

CURRICULUM VITAE

Ndeti Ndati, Ph.D

Director

School of Journalism and Mass Communication

University of Nairobi

P.O Box 30197 6 00100 - GPO

NAIROBI, Kenya

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COMPETENCIES AND SKILLS

Areas of Specialization

- Development communication
- Interpersonal communication
- Health Communication

Technical Competences

- Strong research, analytical and writing skills
- Excellent skills in project proposal writing
- Excellent team participant and a motivated independent worker
- Languages: Fluent in English and Kiswahili

Computer skills

- Good working knowledge of Microsoft Office (Word, Excel and PowerPoint)

EDUCATIONAL BACKGROUND

Sep 2009 6 Dec 2011: PhD in Communication and Information Studies, University of Nairobi

PhD Thesis: "The role of Interpersonal Communication in Shaping and Influencing HIV and AIDS behavioral responses among secondary school youth in Nairobi County."

May 2002 6 Mar 2005: M.A. in Communication Studies, University of Nairobi

M.A Thesis: "The Impact of HIV and AIDS Communication Strategies among Adolescents: A Case Study of HIV and AIDS education program in Secondary schools in Kenya"

Feb 1999 6 March 2000: Post Graduate Diploma in Mass Communication, Kenya Institute of Mass Communication

March 1992 6 Dec. 1996: B. Ed (Arts), University of Nairobi

UNIVERSITY CAREER EXPERIENCE

Feb 2016 - Present

Director

School of Journalism and Mass Communication, University of Nairobi

June 2015 to Feb 2016

Senior Lecturer & Associate Director

School of Journalism and Mass Communication, University of Nairobi

Mar 2015 – May 2015

Senior Lecturer & Coordinator, MA Communication Studies

School of Journalism and Mass Communication, University of Nairobi

Duties and Responsibilities:

- Facilitating the marketing of the programme in collaboration with the Management Board
- Coordinating course allocation and timetabling
- Liaising with Examination officer regarding all issues of examinations
- Attending to students' concerns, including serving as a link between them and the University Management
- Coordinating the allocation of supervisors for students' research projects, including the oral defense processes at the proposal and research report phases
- Serving on the School's Management Board
- Providing leadership in curriculum development, design of courses, and innovations in the delivery of teaching in communication
- Advising and mentoring of students
- Mentoring of students in supervised research courses
- Promoting sustained scholarship in the form of publications in refereed journals; presentation of papers at national and international professional meetings
- Supervising undergraduate and postgraduate students
- Mentoring young staff and helping them in their career developments

Jan 2014 – Feb. 2015

Lecturer and BA Coordinator

School of Journalism and Mass Communication, University of Nairobi

Duties and Responsibilities:

- Participating in the development and grading of undergraduate students' examination scripts, term papers and projects
- Providing leadership in curriculum development, design of courses, and innovations in the delivery of teaching in communication
- Advising and mentoring of students
- Helping students make informed decisions on course choices
- Mentoring of undergraduate students in supervised research courses

- Advancing the image of the University nationally and internationally through excellent research and good teaching and participation in major conferences.
- Promoting sustained scholarship in the form of publications in refereed journals; presentation of papers at national and international professional meetings
- Teaching undergraduate and postgraduate courses
- Supervising undergraduate and postgraduate students
- Mentoring young staff and helping them in their career developments

July 2012 – Dec. 2013

Associate Dean,

Faculty of Media and Communications, Multimedia University of Kenya

Tasks and Responsibilities:

- Providing academic leadership in the faculty of Media and Communication
- Performing the duties of the Dean in case of absence or under delegation
- Promoting the interests of the Faculty
- Coordination of research activities in the Faculty of Media and Communication

