

# Curriculum Vitae

**Dr. Martina Mutheu Mulwa**

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## **1. Present Academic Position**

Senior Lecturer, School of Journalism and Mass Communication, University of Nairobi from December 2018 to date

## **2. Previous Employment**

Lecturer at the school of Journalism and Mass Communication University of Nairobi from October 2013 to December 2018

Assistant lecturer at the Multimedia University of Kenya from September 2011 to October 2013

High School Teacher at Various Government Secondary Schools in Kenya from 1997 to 2010

## **3. Studies**

Ph.D. in Communication and Information Studies from the University of Nairobi from 2010 – 2012

Master's degree in Communication Studies from the University of Nairobi from 2007-2009

Bachelor's Degree in Education (English and Literature) from Moi University from 1992-1996

Grade B- in Kenya Certificate of Secondary Education from Precious Blood Kilungu-1987-1990

## **4. Research Areas**

Research interests are in Information Communication Technologies for development (ICT4D), Communication for Development (C4D) and Mass Communication.

- M.A thesis at the University of Nairobi was on 'Integrated Marketing Communication and Technology Adoption. A Case Study of Safaricom's M-pesa Money Transfer Services', looking at the strategies and techniques Safaricom used for the rapid uptake and use of the product by target populations.
- PhD dissertation at the University of Nairobi was on the 'Role of Wireless Communication in Financial Inclusion of the Poor and Marginalized. A Case Study of Selected Mobile Banking Products in Kenya', dissecting various stakeholders in the mobile money industry and their role in the stabilization of mobile banking products for financial inclusion

## **5. Academic Responsibilities**

- Part of the team that organized the first international mobile money conference in Kenya, held at the Kenya School of Monetary studies in April 2012. The theme of the conference was, 'adoption, uptake and use of mobile money products'.
- Senate representative of the Faculty of Media and Communication at Multimedia University (2012)
- Peer review of articles submitted to the East African Communication Association which publishes the African Journal of Communication and other Journals under recommendation.
- Teaching undergraduate and post graduate communication courses at the School of Journalism University of Nairobi
- Participated in curriculum development of Both Masters and Undergraduate Courses at the Multimedia University of Kenya
- A panellist in Masters and PhD defenses for students at the School of Journalism and Mass Communication University of Nairobi.
- Supervisor and internal examiner for Masters and PhD students at the University of Nairobi, JKUAT and Kisii University.
- Member of the Postgraduate Committee at the school of Journalism and Mass Communication
- A representative of the school at the National Cohesion and Integration Committee
- A representative of the school of Journalism and Mass Communication at the CHSS events organization committee
- A member of the School of Journalism and Mass Communication Welfare Committee
- Patron of the ICTA Ajira Club School of Journalism Group University of Nairobi

## **6. Professional Body**

- East African Communication Association

## **7. ICT Interventions**

- a) Holds copyright of the M-ASCA model (Chama Kwa Simu) a mobile phone based savings and credit platform that virtualizes all the savings and credit processes including guaranteeing one another virtually. LT12652 Copyright Board of Kenya dated 13<sup>th</sup> July 2015

- b) Holds copyright of the OnNet teaching model in Kenya. A teaching model that enables the teacher to teach and interact with a class in any part of the country using a feature phone (copyright board 2020)
- c) Actively involved in the mobile money industry as a PRSP (Premium Rate Service Provider) licensed by the Communications Authority of Kenya (CAK)
- d) Designed revenue collection systems and participated in bidding in various counties proposing solutions for the automation of revenue collection through the University of Nairobi Enterprises & services Limited in 2013

## **8. Consultancies**

- 1. Training of Farmers on ICT in greenhouse farming under KARLO/USAID Feed the Future Green House Project in Kenya from 10<sup>th</sup> -20<sup>th</sup> 2017
- 2. Training of Bodaboda riders in Makueni County on savings and entrepreneurship in 2017
- 3. Training of Women and Youths on entrepreneurship in Kisii & Kajiado Counties in 2015

## **9. Community Engagements**

- 1. Founder of Mobile ASCA Members Association a Community Based Organization whose objective is to empower the lesser off segments in society- Current membership is 2500
- 2. Catholic Justice and Peace commissioner at the Fatima Catholic Church Ongata Rongai
- 3. Member of the Board at St. Andrews Catholic Primary School Nkaimurunya Kajiado County
- 4. Proprietor of Kidpalace Schools in Ongata Rongai
- 5. Secretary of the Great Global Mentorship Community Based Organization. A CBO whose objectives are to ensure that both the girl and boy child finish school in pastoralist communities' particularly in Kajiado County

## **10. Publications**

### **a) Journal Paper Articles**

- 1. Dr. Martina Mutheu (2020). Unlocking the stalemate: Multifaceted Learning Solution (MLS) for Inclusive Content Delivery to Basic Level Learners in Kenya. UoN research.org
- 2. Dr. Martina Mulwa (2018). Mobile Money and Empowering the Lesser off Segments inn Society. Mobile Accumulating Savings and Credit Association Model in Kenya.

