGAGEMENTS AND OTHER CONTRIBUTIONS

- ❖ April 2019: Appointed Member, Education Committee, St. Joseph of Arimathea, ACK church, Thome, Nairobi.
- ❖ November 2017: Trained the Rites of Passage girls of St. Joseph of Arimathea, ACK church, Thome, Nairobi.
- ❖ December 2017: Member of the Brighter Monday Panel during the launch of the Job Market Survey Report.

XIII. SUPERVISION OF THESIS AND PROJECTS (AUGUST 2016 TO DATE)**Ph.D SUPERVISION-Ongoing**

	STUDENT NAME	TITLE
1.	Paul Kimiti D86/CTY/32224/2015	Generic Competitive Strategies and Performance of Property Development in Kenya
2	Doris Alago D86/CTY/38211/2016	Digital Marketing Strategies and Service Delivery of Universities in Kenya

MBA PROJECTS SUPERVISION- COMPLETED

	STUDENT NAME	TITLE
1.	Osman Mohammed Kassim D53/OL/23360/2013	Change Management Strategies and Employee Performance in Wajir, County, Kenya
2	Kirima Mercy Waruguru D58/CTY/PT/28058/2013	Strategic Workforce Diversity Perspectives and Organisational Performance in Occidental Insurance Company
3	Ann Stellah Gakii D53/CTY/PT/32341/2015	Integrated Marketing Communication and Service Quality of the Telecommunication Industry in Kenya
4	Hellen Muthoki Jonathan D53/OL/CTY/24743/2014	Equitel Mobile Banking Services And The Performance Of Micro And Small Enterprises In Tala Market In Machakos County, Kenya.
5.	Stanley Kanyuiro D53/CTY/PT/32340/2015	Branding and Customer Loyalty in the Telecommunication Industry
6.	Moses Echwa D53/CTY/PT/32055/2016	Strategy implementation Drivers and Performance of Domestic Airline Firms in Kenya
7.	Peninah Nyanchama D53/CTY/PT/33398/2015	Strategic Change Management and Performance of Cooperative Bank of Kenya
8.	Doreen Kanana Guantai D53/OL/ CTY/32213/2016	Turnaround Strategies and Performance of Kenya Airways

MSC THESIS SUPERVISION- ONGOING

	STUDENT NAME	TITLE	SUPERVISORS
1.	Stella M. Wakilwa D58/CTY/PT/33602/2015	Impact of Customer Loyalty on Sales Performance of selected Supermarkets in Kenya	Dr. Jane Wanjira Dr. Elishiba Murigi
2.	Makwaro G. Wycliffe D58/CTY/PT/33602/2015	Digital Marketing and Performance of selected universities in Kenya	Dr. Reuben Njuguna Dr. Elishiba Murigi
3.	Daniel M.Kiviu D58/CTY/PT/33410/2015	Assesment of Financial Constraints on Operations of County Government in Kenya A case of Kitui County	Dr. J.Koori Dr. Elishiba Murigi
4.	Naomi N. Gekonge D58/CTY/PT/38562/2016	Effects of promotional strategies of banking industry in Kenya	Dr. Elishiba Murigi Dr. Jane Wanjira
5.	Zetheleza Jelagat Bunei D58/CTY/37844/2016	Brand Equity and Sales performance of selected Supermarkets in Nairobi County, Kenya	Dr. Samuel Maina Dr. Elishiba Murigi
6.	Kelvin Kuria Ndungu D58/CTY/PT/21045/2010	Corporate sponsorship and purchase intention of Brookside Dairy Limited	Dr. Jane Wanjira Dr. Elishiba Murigi

