



**CURRICULUM VITAE
OF
PROFESSOR MARY WANJIRU KINOTI**

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CURRICULUM VITAE

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Nairobi, Kenya

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KEY QUALIFICATIONS

- Certified applied Axiologist and Trimetric HDTM Analyst
- Holder of PhD in Business Administration
- Master of Business Administration in Marketing
- Bachelor of Commerce in Applied Economics and Finance
- Lecturer in Strategic Sales and Marketing, School of Business, University of Nairobi
- Lecturer marketing for Micro, Small and Medium Enterprises (MSMEs) and Green Marketing Management
- Coordinator branding and conferencing school of business, university of Nairobi
- Coordinator B Com Program, School of Business, University of Nairobi
- Coordinator Management Research Paper, Department of Business Administration
- Member, Marketing Society of Kenya

EDUCATION

May 2019 : Certified Applied Axiologist and Trimetric HDTM Analyst

- December 2012 : Doctor of Philosophy in Business Administration
University of Nairobi, Kenya:
Thesis Title: *Green Marketing Practices, Corporate Image, Organization Characteristics and Performance of ISO 9000 and 14000 Certified Organizations in Kenya*
- 1999 – 2003 : Completed PhD. Course work,
University of Nairobi
- 1992 – 1990 : MBA (Marketing) First Class
Pt. Jawaharlal Nehru Institute of Business Management
VIKRAM University (M.P), India
- 1987- 1990 : BCom. First Class,
Bhopal School of Social Sciences
Barkatullah University, Bhopal, India
- 1985 – 1986 : "A" Level:
Muthambi Girls School, Meru
- 1981 – 1984 : "O" Level Second Division,
Kangaru, School, Embu

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

- Member, Academy of International Business(AIB), Michigan State University
- Member, Marketing Society of Kenya

EMPLOYMENT RECORD

- 2020 to Date : Director,
Intellectual Property Management Office, University of
Nairobi
- 2017 to Date : Associate Professor of Marketing Management &
Branding, Green Marketing, Marketing for SMEs, Strategic
Sales Management, Customer Care & Experience

Department of Business Administration
School of Business, University of Nairobi

- 2013 to 2017 : Senior Lecturer of Marketing, Green Marketing,
Marketing for SMEs, Strategic Sales Management and
Customer Care
Department of Business Administration
School of Business, University of Nairobi
- 1996 – 2013 : Lecturer
Department of Business Administration
School of Business, University of Nairobi
- 1994 – 1996 : Assistant Lecturer
Department of Agricultural Economics & Business
Management, Egerton University
- 1992 – 1994 : Training Consultant
Kenya Institute of Management (KIM)
Entrepreneurship Development (EDD)

LEADERSHIP POSITIONS

- 2019 to date : Member Succession policy and mentorship committee
- 2017 to date : Member, Graduate Business School Establishment Senate
Committee
- 2017 to date : Member, Marketing & Branding Policy Committee
- 2016 to date : Member, Strategic Plan 2018-2023 Committee
- 2016 to 2017 : Member, Short-term Implementation Plan Committee
2016/2017;2017/2018
- 2015 to date : Associate Dean, Graduate Business Studies School of
Business, University of Nairobi

- 2015 to date : Member of Senate, University of Nairobi
- 2015 to date : Member of the committee of German African University Partnership (GAUP)
- 2014 to 2015 : Coordinator, Branding and Conferencing, School of Business, University of Nairobi
- 2014 to 2015 : Chair Person AIBUMA International Annual Conference School of Business, University of Nairobi
- 2014 to date : Chair Person School of Business Welfare Association (SOBWA) School of Business, University of Nairobi
- 2014 to date : Business Research Center (BRC) Project Organizing Committee Member, School of Business, University of Nairobi
- 2014- to date : Executive Development Programme Organizing Committee Member
- 2014 to date : DBA Review journal conference organizing committee Member in charge of publicity
- 2014 to date : Reviewer Department of Business Administration (DBA) Journal, School of Business, University of Nairobi
- 2014 to date : Reviewer Academy of International Business Sub-Saharan Africa (AIB-SSA) conference papers
- 2014 to date : Member of Editorial Board African International Business Management Journal (AIBUMA) Peer Reviewed Journal of School of Business, University of Nairobi
- 2012 – 2014 : B. Com Coordinator, School of Business, University of Nairobi

- 2010 to date : African International Business Management Conference Organizing Committee (AIBUMA), In-Charge of Publicity
- 2007 to date : Department of Business Administration
Undergraduate Management Research Paper Coordinator
- 2010 to date : Chaired Tender Evaluation Committees for Several Customers, Employee's Satisfaction, Work Environment and Corruption Index Baseline Surveys Evaluation for University of Nairobi
- 2010 to date : Committee Member for Curriculum and New Programme Development, Department of Business Administration, School of Business
- 2012 to date : Committee Member Department of Business Administration, Restructuring and Strategy Committee
- 2005- 2012 : Member Student Academic Advisor, Undergraduate Committee
- 2005-2012 : Chief examination officer, Department of Business Administration

PHD THESIS SUPERVISED

2018. Maore Kirimi : Brand Management Practices, Corporate Image, Customer Characteristics and Customer Satisfaction among Universities in Kenya
2017. Rachel Macharia: Perceived Green Marketing Practices, Organizational Demographics, Customer Perception and Satisfaction in the Soft Drink Industry in Nairobi County.
2016. Jeremiah Kagwe: Managerial Attributes, Employees Trust of Managers and Performance of Licensed Deposit Taking Savings and Credit Cooperative Societies in Nairobi City County Kenya

2016. Isaac M. Nkari: Branding Practices for Fresh Fruits and Vegetables, Farmer Characteristics, Operating Environment and Performance of Commercial Farmers in Kiambu County

PHD INDEPENDENT PAPER SUPERVISED

2017. Awinyo S. Adhiambo: Private Label Branding, Customer Retention, Manufacturer Brand Loyalty and Retail Chain Performance in Kenya

2014. Mwangi P. Muturi: Service Recovery, Customer Satisfaction, Corporate Image and Organization Performance: A Critical Review of Literature

