



**DR. JUSTUS M. MUNYOKI**  
*(BSc.(Agric);MBA,CPS(K), PhD, MKIM, FMSK*  
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**CURRICULUM VITAE**

**About Myself**

A result oriented citizen always focused on better performance and achievement of individual and organizational goals within set time limits

**Core Values:** Integrity, honesty, respect, hard work, team spirit

**Current Position :** Senior Lecturer and Chairman, Dept of Business Administration, School of Business, University of Nairobi.

**Strengths:** Very strong interpersonal skills, A team player, Strong analytical skills, Self driven

**Weakness :** A bit impatient with delayed results

**Key Qualifications:**

Dr Munyoki is an experienced Marketing Strategist, with over 10 years postgraduate research and consultancy experience, and has supervised research works in all areas of the marketing mix. He has special interests in Brand Management, Technology Transfer and Innovations management.

**Research Interests**

His current research interests are in Innovations management, Influence of social media on organizational performance and University – Industry linkages

**A Personal Details**

I am a Kenyan born in 1964, Married with children. I am a Christian (Catholic) by faith

**B Academic Qualifications**

2002 -2007	University of Nairobi, Doctor of Philosophy degree (PhD) in Marketing
1995 – 1997	University of Nairobi, Master of Business and Administration (MBA).
1994 – 2002	Kenya Accountants and Secretaries National Examination Board. CPS (K)
1987 – 1990	University of Nairobi BSc. (Agri.), 2 <sup>nd</sup> Class, Upper Division
1985 – 1986	Thika High school, KACE, 3 Principals
1981 – 1984	St Joseph’s Seminary, Mwingi KCE: Div. 1, 14 Points.
1974 – 1980	Kasyala Primary School CPE: 35 Points

**C. Professional Experience**

Nov. 1991 – Dec 2003	Worked as an Administrator at the University of Nairobi, rising through the ranks from Administrative Assistant, to Assistant Registrar, at the College of Education and External Studies, (1994 – 2003), and later at the School of Computing and Informatics,
July 1999 - Dec 2002	Administrator, PGD- STI programme, Faculty of Medicine/Faculty of External Studies, UoN
Jan 1998 – Dec. 2003	Part time Lecturer, Department of Business Studies and Economics, Department of Educational Studies; and Department of Extra Mural Studies
January 2004 – July 2005	Lecturer, Department of Business Studies and Economics University of Nairobi.
July 2005 – Nov 2011	Lecturer, Department of Business Administration, School of Business, University of Nairobi.
Nov 2011 - Present	Senior Lecturer, Department of Business Administration, School of Business, University of Nairobi.

**Courses Taught:** Various undergraduate, Masters as well as Phd Courses in Marketing and Management, including ; Introduction to Business, Principles of Management, Principles of Marketing, Marketing Strategy and plans, Strategic Marketing, Industrial marketing, Marketing Management, , Marketing Research, Brand Management, and Marketing theory,

<b>D. Responsibilities</b>	
1992 – 1995	CEES Coordinator, University Show Committee.
2001 – 2003	Secretary, CEES, ASK Show Committee
Feb 2008 to Present	Chairman, Department of Business Administration, UoN

<b>E. Community Service</b>	
March 2009 to March 2012	Chairman, BOG, Muthale Girls Sec School, Kitui
Feb 2009 to March 2012	Member, BOG, Usiani Sec School, Kitui
Feb 2009 to the present	Member, Management Committee, St Joseph's Seminary, Mwingi
May 2008 to the present	Member, BOG, St Paul's Sec School, Kitui
January 2011 to the present	Member Management Board, St Mary's secondary School, Kitui

<b>F. Professional Membership</b>	
	<b>Full Member, Kenya Institute of Management</b>
	<b>Full Member, Marketing Society of Kenya</b>