International Journal of Science Arts and Commerce. ISSN: 0249-5368 Vol 3 No 5.  
Available at [www.ijfac.net](http://www.ijfac.net)

3. Dr. Martina Mulwa & Samuel Ngigi (2018). Barriers to Uptake and Use of Added Value Mobile Money Products by Lesser off Segments in Kenya. International Journal of Innovative Research & Development. Vol 7 Issue 6 June 2018 ISSN 2278-0211 (Online). [www.ijird.com](http://www.ijird.com)
4. Martina M. & Timothy W. (2016). Understanding Mobile Money from a Theoretical Lens. A Case study of Mobile banking Products in Kenya. International Journal of Innovation in the digital Economy. January –March 2016 Vol 7 Issue 1. DOI: 104018/IJIDE.2016010105. [www.igi-global.com](http://www.igi-global.com)
5. Martina M, Timothy W. (2015) Understanding Mobile Banking from a Theoretical Lens: Case studies of Selected Mobile Banking Products in Kenya. International Journal of Management and Information Technology. 2015; 10(No 8):2434-2444. [www.ijmit.com](http://www.ijmit.com)
6. Martina Mutheu Mulwa, Lynette Lusike, Samwel Ngigi (2015). Audiences to Users. The Paradigm Shift in the Role of Audiences in the Execution of Mobile Money Transactions in Kenya. Journal of New Media and Mass Communication. ISSN 2224-3267(paper) ISSN 2224 3275 (online) Vol 35, 2015 [www.iiste.org/journals/index.php/NMMC/article/view/20824](http://www.iiste.org/journals/index.php/NMMC/article/view/20824)
4. Dr. Martina Mutheu Mulwa, Dr. Ndeti Ndati and Faith Mutanu Muthini (2014). The Role of Context of Use in the Stabilization of Mobile Banking Products: A Case of Selected Mobile Banking Products in Kenya. The International Journal of Science & Technoledge: <http://theijst.com/june2014/46.STI406-044.pdf> (ISSN 2321 – 919X) Vol 2 Issue 6, June 2014.
5. Martina Mulwa and Ndeti Ndati (2013). Integrated Marketing Communication and Technology Adoption: A Case of Safaricom’s M-PESA Mobile Money Transfer Services in Kenya. African Journal of Science, Technology, Innovation and Development, 2013 Vol. 5, No. 5, 363–371, <http://dx.doi.org/10.1080/20421338.2013.829297>
6. Martina Mutheu Mulwa (2013). Is Mobile Phone Banking a Means for Bringing the Poor and Marginalized into Financial Services of The Formal Economy in Kenya? The African Journal of Communication, The East African Communication Association: ISSN 2227-7625 Volume 1, Number 2. Available at [41.89.26.5/cgi-bin/koha/opac-detail.pl?biblionumber=164386](http://41.89.26.5/cgi-bin/koha/opac-detail.pl?biblionumber=164386)

7. Dr. Martina Mulwa & Dr. Ndeti Ndati (2013). Network Logic and the Stabilization Of Mobile Banking Products: A Case Study Of Selected Mobile Banking Products In Kenya. International Journal of Innovative Research & Development. www.ijird.com, ISSN: 2278 – 0211 August, 2013 Vol 2 Issue 8.
8. Martina Mulwa (2012). The Role of Wireless Communication in Financial Inclusion. A Case Study of Selected Mobile Banking Products in Makueni County. A Dissertation Submitted at the School of Journalism and Mass Communication University of Nairobi.  
URL: [erepository.uonbi.ac.ke/handle/11295/8457](http://erepository.uonbi.ac.ke/handle/11295/8457)