2014. Thiongo S. Mungai: The Influence of Marketing Channels Behavioural Processes on Market Entry Strategies and Organizational Performance by Multinational Companies

2014. Olga Adede: E-Marketing, Corporate Culture and Organization Performance

2014. Daniel Mulinge: Bottom of the Pyramid Marketing Strategies, Consumer Perception and Positioning

POSTGRADUATE THESES SUPERVISION AND EXAMINATIONS

I have supervised over 150 MSc. and MBA projects and undergraduate research papers and some of them are as listed here below:

MSc. PROJECTS

2018	Jahazi David Mwangi	Effect of Entrepreneurship Training on Entrepreneurial Behavior of Youth Graduates from Vocational Training Centres in Nyeri ,County
2018	Onyoni Immaculate Bosibori	Effect of Branding Practices on Customer Loyalty in Large Beauty Salons in Nairobi County Kenya

2018	Mwangi Simon G	Influence of Relationship Marketing on Consumer Behavior of Premier Account Holders of Commercial Banks in Kenya
2018	Karleen Wangare Wamaitha	Sales Management Practices and Performance of Pharmaceutical Manufacturing Firms in Nairobi, Kenya
2017	Michael Busieka Milimu	Marketing Strategies and Growth of Small Scale Restaurants in Kakamega County, Kenya
2017	Ronald Jumbale Kitti	The Effect of Family Business Governance Practices on Small Business Continuity after the Death of the Founder: Case of Small and Medium Manufacturing Enterprises in Nairobi County, Kenya
2017	Olinjo Samuel Imbambi	Consumer Buying Behaviour and Adoption of Green Products in Large Supermarkets in Nairobi City Kenya
2017	John Bett Kipkirui	The Effect of Innovation Strategies on Market Share of Small Scale Tea Packers in Kenya
2017	Molo Martin	Innovation strategies and business performance of foreign owned firms entering Kenyan market in the oil industry, A case study of Golden Africa, Kenya Ltd.
2017	Lucy Nyambura Maina	The Effect of Corporate Social Entrepreneurship practices on the performance of Commercial Banks in Nairobi, Kenya.
2017	Terry Njagi	Relationship marketing strategies and customer loyalty of selected large beauty salons in Nairobi County, Kenya.
2016	Cherotich P. Valentine	Effect of Social Media Marketing Strategy on the Performance of Women Owned Micro and Small Enterprises in Kasarani Division, Nairobi County, Kenya
2016	Lokuno Dickson Samal	Electronic Commerce and Business Growth of Small and Medium Textile Enterprises in Nairobi
2016	Rotich Emmaculate Cheptoo	Effects of Marketing Intelligence on Sales Performance of Bancassurance among Financial Institutions in Kenya
2016	Chebii Cynthia Nasike	The Effects of Social Entrepreneurship Practices of Micro Financial Institutions on Poverty Reduction in Eldoret, Kenya
2015	Simon Mugo Mwangi	Marketing strategies and performance of private hospitals in Nairobi County

2015	Ndombi Bernard Tavasi	Factors Influencing the Rate of Adoption of Airtel Money in Kenya
2015	Njagi Christopher Gitonga	The Marketing Research Practices and Performance of Fast Moving Consumer Goods Manufacturers in Kenya
2015	Kariithi Rose Wanjugu	The Influence of Marketing Strategies on Growth of Small and Medium Business in Air Travel Agencies in Nairobi County in Kenya
2015	Kariithi Rose Wanjugu	The Influence of Marketing Strategies on Growth of Small and Medium Business in Air Travel Agencies in Nairobi County in Kenya
2015	Daniel Ochieng Obiero	Factors influencing Entrepreneurship among University students in Kisumu Campus
2014	Waithaka Lina Wangari	Influence of Customer Retention Strategies on Performance of Insurance Companies in Nairobi, Kenya
2014	Gichuhi Njeri	A Competitive Study on Market Segment Characteristics that Influence Adoption of Green Products: A Case of Runda and Nairobi Dam Estates
2014	Onyango Polycarp Otieno	Influence of Mentorship in the Creation and Maintenance of New Ventures in the Energy Sector in Kenya
2014	Ndiwa Herbert Kipkemoi	The Effect of Innovation and Technology Management Practices on Business Survival in the Motor Vehicle Industry in Kenya
2014	Bundi Joseph Nicholas	Consumer Perception and the Rate of New Product Adoption in Commercial Banks in Kenya
2018	Lucy Mutheu	Effects of Modern Technology on Performance of Taxi Businesses in Nairobi City County, Kenya
2018	James Mutethia	Organization Culture and Strategy Implementation at Kenya Power.
2018	Okara Lous Akhwale	Effects of sale Person's Traits and Skills On Sales Performance of Fast-Moving Consumers Goods Multinational Manufactures in Nairobi Kenya.
2018	Maureen Wangechi	The Effects of Corporate Governance Practices on Strategy Implementation in Deposit Taking Saccos in Nairobi City County, Kenya.
2018	Vivian Ongaro	Influence of Digital Marketing Strategies on Quality of Government Services in the Ministry of Planning and Devolution

2018	Nzuve Beatrice Mwende	The Influence of Customer Experience on Consumer Preference of Large Supermarkets in Nairobi
2018	Muthinji Paul Waruingi	Strategic Partnership Practices and Performance of Safaricom PLC Kenya
2018	Lenah Rotich	Effect of Market Entry Strategies of Foreign Retailers on Market Share of Large Local Supermarkets in Nairobi, Kenya
2018	Kinyanjui Cecilia N	Strategic Management Practices and Competitive Advantage of International Hotels in Nairobi City, Kenya
2018	Jackson Mesocho	Effect of Trade Facilitation Strategies on Intra-Africa Trade: The Case of Government Ministries in Kenya
2017	Rachel Ningala Sanga	The influence of social cultural environment on advertising campaign by multinational companies operational in Kenya.
2017	Gitonga Danson kamau	Effects of integrated marketing communication strategies on student's enrollment in the school of business, university of Nairobi.
2017	Marianne Murugi Kariuki	The influence of marketing strategies on growth of microfinance institutions in Kenya.
2017	Hudson Kamau Njihia	Strategic management practices and credit performance of micro financial institutions in Kenya.
2017	Rosemary Akinyi	The Influence of celebrity endorsement on customers purchasing decisions of fast moving consumer goods among low and middle social class in Nairobi county Kenya.
2017	Hannon Samuel Kosgey	Green energy strategies and United Nations Sustainable Development Goal on affordable clean energy at Kenya electricity generating company limited.