<b>G Seminars/Conferences attended</b>	
<b>2004 – 2009</b>	Attended and participated in numerous Writers Workshops on diverse dates to prepare study materials for the BCom Distance Learning Programme, during which I completed 2 study units
<b>3<sup>rd</sup> -8<sup>th</sup> June 2007</b>	Attended a workshop on Preparation of Market profiles, held at Pan Afric Hotel, Nairobi, sponsored by International Trade Center and UNCTAD
<b>16<sup>th</sup> -17<sup>th</sup> July, 2009</b>	Attended the 5th Operations Research of Eastern Africa (ORSEA) International Conference, White Sands Hotel, Da es Salaam, Tanzania.
<b>1st -13<sup>th</sup> November 2009</b>	Attended a African Leadership Programme (ALP) Training at the Gorgon Institute of Business Science, University of Pretoria, South Africa
<b>6<sup>th</sup> -7<sup>th</sup> May 2010</b>	Attended the 12th International Conference on African Entrepreneurship and Small Business Development (ICAESB), Zanzibar Beach Resort, Zanzibar
<b>25<sup>th</sup> -27<sup>th</sup> August, 2010.</b>	Attended the 1st African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya.
<b>14<sup>TH</sup> -15<sup>TH</sup> October, 2010</b>	. Attended the 6th Operations Research of Eastern Africa (ORSEA)

International Conference, Hotel Africana, Kampala

**25<sup>th</sup> -26<sup>th</sup> August, 2011.** Attended the 2nd African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya.

**13<sup>TH</sup> -14<sup>TH</sup> October, 2011 .** Attended the 7th Operations Research of Eastern Africa (ORSEA) International Conference at the KICC, Nairobi, Kenya

**12<sup>th</sup> - 13<sup>th</sup> July, 2012.** Attended the 3<sup>rd</sup> African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya.

**25<sup>TH</sup> -26<sup>TH</sup> October, 2012 .** Attended the 8th Operations Research of Eastern Africa (ORSEA) International Conference at Kunduchi Beach Hotel, Dar es Salaam, Tanzania

**11<sup>th</sup> - 12<sup>th</sup> July, 2013.** Attended the 4th African International Business and Management (AIBUMA) Conference at the School of Business, University of , Nairobi, Kenya.

**16<sup>TH</sup> -17<sup>TH</sup> October, 2013 .** Attended the 9th Operations Research of Eastern Africa (ORSEA) International Conference at Imperial Hotel, Entebbe , Uganda

#### **G Research/Seminar Papers**

**Munyoki, J.M. (1993).** Induction and Orientation at the College Level:

The case of the College of Education and External Studies, University OF Nairobi. Paper presented during an FKE/ILO sponsored course, Eldoret, Kenya, Aug. 1993.

**Munyoki, J.M. (1997)** Analysis of the Factors affecting Pricing Strategies

of Selected Consumer Goods in the Retail Market: A case study of Supermarkets in Nairobi: Kenya, "Unpublished MBA thesis".

**Munyoki, J.M. (2003)** New Product Development Process: A Literature Review. An

Independent Study paper submitted in partial fulfilment of the requirements of the Ph.D degree of the University of Nairobi.

**Munyoki, J.M., Kibera, F.N and Ogutu, M. (2009):** Effect of Demographic Characteristics on the relationship between Technology transfer and organizational performance: A study of medium and large manufacturing firms in selected industries in Kenya. Paper Presented during the 5th Operations Research of Eastern Africa International Conference, White Sands Hotel, Da es Salaam, Tanzania. **16<sup>th</sup> -17<sup>th</sup> July, 2009**

**Munyoki, J.M., Kibera, F.N and Ogutu, M. (2010):** The Influence Of Technology Transfer On Organizational Performance: A Study Of Medium And Large Manufacturing Firms In Selected Industries In Kenya. Paper presented during the 12th International Conference on African Entrepreneurship and Small Business Development (ICAESB), Zanzibar Beach Resort, Zanzibar, **6<sup>th</sup> -7<sup>th</sup> May 2010**

**Munyoki, J.M., Kibera, F.N and Ogutu, M. (2010):** Extent To Which University- Industry Linkage Exists In Kenya: A Study Of Medium And Large Manufacturing Firms In Selected Industries In Kenya. Paper presented during the 1st African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. **25<sup>th</sup> -27<sup>th</sup> August, 2010**

**Munyoki, J.M., Ouma, K. A (2010):** An Investigation into the marketing Strategies used by

Commercial Banks in managing Service Breakdown among SME customers: Some experience in Kenya. Paper presented during the 1st African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 25<sup>th</sup> -27<sup>th</sup> August, 2010

