



KENYATTA UNIVERSITY

School of Business

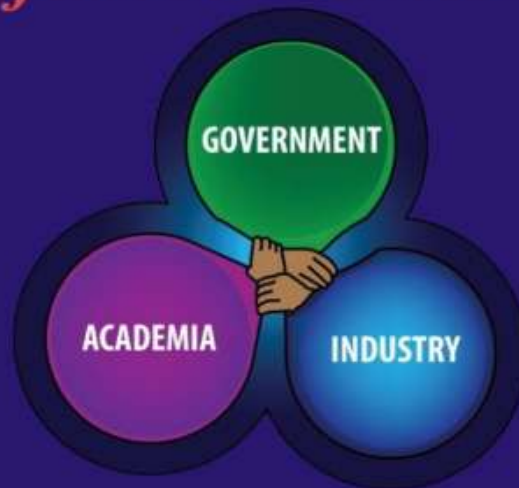
Programme

The 4th International Business Research and Industrial Conference (IBRIC)

Platform: Zoom

Date: 23rd - 24th June, 2022

*Theme: Business Reinvention, Innovation
and Creativity for Economic Recovery.*



PARTNERS



DAY ONE: THURSDAY, JUNE 23, 2022

EAST AFRICAN TIME (UTC+03)	<p align="center">Opening of Conference Session Chair: Dr. David Nzuki Rapporteurs: Dr. Daniel Makori & Dr. Janet Muthimi</p>	
08.00 – 0900hrs	Conference participants log in/register Login Details (Zoom): Meeting ID: 828 9828 4532 Passcode: 147234	
	Facilitator	Presentation
0900 – 0910hrs	Dr. Samuel Maina, PhD Chairperson – Conference Organising Committee Dr. Rosemary James, PhD Associate Dean, School of Business	Opening Remarks
0910 – 0920hrs	Dr. Paul Sang, PhD Dean – School of Business (KU)	Welcoming Remarks
0920 – 0930hrs	Prof. Vincent Onywera, Ph.D, ISAK 2 A.g DVC – Research, Innovation and Outreach.	Remarks
0930 – 0950hrs	Prof. Paul K. Wainaina, PhD Vice Chancellor – Kenyatta University	Keynote Address
0950 -1020hrs	Amb. Peter Kirimi Kaberia, CBS Principal Secretary – State Department for Industrialisation.	Keynote Speech & Opening of the Conference
1020 – 1040hrs	Dr. Catherine Adoyo, PhD Harvard University – USA.	Presentation
1040 -1100	Mr. Ken Mwenda Managing Director - eMobilis	Presentation
1100 – 1110hrs	Dr. Caleb Kirui, PhD	Q & A Session
1110 – 1115hrs	Health Break	
1115 - 1215hrs	<p align="center">Panel - 1 Embracing Change and Transformation for Economic Recovery Moderator: Dr. Lucy Wamugo</p>	
	<p>Guest Speakers:</p> <ol style="list-style-type: none"> Dr. Bitrina Diamett - Executive Director, Science, Technology and Innovation Policy Research Organization (Tanzania). Prof. James Cochran - University of Alabama, US. Mr. Julius Yiega – Chief Manager and Head of Taxpayer Services, KRA Ms. Elizabeth Irungu – General Manager, Business Development and Client Services, ICEA Lion. Mr. Stephen Obiro - Head of Advocacy, Communications & Partnerships, Federation of Kenya Employers. <p>Rapporteurs: Dr. Lydia Gachengo & Dr. Morrison Mutuku</p>	
1215 – 1315hrs	<p align="center">Panel - 2</p>	
	<p>Work-Life Balance and Mental Health</p> <p>Moderator: Dr. Pricillah Ndegwa</p>	