MBA PROJECTS

2017		The effects dynamic capacities on organizational competitive advantage: A case of Uber taxi Kenya.
2017	Christine Atieno Onyango	Competitive Strategies and Performance of Multinational Fast Moving Consumer Goods Manufacturers in Nairobi, Kenya
2017	Salima Waruiru Kibathi	Islamic Banking Strategy and Structure of Islamic Commercial Banks in Kenya
2017	Eunice Norma Akoth Ouko	The Influence of Business Environment on Strategies Adopted by International Audit Firms in Kenya

2017	Catherine Mutia	Effects of Integrated Marketing Communication Strategies on Attraction of Generation Y Customers in Commercial Banks, Kenya
2017	Washington Jeconia Okungu	Top Management Team Characteristics and Strategy Implementation in Nairobi County, Kenya
2017	Ben Lusigi Kilima	E-Commerce Marketing Strategies Adopted by Social Enterprises and Customer Retention at the Bottom of the Pyramid in Nairobi County, Kenya
2017	Emily Kithinji	Effects of Digital Banking Strategy on Financial Inclusion Among Commercial Banks in Kenya
2017	Francis Collins Ominde	Effects of Globalization Strategies on Company Financial Performance of Kenyan Companies in COMESA Region
2016	Maina Naftaly Muchiri	The Effectiveness of Marketing Mix Strategies on Performance of Kenol Kobil Limited
2016	Masinde Anthony Barasa	Challenges of Implementing Turnaround Strategies at Kenya Railways Corporation
2016	Ombongi Wilda Kemunto	The Influence of Political Marketing Strategies on the Performance of Kenya as a Tourist Destination
2016	Sheila J. Arusei	Factors Influencing Brand Loyalty Among Mobile Service Subscribers in Eldoret Sub - County, Kenya
2016	Cheserem Eva Jelagat	The Influence of Marketing Mix Strategies on Customer Loyalty in Fast Food Restaurants in Nairobi, Kenya
2016	Mboto Mercy Bonareri	Strategic Planning Practices and Market Leadership at Safaricom Limited
2016	Maina Naftaly Muchiri	The Effectiveness of Marketing mix Strategies on Performance of Kenol ,Limited
2016	Kiamba Michael Kilungu	Sales Force Motivation Programs and Performance of Distributors of East African Breweries Limited in Mount Kenya region
2016	Masaku Edwin Mutinda	Influence of Competitive Strategies of Performance of Fast Moving Consumer Goods Multinational Companies in Kenya
2016	Martin John Awilly	Strategic Planning Practices at Diakonia and Forum SYD Kenya Country Offices
2016	Ngunyi Beatrice Njeri	Strategic Management Practices Adopted by Multinational Companies in Kenya

2016	Chepkwony Emmaculate Cherop	Influence of Strategy Implementation, Evaluation and Control on Organization Performance at the Office of the Auditor General
2016	Ratemo Ruth Kerubo	Implementation Strategies Adopted by the Kenya Electricity Generating Company (Kengen) For Renewable Projects in Kenya
2016	Wambua Teddy Kivuva	Global Positioning Strategies and Firm Competitiveness: A Case Study of the Bank of Baroda
2016	Kapkol Robinson Kiprop	Strategic Responses Adopted by Sameer Africa Limited in Coping up with the Challenges of Foreign Tyres Entry in Kenya
2016	Nthenya Sammy Christine	Competitive Strategies and Performance of Sony Sugar Company Ltd, in Kenya
2016	Mbuthia Emmaculate Wambui	Marketing Strategies Adopted by Local Fashion Houses to Enhance Market Penetration in Nairobi , Kenya
2016	Njenga Monicah Njuka	Strategies Adopted for Internationalization of Large Fast Moving Consumer Goods Manufacturers in Kenya
2015	Benjamin Kiprotich	Strategic responses adopted by Kenya wildlife service to deal with the declining international tourism in Kenya
2015	Immaculate Leah Awuor	The influence of strategies adopted by destination marketing organizations on International tourists arrivals in Kenya
2015	Kamanja Esther	Competitive Strategies Adopted by Faulu Microfinance Bank, Kenya
2015	Kinyanjui Loise Mugure	Relationship between Competitive Strategy, Foreign Market Entry Strategy and Performance of International Development Consulting Firms in Kenya
2015	Mathenge Wanjiru	Social Marketing Strategies Adopted by Population Services International (Kenya) and Market Penetration of Long Lasting Insecticide Treated Net (LLIN) in Samia Sub County, Busia County, Kenya
2015	Misheck Mwirigi Thuranira	Strategic change management practices and life cycle stages at Christ is the answer Ministries (CITAM)