**Munyoki, J.M., Mutua, E.M. (2010):** Customer Perception On M-Pesa Services: A Case Study of Kitengela And Athi River Townships In Kenya. Paper Presented during the 6th Operations Research of Eastern Africa (ORSEA) International Conference, Hotel Africana, Kampala, 14<sup>TH</sup> -15<sup>TH</sup> October, 2010

**Munyoki, J.M., Odudoh J (2011):** Determination Of Product Positioning Strategies Adopted By Tour Companies In The Promotion Of Domestic Tourism In Kenya. Paper Presented during 2nd African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 25<sup>th</sup> - 26<sup>th</sup> August, 2011

**Munyoki, J.M., Nduta, Eva (2011):** Challenges Of E-Banking Adoption Among The Commercial Banks In Kenya . Paper Presented during the 7th Operations Research of Eastern Africa (ORSEA) International Conference at the KICC, Nairobi, Kenya. 13<sup>th</sup> -14<sup>th</sup> October 2011

**Munyoki, J.M., Asiabugwa M.A. (2012):** E-commerce strategy and performance of commercial banks in Kenya. Paper presented during the 3<sup>rd</sup> African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 12<sup>th</sup> -13<sup>th</sup> August, 2012

**Munyoki, J.M., Kilika J. M. Ogutu M. K'Obonyo (2012):** Towards Understanding the Design of Human Resource Development Infrastructures for Knowledge Intensive Organizations: Empirical Evidence from Universities in Kenya. Paper presented during the 3<sup>rd</sup> African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 12<sup>th</sup> -13<sup>th</sup> August, 2012

**Munyoki, J.M., Chepkwony, K.S. (2012):** A survey of the factors influencing consumers' choice of edible oils in Buriburu Area, Nairobi. Paper Presented during the 8th Operations Research of Eastern Africa (ORSEA) International Conference, Kunduchi Beach Hotel, Dar es Salaam, 25<sup>TH</sup> -27<sup>TH</sup> October, 2012

**Munyoki J.M and and Maseki C. (2013),** Knowledge management and performance of commercial banks in Kenya. Paper presented during the 4<sup>th</sup> African International Business and Management (AIBUMA) Conference at the School of Business, University of Nairobi, Nairobi, Kenya. 11<sup>th</sup> -12<sup>th</sup> July, 2013

**Munyoki J.M and and Ong'olo P.B (2013) :** Relationship Between Corporate Social Responsibility Practices And Market Share Among Supermarkets In Kisumu Town. . Paper presented during the 9th Operations Research of Eastern Africa (ORSEA), nternational Conference at Imperial Hotel, Entebbe , Uganda, 16<sup>TH</sup> -17<sup>TH</sup> October, 2013

**Munyoki J.M and and MulwaA.S (2014):** Perceived role of marketing as a determinant of growth among micro, small and medium enterprises in Kenya: A study of Micro Small and Medium Enterprises in Mavoko, Machakos, County, Kenya; *Paper presented during the 14th International Conference on Africa Entrepreneurship and Small Business development (ICAESB) University of Dar es Salaam, White Sands Hotel, Dar es Salaam , Tanzania; 29<sup>th</sup> – 30<sup>th</sup> May 2014*

## **H**      **Publications**

### **H.1**   *Articles*

**Munyoki, J.M.(1999);** *Consumer Challenges in the 21<sup>st</sup> century, Professional Management. ICPSK Journal. March 1999.*

**Munyoki, J.M., Kibera, F.N and Ogutu, M. (2011):** *The Influence Of Technology Transfer On Organizational Performance: A Study Of Medium And Large Manufacturing Firms In Selected Industries In Kenya. ICAESB Journal, Dar Es Salaam*

**Munyoki, J.M., Kibera, F.N and Ogutu, M. (2011):** *Extent To Which University- Industry Linkage Exists In Kenya: A Study Of Medium And Large Manufacturing Firms In Selected Industries In Kenya. Business Administration and Management Vol 1(4), pp 163 -169, 13*

**Munyoki, J.M., Mutua, E.M. (2011):** *A study of customer Perception On M-Pesa Services provided by small and medium businesses in Kitengela And Athi River Townships In Kenya. Business Administration and Management Vol 1(4), pp 137 -143, 13.*

**Munyoki, J.M., Mutua, E.M. (2011):** *A study of customer Perception On M-Pesa Services provided by small and medium businesses in Kitengela And Athi River Townships In Kenya. Business Administration and Management Vol 1(4), pp 137 -143, 13*

