

CURRICULUM VITAE

OF

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CURRICULUM VITAE

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MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS

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

RESEARCH INTERESTS

- Green marketing and sustainable development globally
- Professionalizing marketing in both in private, not for profit and public sector
- Mainstreaming marketing in all organization particularly public sector in Africa
- Contribution of marketing to economic development in Africa
- Greening curricula in education sector in Africa
- Sales and marketing profession image in Africa
- Marketing for SMES
- Women and youth in entrepreneurship development
- Entrepreneurship and socio-economic development
- Professionalizing Micro , Small , and Medium Enterprise in Africa
- Sustainable marketing ,businesses and sustainable development

KEY QUALIFICATIONS

- 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 Enterprise(MSMEs) and Green Marketing Management
- Coordinator Branding and Conferencing School of Business, University of Nairobi
- Coordinator B Com Programme, School of Business, University of Nairobi
- Coordinator Management Research Paper, Department of Business Administration
- Member, Marketing Society of Kenya
- Chairperson, School Of Business Welfare Association(SOBWA)
- Chairperson school of business conferences
- Coordinator branding and conferences school of business ,university of Nairobi
- Coordinator industry linkage, department of business administration

EDUCATION

- 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: 1 Principal, 2 Subsidiaries
Muthambi Girls School, Meru

1981 - 1984 : "O" Level Second Division,
Kangaru School, Embu

OTHER COURSES

- i) One month computer training in office automation (Ms Dos 4.01, WordStar Release 4, Lotus 1-2-3 Release 2 and Dbase III+)
- ii) A Certificate course in Advertising Management

EMPLOYMENT RECORD

- 2013 - To date : **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

- 2015 to date : German African Universities Partnership Committee Member
- 2014 to date : Coordinator, Branding and Conferencing, School of Business, University of Business
- 2014 to date : 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
- 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 SUPERVISION IN PROGRESS

- 2013 Kagwe Jeremiah : Managerial Attributes, Employees Trust of Managers and Performance of Licensed Deposit Taking Savings and Credit Cooperative Societies in Nairobi City County Kenya
- 2013 Isaac Micheni Nkari: Branding Practices for Fresh Fruits and Vegetables, Farmer Characteristics, Operating Environment and Performance of Commercial Farmers in Kiambu County

PHD INDEPENDENT PAPER SUPERVISION IN PROGRESS

- 2014 Mwangi Peter 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
- 2013 Karen Mwamburi: Factors influencing Women Consumption behavior in the Empty Nest Stage of the Family Life Cycle

POSTGRADUATE THESES SUPERVISION AND EXAMINATIONS

I have supervised over 100 MBA, MSCs Projects and Undergraduate Research Papers and some of them are as listed here below:

MBA PROJECT SUPERVISION 2014

- 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 Vincenza Ngima: Influence of Competitive Strategies on Performance of Large 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 Mwendu: 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

MSC PROJECTS SUPERVISION 2014

- 2014 Waitthaka 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

MBA PROJECTS SUPERVISION

- 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 Michael O. Maeri: Agency Banking Strategy and Customer Service: The case of Kenya Commercial Bank Agents
- 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 Kanyogoro Lucy Muthoni: Business Markets Segmentation Practices and Market Share in Large Scale ICT Organizations in Kenya
- 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

(a) 2014

- A Comparative Study of Consumer Attitudes Towards Internet Banking Services of Barclays and Equity Bank in Nairobi, Kenya
- Influence of Marketing Mix Programs on Performance of Cable Television Network Service Providers in Nairobi, Kenya
- A Study on the Influence of Customer Satisfaction on Corporate Image in Kenya Commercial Bank, Cooperative Bank, Jamii Bora Bank, Barclays Bank and Family Bank in Kenya

(b) 2012

- 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

- a) Odhiambo D. And Kinoti M.W(2015).Quality health care strategies in the improvement of service delivery of the national referral hospitals in Kenya. Ist - Africa management review international conference journal edition vol 5, No 2
- b) Angasa P., Kinoti M. W (2013). Factors affecting consumer perception of Kenyan Manufactured Fast Moving Consumer Goods in the East African community: A case of laundry detergents products. *DbA Africa Management Review* Vol 3 No 2. Pp. 108-123
- c) Kinoti M.W, Njeru N. (2013). An Investigation into Market Positioning Strategies Practised By Pharmaceutical Firms in Nairobi, Kenya. *Prime Journal of Business Administration and Management (BAM)* ISSN: 2251-1261. Vol. 3(7), Pp. 1118-1124.
- d) Kerubo C.O, Kinoti M. W (2012). Factors contributing towards adoption of green marketing practices in the mobile phone service providers in Kenya. *DBA African Management Review* Vol. 2 NO. 1pp 42-55
- e) Kinoti M. W, Mbugua M, Mokamba L. (2012). Effects of shared services strategies and cost reduction: A case of East African Breweries Ltd in Kenya. *Africa Journal of Business and Management*, Vol 2, 2012 pp 189-200
- f) 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" University of Nairobi, School of Business
- g) 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
- h) Kinoti M. W (2009). *Sales Management, A Manual for B.Com Distance Learning Programme*, Centre of Distance Learning (CODL) University of Nairobi
- i) Kinoti M. W (2006). *Principles of Marketing, A Manual for B.Com Distance Learning Programme*, Centre of Distance Learning (CODL) University of Nairobi
- j) 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) Book Chapter Entitled ' Women Empowerment Through Government Loaned Entrepreneurship Teams(Glets) Being Reviewed For Publication By Edward Edgar Chelternham, United Kingdom(UK)
- c) Relationship marketing and customer loyalty in mobile telecommunication industry in Nairobi ,Kenya
- d) A comparative analysis of selected imported and local food and agricultural products compliance to Kenya quality standards as evaluated by Kenya bureau of standards
- e) The Influence of Green Marketing Practices and Corporate Image on the performance of ISO 9000 and 14000 Series certified Firms in Kenya
- f) Green growth where does Kenya rank
- g) Tracer Study of Undergraduate Business Related Degree Holders' Placement and Career Opportunities in Kenya's Job Market

CONSULTANCY PROJECTS

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

- 2015 : Organized and facilitated workshop for Mandera county government on Marketing and branding Mandera county at Enashipai in Naivasha, April 2015
- 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

- 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 Performanceo 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 2013 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 Hospital

- 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

REFEREES

Professor Francis N. Kibera, CBS
Professor of Strategic Management and Marketing management
School of Business
University of Nairobi
P.O Box 53969-00200
Nairobi
Tel: +254 722 513 259

Dr Florence Muindi
Lecturer of Human Resource Management
University of Nairobi
P.O. Box 30197-00100
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DR Ruth W. Waweru
Managing Director, Liaison Consulting
Branton Court off Demi Lane
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Nairobi
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