MBA PROJECTS SUPERVISION- ONGOING

	STUDENT NAME	TITLE
1.	Dido Dima D53/CTY/OL/28054/2014	Market Entry strategies and Performance of Selected International Hotels in Nairobi, County Kenya
2.	Edward Nduva Wambua D53/OL/CTY/26572/2015	Pricing Strategies and Performance of Kenya Power Limited
3.	Lawrence Jumbe Buchunju D58/CTY/PT/23431/2013	Effect of marketing strategies on Performance of Private tourism companies in Kenya
4.	Majaliwa Simba D53/CTY/PT/32967/2015	Pricing Strategies and Performance of firms in the Dairy Sector
5.	Faith Nentaya Kokonya D53/CTY/PT/31508/2015	A study to determine strategies to get more women into managerial positions
6.	Joel Omuyoyi Espirah D53/OL/CTY/33073/2014	The impact of strategic management on maximizing organizational competitiveness in Legislature Nairobi County, Kenya
7.	Wycliffe Ingoi D53/OL/CTY/26716/2015	Strategic Digital Marketing and Performance of Selected chain stores in Nairobi County Kenya

8.	Carolyn Mwangeli Kyalo D53/CTY/PT/37594/2016	Marketing strategies and Performance of Selected chain stores in Nairobi County, Kenya
9.	Wambuo Kiroro D53/OL/MSA/PT/33119/2015	Organisational Contextual framework and the adoption of Change Management Practices in Kwale County, Kenya.
10	Raphael Kyalo Nguli D53/OL/CTY/26887/2015	Effects of promotion mix on alcoholic drinks consumption among male youth living in slums: a case study of gatwekira village in Kibera slums, Nairobi County, Kenya
11	Swagi Khauya Pauline D53/OL/KKA/26073/2015	The effect of customer orientation on the performance of women enterprise funds in Kisumu County, Kenya
12	Harry Kipnetich Sang D53/OL/24247/2014	Global Marketing strategies and performance of multinational food restaurants in Kenya
13	Keziah Wanjiku Waithaka D53/CTY/PT/37508/2016	Market Entry Strategies and Performance of Equity Bank Limited, Nairobi County Kenya
14	James Nzulwa Kimanza D53/OL/CTY/32531/2017	Social Media marketing Mix and Product awareness on Online stores purchases
15	Anastacia W. Kariuki D53/CTY/PT/29286/5014	Strategy implementation Drivers and Employee Performance in Public Service Commission
16	Justus Nzozo Mutua D53/OL/CTY/PT/32621/2016	Corporate Growth Strategies and Performance of SACCO'S in Machakos County
17	Caroline Anupi Abuli D53/OL/CTY/PT/32753/2016	Marketing Strategies and Performance of alcoholic manufacturing firms in Kenya
18	Dishon Nyakwara Emmanuel D53/OL/CTY/PT/32676/2012	Corporate Governance and Performance of Selected Saccos in Nairobi City County, Kenya
19	Mary Nyokabi D53/CTY/PT/38552/2016	Branding and Performance of firms within the Mobile Telecommunication Industry(A case of Airtel Kenya)
20	Joseph Kimiti Njogu D53/MSA/PT/38771/2017	Growth strategies and performance of Dairy companies in Kenya
21	Patricia Mutindi Mulwa D53/OL/CTY/PT/22275/2011	Monitoring and Evaluation tools and Effectiveness of Donor funded projects in Kajiado County
22	Rolline Miriko Mwabobia D53/CTY/PT/31018/2015	Competitive Strategy and Performance of Multinational Corporations: A case of Britam Holdings Nairobi City County, Kenya.