2015	Muteti Magdalene Maxine	Factors Influencing Motivation of Sales Personnel in the Large Beauty Salons in Nairobi City County, Kenya
2015	Mwangi Evelyn Wandia	Strategic Plan Implementation and Service Delivery at National Hospital Insurance Fund (NHIF), Nairobi, Kenya
2015	Njoroge Georgina Waithera	Strategies Adopted by Major Shopping Malls to Enhance Customer Retention in Nairobi City County, Kenya
2015	Odero Anderson Ojwando	Influence of Distributors on Performance of Manufacturer of Fast Moving Consumer Goods (FMCGs) in Kenya
2015	Ondimu Alex Atunda	Turnaround Strategies and Performance of Selected Commercial Banks in Kenya
2015	Priscah Maingi	The influence of strategies on new market development of the Multinational Commercial Banks
2015	Ratemo Carydon Vidah	Managing Across Culture Practices among fast Moving Consumer Goods Multinationals in Kenya: The case of Proctor & Gamble
2015	Sarah Nafula Wekesa	Influence of Kenya Commercial Bank green marketing practices on the employees green consumption behavior
2014	Kimani Elizabeth Nyambura	Marketing Strategies and Performance of Kenya Revenue Authority (KRA)
2014	Napisa Martin Nyongesa	Strategies Adopted by the County Government of Mombasa in Raising Revenue
2014	Owino Douglas Odhiambo	Effectiveness of Quality Health Care Strategies in Improving Service Delivery at the National Referral Hospitals in Kenya
2014	Kisuve Lydia Mutuli	Promotional Strategies Adopted by Government Agencies on Agribusiness in Kiambu County in Kenya
2014	Munyiri Lavina Nyambura	Competitive Strategies and Customer Retention among Commercial Banks in Kenya
2014	Mutunga Eunice Nthenya	Perceived Links between Social Media Strategy and Organization Performance among Mobile Telephony Companies in Kenya
2014	Karanja Caroline Njeri	Strategy Implementation Practices and Organizational Performance in Commercial Banks in Kenya
2014	Wambugu	Influence of Competitive Strategies on Performance of Large

	Vincenza Ngima	Supermarket Chains in Nairobi County, Kenya
2014	Makhulo Phoebe Nakhama	Social Media as a Strategy in Enhancing Competitive Advantage of Firms in the Insurance Industry in Kenya
2014	Ogachi Philes	A Comparative Study of Lower and Middle Class Women's Consumer Behaviour Towards Clothing: A Case Study of Women in Mathare Valley Estate and Garden Estate in Nairobi County, Kenya
2014	Mwangi Daniel Mwangi	Influence of Social Media Marketing on Brand Equity at Safaricom Limited in Kenya
2014	Mbugua Dennis Mwirikia	Personal Selling Strategies and Performance of Pharmaceutical Firms in Nairobi, Kenya
2014	Kanyi John Ngunjiri	Media Publicity and the Performance of International Tourism in Kenya
2014	Oloo Elijah Bonyo	Foreign Direct Investment Promotion Strategies and Performance of Investment Promotion Agencies in Kenya
2014	Munyasya Steve M.	Influence of Strategic Responses Towards Price Regulation by the Energy Regulatory Commission on Performance of Oil Marketers in Kenya
2014	Okello Elvis Gilbers Opiche	Strategies Responses Adopted by Commercial banks to Enhance Market Penetration of the Unbanked Population in Kenya
2014	Watuka Jacqueline Mwende	Influence of Strategic Management Practices on the Growth of Commercial Banks in Kenya
2014	Ochieng Michael Oduor	The Influence of Green Marketing Strategies on Cost Management among Commercial Banks in Kenya
2014	Marete Joy Christine Muthoni	Anti-Counterfeiting Strategies Adopted by Pharmaceutical Manufacturing Firms in Kenya and Organizational Performance
2013	George Momanyi	The relationship between Branding Strategies and Customer Loyalty among Commercial Banks in Kenya
2013	Kaga Peter Nuthua	Extent of adoption of marketing research in Micro, Small and Medium sized Enterprises (MSME): A case study of the Nairobi Central Business District

2013	Maurice Odhiambo	The Effect of Pricing as a competitive strategy on sales performance of selected pharmaceutical companies in Nairobi Kenya
2013	Clement Kariuki Nganga	Social investment strategies and sustainability of non-profit organizations in Nairobi, Kenya
2013	Irene Mbonge King'u Yu	Sales Promotion practices and sales performance: The case of fast Moving Consumer Goods Manufacturers in Nairobi
2013	Olunja Evelyn Acheng	Adoption of Marketing Concept and Growth of Savings and Credit Co-operative Societies (SACCOs) in Kenya
2013	Okollokwach Pius Deviesh	Influence of the Perception of Service Quality on Customer Satisfaction: The Case of Mobile Network Service Providers in Kenya
2013	Farhan And Ali	Competitive Strategies Adopted by Foreign Exchange Bureaus in Nairobi, Kenya
2013	Kaburu Alexander Mugambi	The effectiveness of marketing communication strategies adopted by retirement Benefits Authority in Recruitment of Jua Kali Workers into Mbao Pension Plan
2013	Dennis M. Rithaa	Strategies adopted by National Environment Management Authority to enhance compliance of Environmental Regulations in Kenya
2013	Maurice Odhiambo	The Effect of Pricing as a competitive strategy on sales performance of selected pharmaceutical companies in Nairobi Kenya
2013	Clement Kariuki Nganga	Social investment strategies and sustainability of non-profit organizations in Nairobi, Kenya
2013	Irene Mbonge King'u Yu	Sales Promotion Practices and Sales Performance: The Case of Fast Moving Consumer Goods Manufacturers in Nairobi
2013	Bogonko Rispa Asnath Keruboh	Challenges of change management in secondary schools of Trans-Nzoia, Kenya
2013	Mutinda M. Susan	Influence of Value proposition on consumer Purchase Decision in the Petroleum Industry in Nairobi, Kenya
2013	Renor Christine Akoth Oguk	Strategies for Asset Financing to Enhance Performance of Commercial Banks in Kenya
2013	Mannara Charles	A comparative Analysis of Imported and Local Food and