**Munyoki, J.M., Kibera, F.N and Ogutu, M. (2011):** *Effect of Demographic Characteristics on the relationship between Technology transfer and organizational performance: A study of medium and large manufacturing firms in selected industries in Kenya. Business Administration and Management Vol 1 (6) pp 179-186*

**Munyoki J.M and Maingi J. M (2011) :** *The extent to which service mix elements have been applied by industrial service firm in Nairobi, Kenya . Business Administration and Management Vol 1 (6) pp 187-193*

**Munyoki, J.M., Kirigo W. R. (2011,** *Factors That Influence Consumer Preference Of Television Stations By Public Primary School Teachers In Langata Division, Nairobi DBA Africa Management Review Vol 1 (1), pp 79 -92*

**Munyoki, J.M., Kabagambe , L. B. and Ogutu, M. (2012):** *The Effect of Export Marketing Strategy on the Relationship between Firm Competencies and Export Performance of Small and Medium Manufacturing Exporters in Uganda . DBA Africa Management Review Vol 2 (1), pp 16-32*

**Munyoki, J.M., Kabagambe , L. B. and Ogutu, M. (2012):** *Firm competencies and export Performance: A study of small and medium manufacturing Exporters in Uganda.. European Scientific Journal Vol 8 (12) pp 29-48*

**Munyoki, J.M., Kilika, J.M, K'Obonyo, P., Ogutu, M. (2012):** *Towards understanding the design of Human Resource Development infrastructure for knowledge intensive organizations: Empirical evidence from Universities in Kenya. International . DBA Africa Management Review Vol 2 (2), pp 116-144*

**Munyoki, J.M., Chepkwony, K.S. (2013):** *A survey factors influencing consumers'choice of edible oils in Buriburu Area, .Nairobi, Kenya. Operations Research of Eastern Africa (ORSEA) Journal Vol. 3 Issue 1 March 2013*

**Munyoki, J.M., Asiabugwa M.A. (2013):** *E-commerce strategy and performance of commercial banks in Kenya. African International Business and Management (AIBUMA) Journal*

**Munyoki, J.M., Kilika, J.M, K'Obonyo, P., Ogotu, M. (2013):** *Human Resource development drivers for University- Industry collaboration: Empirical evidence from Universities in Kenya. International Journal of Education and research . Vol 1 No 4, April 2013 pp 81 -98*

**Munyoki, J.M., Jane W. Kinyua-Njuguna, F.N. Kibera, (2014):** *Influence of Internal Organizational environment on Performance of Community-Based Hiv And Aids Organizations In Nairobi County. European Scientific Journal Vol 10 (11)*

**Munyoki, J.M., F.N. Kibera, Kabare, Ndungu (2014):** *The Mediation Effect of Customer Perception on the Relationship Between Quality Drivers and Customer Satisfaction in Large Maize Flour Mills in Nairobi, Kenya; DBA Africa Management Review Vol 4 (1), pp 17 -34*

## **H.2 Books**

**Munyoki J.M (2011)** *Quantitative Methods. A first course. Downtown Publishers and Printers, Nairobi*

**Munyoki, J.M. (2011).** *Marketing Management: Theory and Practice. Downtown Publishers and printers, Nairobi*

**Munyoki, J.M. and Mulwa A.S (2011).** *Social Science Research: A Hand Book. Downtown Publishers and printers, Nairobi*

## **H.3 Student Manuals**

**Munyoki, J.M., Gathugu, J. and Monayo, K. (2006);** *Introduction to Business: A Distance learning student Manual awaiting publication by the Centre for Open and Distance Learning, UON*

**Munyoki, J.M.(2009);***Industrial Marketing. A student study manual prepared for the Centre of Open and Distance Learning (CODL) programmes, University of Nairobi. Awaiting publication*

**Munyoki, J.M.(2009);***Marketing Strategy and Plans. A student study manual prepared for the Centre of Open and Distance Learning (CODL) programmes, University of Nairobi. Awaiting publication*

## **Consultancy works**

**April 2011:** Facilitated customer care training for secretarial staff, College of Architecture and Engineering, University of Nairobi