	<p>Guest Speakers</p> <ol style="list-style-type: none"> 1. Estar Gathu – Mental Health Expert, Things I Hear, U.K. 2. Prof. Charles Ombuki – Dean, School of Business, Machakos University 3. Mr. Kelvin Kuria - Head of Unilever International, Unilever East Africa. 4. Margaret Mutheu - Regional Director for WEConnect International. 5. Ms. Mercy Chege – Plan International. <p>Rapporteurs: Dr. Kipkorir Sitienei & Dr. Moses Aluoch</p>
1315 – 1345	Presentation: Ajira Digital Program/Kenya Private Sector Alliance
1345 -1400hrs	LUNCH
1400 – 1500hrs	Panel – 3
	<p>Financial Deepening, Innovation and Inclusion</p> <p>Moderator: Dr. Job Omagwa</p> <p>Guest Speakers:</p> <ol style="list-style-type: none"> 1. Ronald Gichuki - Group Research and Innovation Manager, CIC Group. 2. Mr. Cliff Nyandoro - Head of Technical Services (ICPAK) & IFRS Advisory Council Member. 3. Ms. Titianne Donde – Chief of Party, RTI International. 4. Prof. Cush Ngonzo Luwesi - Faculty of Economics, University of Kinshasa. 5. Joshua Simuka - Harare Institute of Technology, Zimbabwe. 6. Jared Osoro - Director, Credit Markets, FSD Africa. <p>Rapporteurs: Dr. Linda Kimencu & Dr. Faith Nkuru</p>
	Panel - 4
1500-1600hrs	<p>Digital Marketing and Data Analytics</p> <p>Moderator: Dr. Elishiba Murigi</p> <p>Guest Speakers</p> <ol style="list-style-type: none"> 1. Ms. Fatima Alimohamed – Africa Brand Warrior, Ghana. 2. James Sang, CISM, CISSP – NTT DATA, Inc. USA. 3. Mr. Micheal Isanda – Human Resource Manager, Kenya Power. 4. Bethany Jepchumba – Cloud Advocate, Microsoft. 5. Tona Rowett - Vice President, Marketing & Communications, Enactus – US. <p>Rapporteur: Dr Charity Njoka & Dr. Farida Abdul</p>
1600-1620hrs	Discussion on take-away for the day and closing

DAY TWO: FRIDAY, JUNE 24, 2022

EAST AFRICAN TIME	Session Chair: Dr. Evans Mwasiaji Rapporteurs: Dr. Anne Muchemi & Dr. Caroline Kimutai	
	Facilitator	Presentation
0800 – 0900hrs	Conference Participants Log In/Register	
0900 – 0910hrs	Dr. Samuel Maina Chairman Conference Organizing Committee Dr. Rosemary James Associate Dean – School of Business	Opening Remarks & Recap of Day 1
0910 - 0915hrs	Dr. Paul Sang Ag Dean - School of Business	Brief Remarks
0915 – 0935hrs	Ms. Grace Jibril - CEO LVG Consulting, Washington D.C	Keynote Address
0935 – 0955hrs	Prof. (Dr.) Asha Bhatia - Director of Research, Board of Directors (SIFE India), Universal Business School.	Keynote Address
0955 – 1015hrs	Ms. Rhea Singhla Co-Founder, CEO at Futurize Innovation Studio, U.K.	Keynote Address
1015 - 1025hrs	Dr. Ambrose Jagongo	Q&A
1025 – 1030hrs	Health break	All
	Panel Discussions	
1030 – 1130hrs	Panel - 5	
	<p>Strategic Recovery and Sustainability Moderator: Dr. Philip Wambua</p> <p>Guest Speakers</p> <ol style="list-style-type: none"> Ms. Mary Nzomo - CEC Agriculture, Trans-Nzoia County. Janet Mulu – ImpactDev Africa. Dr. Dorcas Otieno – UNESCO Hedges, KU Chair. Dr. Isabella Kamere - KU Women Economic Empowerment HUB Prof. Kennedy Wanjau – Dean, School of Business, Karatina University: <p>Rapporteurs: Dr. Bancy Muchira & Dr. Josphat Kyalo</p>	
1130 - 1230hrs	Panel - 6	
	<p>Embracing Integrated Reporting for Transparency and Accountability</p> <p>Moderator: Dr. Fredrick Ndede</p> <p>Guest Speakers:</p> <ol style="list-style-type: none"> Dr. Kennedy Chelule – Director in -charge of Research, Technology and Innovation, KIRDI. Mrs. Agnes Karingu - Deputy Director, Education & Public Awareness Division, Anti-Counterfeit Authority. Dr. David Mugo - University of Embu. Ms. Leah Kasera –Public Private Partnerships Expert, Dakar, 	