	Odhiambo	Agricultural Products Compliance to Kenya Quality Standards
2013	Barasa David Wekesa	Strategic Responses by International Livestock Research Institute to Challenges of Globalization
2013	Misiani Geoffrey Otieno	Industrial Consumer Perception of ATLAS COPCO Brand and Market Share: A case of Industrial Compressors in Nairobi
2013	Njeri Wambari	Market Segmentation and Customer satisfaction for Credit Services among Commercial Banks in Kenya
2013	John K. Kitoo	An Investigation of the Role of Middle Level Management in the Implementation of strategic Change in Development Finance Institutions in Kenya
2013	Kizito Mutie	The Influence of Corporate Governance and turnaround strategies on the performance of Uchumi Supermarket
2013	Patricia Njambi Karanja	Effect of Internal Customer Satisfaction on Service Delivery in Resolution Insurance
2013	Annie Wanjiku Kibeh	Relationship Marketing and Customer Loyalty in Mobile Telecommunication Industry in Nairobi, Kenya
2013	Ann M. Mutiso	Challenges of Implementation of Growth Strategies at the University of Nairobi
2013	Njoroge Samuel Gatiba	Implementation of Strategies Adopted by Public Roads Agencies for Enhancing Durability of Road Networks in Kenya
2013	Evans N. Nyambane	Determinants of Machakos County Manufacturing Sector Competitiveness and Applicability of Porter's Diamond Model
2012	Eva Thumbi	The Effect of Media Strategy on Advertising Effectiveness among the Mobile Service Providers in Kenya
2012	Karen Wamuya	Effectiveness of Sports Sponsorship as a Promotion Strategy: The Case of Barclays Bank of Kenya
2012	Grace Muthoni Wachira	Positioning Strategies adopted by the International Planned Parenthood Federation Africa Regional office in Nairobi
2012	Rukwaru George Kithinji	Effect of Pricing Strategies on Customers' Buying Behaviour: The case of Commercial Banks in Kenya
2012	Kanyogoro Lucy Muthoni	Business Markets Segmentation Practices and Market Share in Large Scale ICT Organizations in Kenya

2012	Mmoloki Dimpho Ludo	Strategies Used by the Botswana Export Development and Investment: Authority (BEDIA) to Expand the Botswana Export Market
2012	Ng'eno Sandra Chepng'etich	Strategic Change Management Practices and Organization Performance at the Kenya Commercial Bank
2012	Michael O. Maeri	Agency Banking Strategy and Customer Service: The case of Kenya Commercial Bank Agents
2012	Mutua Stephen Masua	Effects of Positioning Strategies on performance in the Micro and Small Scale Enterprises: The Case of Furniture Dealers in Huruma Estate
2012	Mutuku Festus Kioko	Corporate Governance and Accountability Mechanisms and Challenges in the Private Hospitals in Kiambu County, Kenya
2012	Turgut Andrew	Effects of Liberalization on Marketing of Unprocessed Milk in Bomet County, Kenya
2012	Kahora Caroline Wanjiku	Effectiveness of Brand Positioning Strategies on the Success of Over the Counter Brands (OTC) in GlaxoSmithKline, Kenya
2012	Masika Alex	Marketing Challenges Affecting Small Scale Dairy Farmers Delivering Milk to Limuru Milk Processors Limited
2012	Abdi Ibrahim Mohamed	Brand Rejuvenation Strategies and Organization performance: A Case Study of New Kenya Cooperative Creameries Limited
2012	Owiye Emily Atieno	Analysis of Customer Satisfaction in the Mobil Telecommunication Industry in Kenya: A Case of Study of Customers in Mlolongo Area in Machakos County
2012	Mungai Dominic Mbugua	Assessment of Marketing Strategies Adopted by Shopping Malls in Nairobi, Kenya
2012	Ninette Kaari Mwarania	Internet Marketing Adoption and the Performance of Tour Operators in Nairobi, Kenya
2012	Kiarie Martha Wahu	The Influence of Service Innovation Practices on Customer Satisfaction in the Commercial Banking Sector in Kenya
2012	Tirok J. J. Changwony	Factors Affecting Consumer Adoption of Mobile Financial Services in Baringo County

BCOM MANAGEMENT RESEARCH PAPER SUPERVISED

- Factors that Influence Brand Loyalty in Supermarkets in Nairobi, Kenya
- An Investigation of the effect of Corporate Social Responsibility on Corporate Image
- The Role of Media in Marketing: The case of fast moving Consumer Goods Manufacturers in Nairobi, Kenya
- Perceptions of School of Business Undergraduate and Post Graduate students on Sales Career: A Case study of Universities in Nairobi
- The Application of the 7p's of the Marketing mix in Domestic Tourism in Kenya: The case of Large Hotels in Naivasha

PUBLICATIONS AND RESEARCH PAPERS

- 1) Kinoti MW, Meru AK. (2021). Competencies for Green Marketing Success in Emerging Markets. In: Green Marketing and Management in Emerging Markets. Palgrave Macmillan, Cham.
- 2) Muriungi MA, Kinoti M, Okiro K. (2021). Dividend Signaling and Shareholder Monitoring Hypothesis: Empirical evidence from Nairobi Securities Exchange. African Development Finance Journal.
- 3) MD Wanjere, Ogutu M, Kinoti M, Iraki XN. (2021). Foreign Direct Investment and Local firm's Performance. In Advances in Management and Applied Economics.
- 4) MD Wanjere, Iraki XN, MO Ogutu, Kinoti M. (2021). Mediating Role of Absorptive Capacity on the Relationship between Foreign Direct Investment and Local Firm's Performance. In European Journal of Business and Management Research.
- 5) Ndung'u CW, Ogutu M, Yabs J, Muranga NJ, Kinoti M. (2020). Business Environment, Corporate Image, Competitive Strategies And Performance Of Large Manufacturing Firms In Kenya. In African Journal of Business and Management (AJBUMA).