**June 2011:** Facilitated customer care training for Students Welfare Authority (SWA) staff, University of Nairobi

**June 2011 :**Facilitated team building training Students Welfare Authority (SWA) staff, University of

Nairobi

**July 2011:** Facilitated training of Marketing managers in the Seed Marketing program, College of Agriculture and Veterinary Sciences

**2<sup>ND</sup> To 3<sup>rd</sup> August 2011:** Facilitated customer care training for secretarial staff, Catholic Diocese of Kitui

**June 2012:** Facilitated customer care training for Students Welfare Authority (SWA) staff, University of Nairobi

**June 2012 :**Facilitated team building training Students Welfare Authority (SWA) staff, University of Nairobi

**April 2012:** Team leader, Development of a Branding and Marketing Strategy for the University of Nairobi

**July 2012:** Facilitated training of Marketing managers in the Seed Marketing program, College of Agriculture and Veterinary Sciences

**July 2013:** Facilitated training of Marketing managers in the Seed Marketing program, College of Agriculture and Veterinary Sciences

**May – Jul 2014,** Lead consultant , Market feasibility study for China Huadian Corporation, of China

### **Current Research Interests**

Influence of technology on marketing practices, Product Development and University – Industry linkages

### **I. Area of specialisation**

**Strategic Marketing Management**



## J. MBA Projects supervised

Students supervised in 2013			
1	Nicodemus G. Nyandoro	D61/70440/2007	Strategic Alignment and competitive advantage of major beverage soft drink firms in Kenya
2	Kevin A. Moturi	D61/71923/2008	Talent management as a source of competitive advantage for Kenya Data Networks Ltd
3	Muthengi Boniface	D61/70026/2008	Factors influencing the competitiveness of Commercial Banks in Kenya
4	Samuel W. Ngunjiri	D61/60085/2010	Brand Personality and Market Penetration Among Insurance Companies in Kenya
5	Anthony Macharia	D61/8303/2006	Influence of marketing strategies on performance of Real Estate Business in Nairobi, Kenya
6	Matheka Charles Mulwa	D61/P/8415/2003	Determination of the Extent to Which Marketing Concept has been Applied by Certification Bodies in Kenya
7	Nyariki Ruth Nyanchoka	D61/68854/2011	Strategic Management Practices as a Competitive Tool in Enhancing Performance of Small and Medium Enterprises in Kenya
8	Sirengo Linda Nakami	D61/767041/2011	Globalization Strategy and Performance of Pharmaceutical Industry in Kenya
9	Sabwa Fred Chunguli	D61/72393/2008	Distribution Strategies as a Source of Competitiveness in the Logistics Firms in Nairobi, Kenya
10	Samson Moriaso Tiampati	D61/70614/2008	Influence of Strategy Positioning on Organizational Performance among sugar companies

<b>PhD Theses supervised in 2012</b>			
	Student	Co-supervisor	Thesis Title
1	Kabagambe , Levi. B	Prof Martin Ogutu	The effect of selected firm factors on export performance of SMEs manufacturing exporters in Uganda
2	James Kilika	Prof Peter K'Obonyo, Prof Martin Ogutu	Institutional Context, collaboration, human Resource development infrastructure and the performance of Universities in Kenya
<b>PhD Theses supervised in 2013</b>			
3	Edward Otieno	Prof Francis Kibera	The influence of Service quality and corporaste image on customer satisfaction among university students in kenya-
4	Mary Osoro	Prof Peter K'Obonyo, Prof Martin Ogutu	Itangible Assets, firm characteristics, competitive strategy and performance of companies listed at the Nairobi  Securities exchange
5	Winy Njeru	Prof Francis Kibera	Market orientation, marketing practices, firm characteristics , external environment and performance of tour firms in Kenya
6	Jane Njuguna	Prof Francis Kibera	Strategic Social marekting, Operating Environment and Performance of Community based HIV and AIDS organizations in Nairobi County, Kenya
7	Ndungu Kabare	Prof Francis Kibera	Qwuality drivers, Managerial focus, customer perception and satisfaction in large maize flour millars in nairobi, kenya

**Referees**

- 1       **Prof. Francis N Kibera**  
**School of Business**  
**P.O.Box 30197**  
**NAIROBI.**
  
2.       **Dr .Stephen N Nzuve**  
**Dean, School of Business**  
**P.O.Box 30197**  
**NAIROBI.**

*Dated July 2014*