June 2011 – July 2012

Chairman

Department of Journalism and Communication, Multimedia University of Kenya

Duties and Responsibilities

- Providing academic leadership
- Promoting a collegial atmosphere within the department for optimal research and scholarship
- Ensuring smooth processing of university examination
- Ensuring a fair allocation of workload among faculty members
- Coordination of teaching and administrative matters in the Department
- Acting as a liaison point between the Department and the wide University community
- Supporting development of staff in the Department
- Overall management responsibility for the Department

Jan 2011 – Dec 2013

Lecturer

Department of Journalism and Communication, Multimedia University of Kenya

Duties and Responsibilities

- Participating in the development and grading of undergraduate students' examination scripts
- Providing leadership in curriculum development and design of courses in the delivery of teaching
- Advising and mentoring students
- Helping students make informed decisions on course choices
- Supervising undergraduate students in field settings such as field attachment programs.
- Promoting sustained scholarship in the form of publications in refereed journals; presentation of papers at

- national and international professional meetings
- Teaching undergraduate courses
- Mentoring young staff and helping them in their career development

July 2005 – Dec 2010

Chairman

Department of Public Relations and Development Communication
St. Paulø University

Duties and Responsibilities

- Providing academic leadership
- Promoting a collegial atmosphere within the department for optimal research, scholarship and learning
- Ensuring smooth processing of university examination
- Ensuring a fair allocation of workload among faculty members
- Coordination of teaching and administrative matters in the Department
- Acting as a liaison point between the Department and the wide University community
- Supporting development of staff in the Department
- Overall management responsibility for the Department

Sept. 2005 –Dec. 2010

Lecturer

Department of Public Relations and Development Communication
St Paulø University

Duties and Responsibilities

- Teaching undergraduate and postgraduate courses
- Grading examinations, papers and projects
- Assisting in the design of courses and in curricula development
- Supervising student in field attachments
- Supervising undergraduate projects and graduate studentsøtheses
- Promoting research and publications
Assisting undergraduate students in choosing their career paths
- Mentoring young staff and helping them in their career developments

PUBLICATIONS

Journal Articles

2016: Mwinzi, R., Mberia, H. & Ndeti, N. Communication Methods used to Disseminate Corporate Identity to Employees by Public Universities in Kenya. *International Journal of Scientific and Research Publications, Vol. 6, Issue 2, February 2016, pp.183-191.*