- 6) Thiong'o SM, Kinoti M, Kibera F. (2020). Market Entry Strategies And Performance Of Multinational Corporations In Kenya. In African Journal Of Business And Management.
- 7) Meru AK, Ciambotti G, Ebong J, Kinoti MW, Mugendi-Kiarie RK. (2020). Technology and Social Media in Customer Service. In: Customer Service Management in Africa. Productivity Press.
- 8) Maore S, Munyoki J, Kinoti M, Owino J. (2019). Brand management practices, corporate image, customer characteristics and satisfaction among University Students in Kenya. In European Scientific Journal December 2019 edition.
- 9) Thiong'o SM, Kinoti M.K., Kibera P. (2019) Moderating Effect of Marketing Channel Dynamics on the Relationship between Market Entry Strategies and Performance of Multinational Corporations in Kenya. In Journal of Marketing and Communication. Vol. 2
- 10) Maore S, Munyoki J, Kinoti M, Owino J. (2019) Testing The Moderating Effect Of Customer Characteristics On The Relationship Between Brand Management Attributes And Customer Satisfaction Among University Students In Kenya. In DBA Africa Management Review. Vol 9
- 11) Meru, A. K and Kinoti, M.W. (2019). Managing Diversity in Kenya. In Georgiadou, A., GonzalezPerez, A. and Olivas-Lujan, M (eds). Diversity in Diversity Management. New York: Emerald Publishing.
- 12) Meru, A.K and Kinoti, M. W. (2018). Public Leadership for Development in Kenya. Africa Journal for Public Affairs. Upcoming edition
- 13) Ogechi, A., Meru, A.K and Kinoti, M.K. (2018). Kenya's Blooming Flower Industry: Enhancing Global Competitiveness. In Ifedapo and Mark (eds). Africa's Competitiveness in the Global Market. London: Palgrave Macmillan Publishers.
- 14) Meru, A.K and Kinoti, M.W. (2018). Strategic Globalization Alternative: The Case of Kenya. In J. Mark Munoz (ed). Globalization Alternative Strategies for the International Economy. New York: Business Expert Press.

- 15) Meru, A.K., Musau, F and Kinoti, M.W. (2018). Artificial Intelligence Based Decision Making in Marketing and Sales in Third World Countries. In J. Mark Munoz and Al Nagvi (eds). Strategy in an Artificial Intelligence Economy. New York: Business Expert Press.
- 16) Macharia R. W., Kibera F.N., Munyoki J.M. and Kinoti M.W. (2017). Influence of Organizational Demographics on the Relationship between Green Marketing Practices and Customer Satisfaction in the Soft Drink Industry in Nairobi Kenya. Journal of Marketing and Consumer Research. Vol. 32
- 17) Macharia R. W., Kibera F.N., Munyoki J.M. and Kinoti M.W. (2017). Relationship between Green Marketing Practices and Customer Satisfaction in the Soft Drink Industry in Nairobi Kenya. European Journal of Business and Management, Vol. 9, No.5
- 18) Kinoti M.W, Kihiko K.M and Thomas M. C (2016) book chapter on Women Empowerment through Government Loaned Entrepreneurship Teams (GLETs) in Kenya. Ben-Hafaïedh, C. and Cooney, T. M. (Eds.) (2016), Research Handbook on Entrepreneurial Teams: Theory and Practice. Edward Elgar Publishing, Cheltenham
- 19) Kihiko M.K, Kinoti M.W (2016). The Business Case for Climate Change: The Impact of Environmental forces on Kenya's Public Listed Companies (PLCs) book chapter Climate Change and the 2030 Corporate Agenda for Sustainable Development, in the Series: Advances in Sustainability and Environmental Justice. Edited by Liam Leonard and Maria Alejandra, Emerald Group Publishing Limited, Howard House, Wagon Lane, Bingley, BD16 1WA, United Kingdom
- 20) Kinoti M.W. (2016). Influence of Green Marketing Practices and Corporate Image on Performance of ISO 9000 and 14000 Series Certified Firms in Kenya. ORSEA Journal, Vol. 6, No.1
- 21) Nkari I.M., Munyoki J.M. and Kinoti M.W. (2016). Branding Practices for Fresh Fruits and Vegetable and the Performance of Commercial Farmers in Kiambu County, Kenya. European Journal of Business and Social Sciences. Vol, 5, No. 09

- 22) Kinoti, A.M and Kinoti M.W(2016) , Public sector leadership for development under new constitutional dispensation in Kenya book chapter
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- 24) Kinoti M.W and Kibe A.W (2015). Relationship marketing and customer loyalty in mobile telecommunication industry in Nairobi, Kenya DbA Africa Management Review Vol 5, No 3
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- 30) Kinoti M.W (2012). PhD thesis titled "Green Marketing Practices, Corporate Image, Organizational Characteristics and Performance of ISO 9000 and 14000 Certified Organizations in Kenya" the University of Nairobi, School of Business

- 31) Kinoti M.W (2011). Green Marketing Intervention Strategies and Sustainable Development: A Conceptual Paper, International Journal of Business and Social Science Vol. 2 No. 23, PP 263-273
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- 33) Kinoti M. W (2006). Principles of Marketing, A Manual for B. Com Distance Learning Programme, Centre of Distance Learning (CODL) University of Nairobi
- 34) Kinoti M. W (2003). Green Marketing and Sustainable Development a Kenyan perspective, PhD independent study paper: University of Nairobi

MANUSCRIPTS AND PUBLICATIONS IN PROGRESS

- a. Principles, Theory And Practice of Marketing Management: An African Edition
- b. Relationship marketing and customer loyalty in mobile telecommunication industry in Nairobi, Kenya
- c. A comparative analysis of selected imported and local food and agricultural products compliance to Kenya quality standards as evaluated by Kenya bureau of standards
- d. The Influence of Green Marketing Practices and Corporate Image on the performance of ISO 9000 and 14000 Series certified Firms in Kenya
- e. Green growth where does Kenya rank
- f. Tracer Study of Undergraduate Business Related Degree Holders' Placement and Career Opportunities in Kenya's Job Market

CONSULTANCY AND TRAINING PROJECTS

I have extensive research and training experience gained as a Senior Consultant with Management Consulting firms. Such assignments include:

- 2019: Organized and facilitated School of Business admission requirement review at Kenya School of Monetary Studies on 28th may 2019

- 2019: Facilitated customer Care and team building for organizational success for Njimia Pharmaceutical ltd on 1st may 2019 at Aloha Garden Ngong, Kajiado County

- 2019: Organized & facilitated business incubation training for women Entrepreneurship programme held on 10th to 12th April, 2019 held at University of Nairobi, Tower Main Campus

- 2019: Involved in development of succession and mentorship policy of the University of Nairobi

- 2018: Facilitated Customer Care at college of engineering staff at university of Nairobi held on 19th December, 2018

- 2018: Developed marketing communication plan and strategy for the university of Nairobi school of business

- 2018: Involved in developing the Marketing, Branding and Communication policy of University of Nairobi