	Senegal. 5. Prof. Judith Waudu – KU WEE Hub Leader Rapporteur: Dr. Lawrence Wainaina & Dr. Grace Kariuki
1230 – 1330hrs	Session - 7
	Technology Use and Supply Chain Moderator: Dr. Godfrey Kinyua Guest Speakers <ol style="list-style-type: none"> Ng’ang’a Mburu (MCIPS, MKISM) - Senior Supply Chain Management Officer, National Treasury. Dr. Samuel N. Ampah - Finance Director & Head of Africa Supply Chain, Unilever PLC. Dr. Odongo Kodongo - Wits University, South Africa. Onica Matsheke - Logistics and Supply Chain Management Department, Vaal University of Technology (SA). Rapporteur: Dr. Festus Mithi & Dr. Margaret Kosgei
1330 - 1400hrs	LUNCH
1400 – 1630hrs	Break away Sessions– Academic paper presentations

TIME:	BREAK AWAY SESSIONS–PAPER PRESENTATIONS
ROOM 1	
	<p style="text-align: center;">Embracing Change & Transformation for Economic Recovery Moderator: Dr. Francis Kiarie Rapporteur: Dr. Sarah Kamau</p> <p><u>Presenters</u></p> <ol style="list-style-type: none"> 1. Debasish Banerjee: Structuring Organic Transformation of the Mind to Prosper and Bring in Cascading Economic Recovery – The Kenyan Contextual Conundrum. 2. Joshua Simuka: The role of Innovative Leadership in Enhancing Business Performance. 3. Judith Waudu: Embracing Change and Transformation for Women’s Economic Empowerment in Kenya. 4. Omboto John Onyango : Control of Recidivism in Kenya through Economic Empowerment and Community Acceptance of Ex-convicts 5. Kimencu, Linda. N.: Alignment of Entrepreneurial Education within the Kenyan Competency Based Curriculum: Review of the Basic Education Curriculum Framework 6. Stephen Muathe , Paul Sang, Lucy Kavinda, George Kosimbei, Sammy Latema , Simeon Nyachae, Salima, Kiriago, Kennedy Chelule & Samuel Maina: Nexus Between Universities Incubators and Growth of Start-Ups Ecosystem in Kenya. 7. Paul Ouma, Godfrey Kinyua & Anne Muchemi: The Role of Competitor intelligence Strategy on Performance of Regulated Microfinance Banks in Nairobi City County, Kenya. 8. Khamala, John Shikuku & Makhamara Felistus: The Influence of Workplace Environment on Judicial Service Employees’ Performance in Kitui County, Kenya. 9. Billiah Maende: Knowledge Culture and Employee Performance in Public Universities in Kenya. 10. TerryWinnie Wambui Muiruri & Anne Wambui Muchemi: Effect of Structure Fit on Performance of Insurance Firms in Nairobi City County, Kenya
ROOM 2	
	<p style="text-align: center;">Work-Life Balance & Mental Health Moderator: Dr. Hannah Bula Rapporteur: Dr. Felistus Makhamara</p> <p><u>Presenters</u></p> <ol style="list-style-type: none"> 1. Edwina Nyikal: Work-life Balance and Mental Health 2. Harriet Karamana Gitonga , Tarsila Kibaara & Paul Maku Gichohi : Work-life Balance as a Moderator between Teaching Competence Standards and Teachers’ Performance in Public Primary Schools in Igembe North Sub-County, Meru County.