ISSN: 2250-3153

- 2016: Mwinzi, R., Mberia, H. & Ndeti, N. The Structure of Corporate Identity Public Universities in Kenya have Adopted. *International Journal of Education and Research*, Vol. 4, No. 1, January 2016, pp. 1-14. ISSN: 2411-5681.
- 2016: Ndeti, N. & Mecha, E. Assessment of the Use of Contraceptives among young Women in Nairobi. *Journal of African Communication Research*, Vol. 7, No. 1, pg 103 to 117, ISSN 1821-6544
- 2015: Auka, J., Mberia, H. & Ndeti, N. Predicting the Clinician's Behavioral Intention to Supply Adequate Information on the X-Ray Request Communication Tool in Kenya Hospitals. *The International Journal of Humanities and Social Studies*, Vol. 3, Issue 12, December, 2015. ISSN 2321-9203.
- 2015: Nyambane, R., Mberia, H. & Ndeti, N. An Assessment of Knowledge Levels about Cervical Cancer among Women Accessing Reproductive Health Services at the Kenyatta National Hospital, Nairobi, Kenya. *International Journal of Recent Scientific Research*, Vol. 6, Issue 10, pp. 6910- 6922, October, 2015, ISSN:0976-3031.
- 2015: Ikachoi, D., Mberia, H. & Ndeti, N. Self-Esteem as a Mediator between Social Media and Communication Skills: A Case Study of Undergraduate Students at St Augustine University of Tanzania, Mwanza Campus. *International Journal of Scientific Research Publications*, Vol. 5, Issue 8, August 2015 edition, ISSN 2250 – 3153.
- 2015: Idah, G., Ndeti, N. & Mberia, H. Assessing Opinion Leadership Strategies used to communicate Adaptive Climate Change Information among Residents of Kitui Central Constituency in Kenya. *International Journal of Education and Research*, Vol. 3, March 2015, pp 153 – 165. ISSN: 2201-6740 (online)
- 2015: Waweru, B., Ndeti, N. Decision Making in Community Driven Development: Whose Opinions Count in What? *International Journal of Social Science and Humanities Research*, Vol. 3, Issue 1, pp. 246 – 254. Jan – Mar 2015. ISSN 2348-3164 (online)
- 2015: Augustus, O.N., Mberia, H. & Ndeti, N. An Analysis of the Use of Mass Media during Communication Campaigns for Mental Health in Nairobi County. *The International Journal of Humanities and Social Studies*, Vol 3, Issue 2. Feb. 2015. ISSN 2321 – 9203)
- 2014: Ndeti N., Okumu, P. & Mogambi, H. Internet and the Promotion of Aquaculture in Kenya. *Published by European Scientific Journal*, December 2014 edition, Vol. 10, No. 35. Pp 217 – 237. ISSN 1857 – 7431.
- 2014: Ndeti N., Wambua, P. & Mogambi, H. The Impact of Legislation on Electoral opinion Polls in Kenya. *Published by European Scientific Journal*, December 2014 edition, Vol. 10, No. 34. Pp 250 – 270. ISSN 1857 – 7431.
- 2014: Nyakundi, A., Mberia, H. & Ndeti N. An Assessment of the Effectiveness of Communication Campaigns in Enhancing Knowledge of Mental Health among Secondary School students in Nairobi County, Kenya. *Published in the December 2014 edition of International Journal of Humanities and Social Studies*, Vol. 2, Issue 12, pp 96 – 107.
- 2014: Idah, G., Mberia, H. & Ndeti N. Evaluating Opinion Leadership Strategies used to Communicate

Adaptive Climate Change Information to Residents of Arid and Semi-Arid Areas in Kenya. *Published in the December 2014 edition of International Journal of Scientific and Research Publications, Vol. 4, Issue 12. ISSN 2250-3153.*

- 2014: Inimah, G., Mukulu, E & Ndeti, N. Portrayal of People with Disabilities in the Print Media in Kenya. *IOSR Journal of Humanities and Social Sciences. Vol. 19, Issue 7, July 2014. Pp 09 – 16*
- 2014: Mulwa, M., Ndeti, N. & Muthini, F. 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 and Technology, Vol. 2, Issue 6, June 2014. Pp 284 – 291*
- 2014: Nyambane, R.& Ndeti, N.The Influence of Television on the Sexual Behavior of Young Women in Mlolongo Township, Machakos County,*IOSR – Journal of Humanities and Social Sciences. Vol. 19. Issues 3, March 2014. Pp 85 – 92*
- 2014: Mulwa, M. & Ndeti, N. 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, ISSN1403-8099, ISBN 978-91-7063-557-1. April 7-8, 2014, Dakar, Senegal*
- 2013: Ndeti, N. The Social Construction of Meaning and Values regarding HIV and AIDS through Interpersonal Communication: A Study of High School Students in Nairobi. *African Journal of Communication, Vol. 1 No. 1 (2013)*
- 2013: Mulwa, M.& Ndeti, N. Network Logic and the Stabilization of Mobile Banking Products: A Case Study of Selected Mobile Banking Products in Kenya, *International Journal of Innovative Research and Development, Vol. 2 Issue 8.ISSN: 278-0211(Online).*
- 2013: Mogambi, H., Kiai, W. & Ndeti, N.Priming HIV/AIDS messages in Kenyan Print Media: Patterns, Issues and Practice, *Oct – Dec 2013 Vol. 3, Sage Open*
- 2013: Mulwa M.& Ndeti, N. 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. Vol. 5. No. 5. Pp 363 – 371.Routledge: Taylor and Francis Group*
- 2013: Gertrude I., Mukulu, E., Mathooko, P. & Ndeti, N.Media Portrayal and Disability Mainstreaming. A paper published after the proceedings of the first School of Human Resource Development Annual Research Conference held on 12th and 13th September 2013 at JKUAT Main Campus.