- 2018: Involved in development of university of Nairobi strategic plan 2018 to 2023 with major contribution on marketing and branding of the university

- 2018: Developed strategic plan for Njimia Pharmaceutical Kenya limited for five year period 2018 to 2023

- 2018: Organized & facilitated business incubation training for women Entrepreneurship programme held on 28th to 30th November,2018 held at University of Nairobi , School of business

- 2018: Facilitated Student leadership workshop at university of Nairobi CCU held on 18th & 19th October, 2018
- 2018: Organized & facilitated business incubation training for women Entrepreneurship programme held on 26th to 28th sept, 2018 held at University of Nairobi, School of business
- 2018: Organized & Facilitated Meru Twaweza Programme Training For Women Empowerment Programme Held On 7th To 9th June,2018 At Meru National Polytechnic
- 2018: Organized & facilitated business incubation training for women Entrepreneurship Programme held on 25th to 27th july, 2018 held at University of Nairobi, School of business
- 2018: Organized & facilitated business incubation training for women Entrepreneurship programme held on 25th to 27th April, 2018 held at University of Nairobi , School of business
- 2018: Organized & facilitated business incubation training for women Entrepreneurship programme held on 14th to 16th February, 2018 held at University of Nairobi, School of business
- 2017: Facilitated Customer Care Training at School Central Examination Centre: 3rd March 2017.
- 2017: Facilitated Customer Care Training at CESSP: 9th March, 2017
- 2017: Facilitated Customer Care Training at Graduate School: 22nd April, 2017
- 2017: Facilitated Customer Care Training at Mombasa Campus: 21st April, 2017
- 2017: Facilitated Customer Care Training at CESSP: 2nd and 9th June,2017
- 2016: Facilitated Customer Care Training at School of Business: 13th-16th September ,2016

- 2015: Participated and facilitated in Seed Enterprise Management Institute (Semis) Short Course on Seed Marketing for small and medium enterprise in seed business across Africa: 23-28 July 2015
- 2015: Organized and facilitated marketing of places and branding training programme for Mandera County Government Executive 6th to 11 April 2015
- 2014: Participated and facilitated in Seed Enterprise Management Institute (Semis) Short Course on Seed Marketing: 23-28 July 2014
- 2013: Participated and facilitated in Seed Enterprise Management Institute (Semis) Short Course on Seed Marketing: 23-28 July 2013
- 2012: Participated and facilitated in Customer care workshop for Jomo Kenyatta University of Agriculture and Technology (JKUAT) Held in Mombasa, October 2012
- 2012: Participated and facilitated in Market share and size survey for the Jomo Kenyatta Education publishers, August 2012
- 2012: Participated and facilitated in Seed Enterprise Management Institute (Semis) Short Course on Seed Marketing: 23-28 July 2012
- 2012: Participated and facilitated in Customer care seminar for student welfare authority (SWA) employees, university of Nairobi, June 2012
- 2012: Participated and facilitated in University of Nairobi branding survey, May 2012
- 2011: Participated and facilitated in Sales and Marketing workshop training for sport view hotel management
- 2011: Participated and facilitated in Customer care programme for front office staff university of Nairobi
- 2011: Participated and facilitated in Team building training for university of Nairobi student welfare authority management team

- 2011: Participated and facilitated in Seed Enterprise Management Institute (Semis) Short Course on Seed Marketing: July 2011
- 2011: Involved in national aids council customer satisfaction survey
- 2011: Conducted customer satisfaction baseline survey for university of Nairobi Enterprises between December 2010 and January 2011
- 2011: Involved in development of KAM communication strategy aimed at improving communication between local authorities and stakeholders as a consultant of Vas consultant
- 2009/2010: Participated in developing strategic plan for brand Kenya as a consultant of Vas Consultants (2009/2010)
- 2005: Participated in Baseline Survey on Learning Achievement and Client Satisfaction Survey (Promin Consultants) for the Ministry of education, science and technology, Free Primary Education Programme Implementation
- 2002: Participated and facilitated in Marketing Survey for the KASNEB Publications and Development Company for KASNEB
- 1999/2002: Participated and facilitated in Jua Kali Artisan Enterprise Development Programmes (Promin Consultants) for Kenya Industrial Research Development Institute (KIRDI) World Bank Project
- 1999: Participated and facilitated in Clerical Development Course (Mindpath Consultancy Services) for KTDA clerks
- 1998: Participated and facilitated in Management Development Workshop for Senior Managers, Ministry of Agriculture, Livestock Development and Marketing (1998)

SEMINARS, WORKSHOPS, CONFERENCES AND STUDY TOURS

- 2019: Attended 2019 Annual Meeting of 'Belt & Road' African Studies Alliance and International Forum of 'Belt & Road' Initiative and New Practice of China-Africa Co-operation, held in Cairo Egypt June 16th to 17th, 2019 Hosted By "Belt & Road" African Studies Alliance, Ain Shams University, Cairo, Egypt
- 2019: Attended a five days certification training on applied Axiologist & TriMetrix HDTM Analyst co-sponsored by TTI success Insights and Price Associates on the Week of May 6-10, 2019 at BOISE, IDAHO, UNITED STATES OF AMERICA
- 2018: Attended the inaugural Africa Responsible Business Forum, Lagos Business School, Pan Atlantic University, Lagos, October, 4 - 5, 2018.
- 2017: Panelist Academic of International Business on the Contribution of the Building Sustainable Societies, at Mohammed Bin Rashid School of Government, Dubai, UAE, July, 1 - 5, 2017.
- 2017: Attended DBA AMR Conference held on 28th of April 2017 at School of Business Lower Kabete Campus
- 2016: Attended Academy of International Business Sub Saharan Africa chapter between 17th and 19th August 2016 held in Lagos Business School, Nigeria. The theme of the conference was "Africa's Competitiveness in the Global Economy "and presented a paper entitled "Competitiveness Of Doing Business in Kenya as compared to other Sub-Saharan Africa Countries: A Survey of Multinationals Automobiles Assembly, Export Processing Zone, Oil Companies, Fast Food and Banks operating in Kenya"
- 2016: Attended Africa International Business Management (AIBUMA) 2016 International conference held on 28th and 29th July 2016 and presented a paper Titled "green technologies" as a key note speaker
- 2016: Attended UNCTAD14 held in Kenya International Conference Centre (KICC) between 17th and 22nd July 2016. The theme of the conference was implementing the global goals for sustainable development from decisions to action
- 2015: Attended and Presented a Paper Entitled 'green marketing opportunities for green technologies: the case of Kenya' during Academy of International