3. **David Muchangi Mugo & Maina Kinyua Kamau** : Influence of Employee Freedom and Work Environment on Performance of Kenya Tea Development Agency in Embu County, Kenya
4. **Odhiambo, George, Bondo. & David Nzuki** : Organizational Aspects and Implementation of Community-Based Projects in Kwale County, Kenya
5. **Esther Wanjiku Kago & Rosemarie Wanyoike** : Interpersonal Relations and Employee Performance in Public Secondary Schools in Nyeri County, Kenya
6. **Beatrice Wakoli & Makhamara Hilda**: Training and Working Environment on Performance of Female Teachers in Secondary Schools in Bungoma Kenya.
7. Heat Adaptation Interventions and Implementation Outcomes for Employee Wellbeing in ISO 14001 Certified Firms in Nairobi Metropolitan Region, Kenya
8. Work-Life- Balance: It's Relationship With Stress, Mental Health, and Life and Job Satisfaction among Employees: A Systematic Literature Review
9. CEO Power, Institutional Ownership, Integrated Reporting and Earnings Quality among Listed Firms in East Africa.

ROOM 3

Financial Deepening, Innovation & Inclusion

Moderator: Dr. Salome Musau

Rapporteur: Dr. Nathan Mutwiri

Presenters

1. **Kennedy Nyabuto Ocharo, Peter Njagi Kirimi, & Samuel Nduati Kariuki**: Moderating effect of Bank Size on the relationship between Financial Soundness and Financial performance.
2. **Leonard O. Otii, Kenneth Lawrence Wanjau & Humphrey Omondi**: Relationship Innovation Promoters, Service quality practices and Performance of SACCOs in Kenya: A moderation Approach.
3. **David W. K. Kariuki, Willy Muturi & Agnes Njeru**: Influence of Underwriting Efficiency on Financial Performance of Insurance Companies in Kenya
4. **Onyango Felix Ochieng' & Salome M. Musau** : Digital Lending and Loan Portfolio of the Listed Commercial Banks in Kenya
5. **Serah Nyamweru Karoki & John Mungai** : Influence of Innovative Savings Products Development on the Level of Savings among Members of Deposit Taking SACCO's in Nyeri County.
6. Corporate Governance, Financial Characteristics, Macroeconomic Variables and Performance of Commercial Banks Listed at the Nairobi Securities Exchange, Kenya.
7. Green Entrepreneurship as a Panacea for Financial Sustainability of Businesses in Kenya Today.
8. Financial Technology and Financial Inclusion of Small and Medium Enterprises in Kabati Market Kitui County, Kenya.
9. Financial Innovation and Financial Inclusion among the Visually Impaired Persons in Nairobi County.

ROOM 4

Digital Marketing & Data Analytics

Moderator: Dr. Reuben Njuguna

Rapporteur: Dr. John Mutinda

Presenters

1. **Livombolo Masia Hillary:** A Paradigmatic Shift on Governance, Academia and Industry for Competitive Relevance.
2. **Morrisson Kaunda Mutuku:** Health Records Databases and Inherent Insecurity Concerns in Kenyan Hospitals; A Systematic Literature Review.
3. **Thendu Bedan Kimeria , Kariuki Paul & Muturi Willy :** Influence of Organization Culture on Performance of Safety Management System in Aviation Industry in Kenya
4. **Ngatia Regina Njeri & Antony Mudimba :** Block Chain Technology and Supply Chain Performance of Food and Beverages Manufacturing Firms in Kenya
5. **Njoroge Wanjiru Stella, Lucy Wamugo & Jennifer Njaramba:** Financial Risk and Shareholders Wealth of Deposit Taking SACCOs in Nairobi City County, Kenya
6. A Comparative Analysis of the Linguistic Choices made in Digital Marketing in Kenya
7. Viability of Investment Diversification in Africa's Stock Markets.
8. Assessing the Impact of Digital Transformation on the Organizational Outcomes of Select Listed Corporations in Kenya.