**e) Conferences**

12. Dr. Martina Mutheu (2018). Mobile Money and Financial Inclusion. A talk at the Austrian Innovation Forum held on 11<sup>th</sup> October 2018 at the Techgate, Vienna Austria.
13. Martina Mutheu & Samwel Ngigi (2018). Mobile Money for Financial Inclusion: The Mobile Accumulating Savings & Credit Association (M-ASCA) Model in Kenya. Presented at the University of Nairobi Research Symposium 2018. Available at <https://uonresearch.org/irs/issue/innovation-research-symposium-2018/>
14. Martina Mulwa, Ndeti Ndati (2014). Barriers to Uptake and Use of Agency Banking Products Targeting Poor and Marginalized Populations in Kenya, Proceedings of the 4th International Conference on M4D Mobile Communication for Development-M4D 2014 held in Dakar Senegal on 7<sup>th</sup> -10<sup>th</sup> April 2014. General Tracks, Ibrahima Niang Christelle Scharff and Caroline Wamala (eds.) Karlstad University Studies |2014:26  
urn:nbn:se:kau:diva-31672 ISSN 1403-8099 ISBN 978-91-7063-557-1
- 14 Martina Mutheu (2013). The network Logic and The stabilization of Mobile Banking Products in Kenya. Presented at the 3<sup>rd</sup> African Business and Management (AIBUMA 2013) Conference held at the School of Business, Kabete Campus in July 2013. Available at [http://business.uonbi.ac.ke/AIBUMA 2013 CONFERENCE PROGRAM](http://business.uonbi.ac.ke/AIBUMA%202013%20CONFERENCE%20PROGRAM)
15. Martina Mutheu Mulwa (2013). The Role of Regulators in the Mobile Money Industry. Presented at the ‘Reaching the unreached’ Mobile Money conference held at the Ghana Technology University College on 12<sup>th</sup> -13<sup>th</sup> March, 2013. Available at [www.imfti.uci.edu/files/docs/2013\\_reaching\\_the\\_unreached Conference Program 2013](http://www.imfti.uci.edu/files/docs/2013_reaching_the_unreached_Conference_Program_2013)
16. Martina Mutheu (2012). Extending financial services to the poor and Marginalized. A Case Study of Mobile Banking in Kenya. Presented at the 2<sup>nd</sup> East African

Communication Association Conference held at St. Augustine University in Mwanza, Tanzania-September 2012.

17. Martina Mutheu (2012). The Niche in Mobile Money Adoptions. Presented at the 3<sup>rd</sup> African Business and Management (AIBUMA 2012) Conference held at the KICC in Kenya in July 2012. Available at [http://business.uonbi.ac.ke/AIBUMA 2013 CONFERENCE PROGRAM](http://business.uonbi.ac.ke/AIBUMA_2013_CONFERENCE_PROGRAM)
18. Martina Mutheu & Ndeti Ndati (2012). Integrated Marketing Communication (IMC) and the Adoption of Mobile Money Transfer Services', paper presented at the 1<sup>st</sup> International Mobile Money Conference in Kenya held at the Kenya School of Monetary Studies in April 2012. Available at 35-22-1-SP uonbi conferences

### **c) Exhibitions**

1. Pre-Global Entrepreneurship Summit Innovation Expo (2015). Held at the KICC under the Information Communication Authority Of Kenya exhibiting the M-ASCA Model
2. University of Nairobi Innovation Week (2015) Held at the Graduation square, University of Nairobi exhibiting the M-ASCA Model
3. University of Nairobi Innovation Week (2016) Held at the University of Nairobi Great Court exhibiting M-Advisory
4. Nairobi International Show (2016) Held at the Jamuhuri Show Ground exhibiting the M-ASCA Model under the Ministry of Devolution- Women Enterprise Fund
5. Launch of the Kitui County Climate Change Fund (2018) By Her Excellency Charity Kaluki Ngilu Exhibiting the Kitui Eco Briquettes and Eco Jiko by Mwaki Mutheu CBO

### **d) Books**

1. Martina Mulwa (2015). *Integrated Marketing Communication and Technology Adoption. The M-pesa Model in Kenya*. LAP LAMBERT Academic Publishing ISBN 978-3-659-68294-0

### **c) Published articles**

1. Dr. Martina Mulwa (2015). Is Kenya Ready for an MVNO? Available at [www.cgap.org](http://www.cgap.org)
2. Mulwa M. Does Microcredit Really Help Poor People? 2015). Available at [www.cgap.org](http://www.cgap.org)
3. Mutheu, M. (2015). 10 Things you thought you knew about M-PESA/CGAP#comment169596.

### **II. Selected Workshops**

1. Kenya institute of Business Training- Training on Business management (2010) – Safaricom House
2. Mobile Money Research Methods Workshop (2012) – Kenya School of Monetary Studies
3. Financial Knowledge for Africa (FIKA) - Financial education for women and youth-facilitated by Equity Bank (2011)
4. University of Nairobi Enterprises and Services Ltd Consultancy (UNES): Grants proposal Training and Workshops - University of Nairobi March- April 2014.
5. International Crescent of the Red Cross - University Lecturers' Training Course in International Humanitarian Law-ICRC Nairobi Kenya – March 2015
6. UNESCO SIDA Funded Project - Workshop on Empowering Local Radios with ICTs-Laico Regency Nairobi Kenya – September 2015
7. University of Nairobi Research Production and Extension - PhD Supervision Training held at the CCU in February 2018

## **12. Awards**

1. Mobile Money for Financial Inclusion (2018). Best paper award at the University of Nairobi Research Innovation Symposium held at the University of Nairobi in March 2019
2. The M-ASCA Model (2015). Copyright LT 12652 given by the copyright board of Kenya
3. On-Net Learning Solution (2020) Copyright RZ02382 Copyright Board of Kenya