- Business Sub-Saharan Africa Chapter Conference with the Theme 'Africa direct investment: trends, prospects, challenges and Policy issues Held on 26th to 28th August 2014 At Gordon institute of Business Science, University of Pretoria
- 2015: Attended International Business Global Conference with the Theme 'Global networks: Organizations and people' held on 27th to 30th June 2015 at Bengaluru, india, hosted by Indian Institute of Management, Bbengaluru.
- 2015: Attended Africa International Business Management (AIBUMA) 2015 International Conference held on 9th and 10th July 2015 and presented a paper Titled "women empowerment through Government Loaned Entrepreneurship Teams (GLETs) in Kenya"
- 2014: Key Note Speaker and Presented A Paper Entitled 'Green Growth Where Does Kenya Rank 'During Unlocking Green Growth Conference and Exhibition Organized by Ministry Of Environment Water and Natural Resources Held on 9th And 10th October, 2014 at Kenya International Conference Center (KICC)
- 2014: Attended and Presented a Paper Entitled 'The Influence of Green Marketing Practices and Corporate Image on the Performance Of ISO 9000 and 14000 Series Certified Firms In Kenya' during Academy of International Business Sub-Saharan Africa Chapter Inaugural Conference with the Theme 'Africa Rising: The Internationalization of African Firms and The Prospects For Western and Eastern Multinationals Held on 13th to 15th August 2014 at Riara University, Nairobi, Kenya
- 2014: Attended and Presented Paper Entitled 'Relationship Marketing and Customer Loyalty in Mobile Telecommunication Industry in Kenya during 5th African International Business and Management (AIBUMA 2015) Held On 10th To 11th July 2014 at University Of Nairobi, School of Business, Lower Kabete Campus
- 2014: Attended Association of African Business School (AABS) Annual Conference with the Theme entitled 'Role of Business School In Building Lasting Institutions in Africa' Held on 18th to 21st May 2014 in Strathmore Business School
- 2014: Attended and presented paper entitled 'A comparative analysis of Selected imported and local food and agricultural products compliance to Kenya quality standards as evaluated by the Kenya Bureau of Standards' during the 10th Operations Research Society of Eastern Africa (Orsea 2014) International

Conference held on 16th to 18th October 2014 at University of Nairobi, School of Business, Lower Kabete Campus

- 2013: Attended a Global Reporting Initiative (GRI) Training on Sustainability Reporting held on 29th - 30th April at Laico Regency

- 2012: Attended and presented a paper entitled 'Role of higher education in the transition to green economy perspectives from business studies' during environment and sustainability seminar (2) 27th November 2012 held at UNEP headquarters

- 2012: Attended Africa International Business Management (AIBUMA) 2012 international conference held on 12 and 13th July 2012 and presented two papers titled "Factors Affecting Consumer Perception of Kenyan Manufactured Fast Moving Consumer Goods in The East African Community. A Case of Laundry Detergents Products" and 'Market Entry Strategies Adopted by International Firms in Kenya's Export Processing Zones

- 2012: Attended a two weeks seminar in Pretoria, South Africa from 22nd January to 3rd February 2012 on Train the trainer in masters in marketing and social research organized by GFK the 3rd largest research company in the world 2011

- 2011: Panelist at 1st round table seminar on environment and sustainability for corporate and universities communities aimed at greening the Kenyan economy, organized by Safaricom LTD and UNEP 2011 held at Safaricom headquarters

- 2011: Attended ORSEA 2011 international conference held on 13th and 14th July 2011 and presented a paper titled "effect of shared services strategy on cost reduction: A case of East African Breweries Ltd (EABL)

- 2011: Attended Africa International Business Management (AIBUMA) 2011 international conference held on 25th and 26th August 2011 and presented two papers titled "factors influencing adoption of green marketing practices among mobile service providers" and "positioning strategies adopted by pharmaceutical companies in Kenya"

- 2011: Attended women leadership forum organized and sponsored by Barclays bank in partnership with School of Business, University of Nairobi, held on 20th to 21st, 2011

2010: Attended a conference at academy of International Business-Middle East and North Africa (AIBENA), Dubai, 10th-12th December, 2010

2010: Attended Africa International Business Management (AIBUMA) 2010 international conference held on 12 and 13th July 2010 and presented a paper titled "green marketing intervention strategies and sustainable development a conceptual paper"

2009: Attended nine day workshop on teaching the practice of management held at Gimpa institute of management, Ghana in 2009 organized by Association of African Business Schools

CORPORATE SOCIAL RESPONSIBILITY

- Patron, Master of science in Marketing Student Association(MSC-MSA), School of Business, University of Nairobi
- Patron, Marketing Student Association B.COM Programme (BCOM-MSA), School of Business, University of Nairobi
- Hospital Advisor Board Member, St Francis community Hospital, Nairobi, Kenya
- Mentor Youth in my Church in Social-Economic, Spiritual, Behavioral, Education and Career Issues
- Founder Member Upper Hill Women Welfare Group
- Motivational Speaker for Youth
- Customer Care Champion
- Green Issues Champion
- Entrepreneurship champion

RESEARCH INTERESTS

- Green marketing and sustainable development
- Professionalizing marketing in Kenya both in private, not for profit and public sector
- Mainstreaming marketing in small and medium enterprises
- Mainstreaming marketing in public corporations

- Contribution of marketing to economic development in Kenya
- Greening curricula in education sector in Kenya
- Sustainable economies in Africa
- Green energy state in the African continent
- Sales and marketing profession image in Kenya.
- Branding counties and nations
- Marketing for SMES
- Women and youth in entrepreneurship development
- Entrepreneurship and socio-economic development

REFEREES

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