23	Bancy Muthoni Kamwere D53/OL/CTY/25223/2018	Strategic Management Implementation and Performance of companies in the transport industry in Nairobi County, Kenya
24	Florence Achieng Amolloh D53/CE/28896/2015	Acquisition Strategy To Win New Customers Within Businesses: Case Of Family Businesses.
25	Diaz Muthiora Mbiriti D53/OL/CTY/32676/2016	Corporate Governance And On Performance Of Selected Saccos In Nairobi City County, Kenya.
26	Elizabeth Wanjiku Karanja D53/CTY/PTY//31158/2015	Brand Awareness And Customer Loyalty In The Banking Sector: A Survey Of Commercial Banks In Nairobi County
27	Brenda Njeri D53/OL/CTY/32886/2016	Online Marketing Strategies And Relationship With Business Growth: A Case Study Of Windsor Golf Hotel & Country Club Nairobi Kenya.
28	Deborah Mokeira Kennedy D53/39489/2016	Social marketing strategies and Performance of NGO's dealing with HIV/AIDS in Kiambu County
29	Meshack Mutisya Munyalo D53/CTY/PT/20743/2010	Market Expansion Strategies And performance of Airtel Kenya Limited
30	Elizabeth Wanjiru Muriu D53/CTY/PT/31956/2015	Impact of Service Marketing and Performance of Equity bank Kenya Limited
31	Benjamin K. Koskei D53/NKU/PT/26825/2015	Influence of Quality Management Strategies on Performance of water companies in Nakuru County
32	Loronyokie Lucy Naserian D53/CTY/PT/26223/2018	Animation Advertising on Consumer Purchase Decision of Washing Powder Companies in Nakuru County
33	Faith Muthemba D53/OL/CTY/37302/2017	Green Marketing and its impact on Consumer Purchase Decision
34	Karl Ngala Kyalo D53/PT/31526/2015	Marketing Positioning Strategies And Performance Of Haco Industries Limited In Kenya
35	David Kimani Karenye D53/CTY/PT/39421/2016	Competitive strategies and Performance of Pharmaceutical firms in Kenya

36	Winnie Adhiambo Odera D53/CTY/PT/39227/2017	Strategic Management Practices and Small Medium Enterprises in Kenya
37	Hellen Ngugi Mwiti D53/CTY/PT/29576/2014	Digital Communication and Service Quality of Telecommunication Companies in Kenya
38	Lawrence Muthama Nzioka	Competitive Strategies And Performance Of Commercial Banks In Thika Town Sub-County, Kiambu Kenya
39	Bancy Muthoni Kamwere D53/OL/CTY/25223/2018	Strategic Management Implementation and Performance of companies in the transport industry in Nairobi County, Kenya

XV. RECOGNITION

(a) Nationally

(i) Membership to Professional Bodies

- Marketing Society of Kenya (MSK)

(ii) Community Engagements

- April 2019: Appointed member, Education Committee of St. Joseph of Arimathea, ACK church, Thome Nairobi.
- November 2017: Trained the Rites of Passage girls of St. Joseph of Arimathea, ACK church, Thome Nairobi.
- December 2017: Member of the Brighter Monday Panel during the launch of the Job Market Survey Report.

(b) Regionally

- **February 2011:** Conducted KASNEB professional seminars and career talks to lecturers and students of three universities in Cameroon
- **May 2010:** Established strategic linkages with ten (10) universities in Tanzania for the purposes of promoting the qualifications of KASNEB.
- **January 2010:** Established strategic linkages with three (3) universities in Uganda for the purposes of promoting the qualifications of KASNEB.
- **August 2009:** Developed a concept paper and Memorandum of Understanding (MOU) for the establishment of KASNEB in Kigali Institute of Management, Rwanda.

- **April 2009:** Team member, **KASNEB Strategic Plan** 2007- 2012.
- **November 2008:** Working with a high performing team on the Government of Southern Sudan (GOSS) capacity-building project on the establishment of KASNEB in Juba, Southern Sudan in collaboration with the University of Juba.
- **July 2006:** Developed and implemented the Marketing Plan to roll out KASNEB programs in Africa.
- **Dec 2003- Feb 2004:** Participated in the formulation and implementation of prudent **Customer Service System** called **RESOLVE** through use of the **Account Management Concept**.
- **Jan 2002- Dec 2003:** Developed **Procedures Operations Manual** for Barclays Banks' of Kenya Limited new products namely; **Bank direct, Pay direct and Direct debit**.

(iii) Internationally

February 2017: Received **Best Paper Award** at the SIMSR Global Marketing Conference, Mumbai, India. (Social Marketing Price and Behavioral Change to Alcohol and Tobacco Usage among the Youth in Nairobi, County, Kenya)

REFEREES

1. Dr. Paul Sang
Dean , School of Business,
Kenyatta University
P.o Box 43844-00100
Nairobi.
2. Dr. Mary Namusonge
Chairperson , Business Administration Department
School of Business,
Kenyatta University
P.o Box 43844-00100
Nairobi.
3. Prof Nicholas Gikonyo
School of Medicine
Kenyatta University
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Nairobi.