ROOM 5

Strategic Recovery & Sustainability

Moderator: Dr. Mary Ragui

Rapporteur: Dr. Patricia Kung'u

Presenters

1. **Fedinard Mumo Ngumbi & Peter Philip Wambua:** An Academic Paper on Strategic Change Management and Economic Recovery.
2. **Asiema, Dorothy Andesia & David Nzuki:** Project Management Considerations and Performance of Small and Medium-Sized Enterprises in Nairobi City County, Kenya.
3. **Alice Manyange Abuki & Anne Wambui Muchemi:** Knowledge Management and Performance of Private Health Facilities in Kisii County: An Imperative for Strategic Sustainability in Kenya's Private Healthcare System.
4. **Benjamin Niyonsaba, Adeola Adenikinju & Mutuma Ntoiti :** Rotating and Accumulating Savings and Credit Associations: An Effective Tool for Enhancing the Women Entrepreneurship. A Theoretical Review.
5. **Gilbert K. Bett & Jane Wanjira:** Operations Strategies and Competitive Advantage of African Airlines: A Case of Kenya Airways.
6. Examining the integration of Corporate Sustainability into Strategic Management: A Literature Review.
7. Dynamic Capabilities and Customer Satisfaction in Stock Investment Firms, Nairobi City County, Kenya.

ROOM 6

Embracing Integrated Reporting for Transparency & Accountability

Moderator: Fredrick Warui

Rapporteur: Dr. Mark Suva

Presenters

1. **Job Omagwa & George Omondi:** The Fuel Crisis in Kenya: how the Country's Subsidy System Works.
2. **Ruth W. Mathina, Ambrose Jagongo & Lucy Wamugo:** Basel Accord Requirements and Financial Performance of Commercial Banks in Kenya.
3. **Ileri Lilian Mukami & Lucy Wamugo Mwangi:** Premium Growth and Financial Performance of Insurance Companies in Kenya.
4. **Ngugi Rahab Wanjiku, Muchemi Ann W & Maina Samuel:** Quality Improvement Strategy and Performance of Selected Telecommunication Application Service Firms in Kenya.
5. **Robinson Changaya Kweyu, Job Omagwa & Farida Abdul:** Capital Adequacy and Financial Stability of Microfinance Banks in Kenya: A Panel Regression Analysis.
6. **Sammy Machoka Oira, Job Omagwa, & Farida Abdul:** The Relationship between Mergers and Acquisition Synergies and Financial Performance of Insurance Firms: A Conceptual and Empirical Review.
7. **Linnet Nkonge & John Mungai:** Credit Risk Management Practices and Financial Performance of Deposit Taking Savings and Credit Cooperative Societies in Tharaka Nithi County, Kenya.
8. Innovation Strategies and Entrepreneurial Performance of Selected Small and Medium Enterprises in Nakuru East Town Sub-County, Kenya.
9. Equity Investments and Financial Performance of Collective Investment Schemes in Kenya.

ROOM 7

Technology Use & Supply Chain

Moderator: Dr. Peris Chege

Rapporteur: Dr. Laura Gakii

Presenters

1. **Hannah Orwa Bula & Peter Philip Wambua:** Effect of E-Human Resource Planning System on Performance of Chartered Universities in Kenya.
2. **Kiring'a Simiyu Edward, Fredrick W. S. Ndede & Argan O. Wekesa:** Relationship Lending and Access to Financial Services by Small and Medium Enterprises in Kenya.
3. **Ngethe S.N, Tumuti J & Musa M. W.:** Antecedents of Information Communication Technology Adoption in Selected Technical and Vocational Education and Training Institutions in Kiambu County, Kenya.
4. **Salome Wanjohi & Rosemary James:** Critical Success Factors in the Performance of Health Care Projects by United Nations High Commissioner For Refugees in Nairobi City County, Kenya.
5. **Mulei, Joseph Nthenge & David M. Nzuki:** Information Systems Implementation and Performance of Floricultural Firms in Nairobi Metropolitan, Kenya.

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| | <ol style="list-style-type: none">6. King'ori Mwangi Peter & Lucy Ngugi: Stakeholders' Participation and Performance of Medical Managed Equipment's Services Project in Nairobi County, Kenya.7. L.W Chesoli & David M. Nzuki: Electronic Procurement System Dynamics and Adoption in Bungoma County, Kenya.8. Enterprise Resource Planning Systems Considerations on the Performance of Commercial Banks in Meru County, Kenya |
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IBRIC2022



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