Books and Book Chapters

- 2013: Ndeti N. Interpersonal Communication and HIV/AIDS: Influencing Behavioral Responses to HIV amongst students. Nairobi: A book published by Nairobi Academic Press.
- 2012: Ndeti, N. HIV and AIDS Communication in Secondary Schools in Kenya. Eldoret: A book published by Zapf Chancery Publishers, Eldoret, Kenya

ONGOING RESEARCH ACTIVITY

- 2012: Principal Researcher: The Role of Film Making in the realization of Kenya's Vision 2030: An

Investigation of the Strategies, Formulas, Dynamics and Potential of Viable Film Production in Kenya ó research grant by Multimedia University of Kenya.

CONFERENCE PAPERS PRESENTED

- 2014: Nyakundi, A & Ndeti, N. Communication Campaigns and Mental Health in Kenya: A Survey of Secondary School Students in Nairobi County. A paper presented at the East African Communication Conference (EACA) held on 28th to 31st at Mukono Christian University, Uganda.
- 2013: Gertrude I, Mukulu, E., Mathooko, P. & Ndeti, N. Media Portrayal and Disability Mainstreaming. A paper presented during the first School of Human Resource Development annual Research Conference held on 12th and 13th September 2013 at JKUAT.
- 2013: Nyakundi, A., Mberia, H. & Ndeti, N. The Effectiveness of Communication Campaigns in Enhancing Knowledge on Mental Health in Kenya. A paper presented during the first School of Human Resource Development annual Research Conference held on 12th and 13th September 2013 at JKUAT Main Campus.
- 2013: Mulwa, M. & Ndeti, N. Barriers to uptake and use of Agency Banking product targeting poor and marginalized populations in Kenya ó a paper presented during a conference entitled "Reaching the unreachable: Mobile money uptake in Ghana" on 12th and 13th March, 2013.
- 2012: Mulwa, M. & Ndeti, N. The Role of Wireless Communication in Financial Inclusion: A Case of Agency Banking in Kenya. A paper presented at the 2nd East African Communication Association Conference held in Mwanza, Tanzania in October 2012.
- 2012: Mulwa, M. & Ndeti, N. Integrated Marketing Communication and Technology Adoption: A Case of Safaricom's Mpesa Mobile Money transfer services in Kenya. A paper presented at the Africa Mobile Money Research Conference held on April 2nd & 3rd, 2012 at the Kenya School of Monetary Studies, Nairobi.
- 2011: Ndeti, N. Leadership and Community Mobilization - A paper presented during the HIV & AIDS Base Group Regional Conference held at the YMCA, November 2011.
- 2009: Ndeti, N. Conflict & Cooperation in Society: A Case for Lay Training Centers in Africa ó A paper presented during the Association of Christian Lay Centers in Africa (ACLCA) Leadership Training held at Jumuia Conference centre, November 5, 2009.

RESEARCH GRANTS

- 2012: Principal Researcher: Multimedia University Research grant to investigate the Role of Film Making in the realization of Kenya's Vision 2030: An Investigation of the Strategies, Formulas, Dynamics and Potential of Viable Film Production in Kenya ó research grant by Multimedia University of Kenya.
- 2013: Principal Researcher: Research grant from Multimedia University of Kenya to study "Extending Mainstream financial services to the poor and marginalized: A case study of Agency Banking in Kenya".

2008: Principal Researcher: Research grant from St. Paul's University to study the Adoption and Use of ICTs in the mainstream Churches in Kenya: A study of All Saints Cathedral, Nairobi.

CONSULTANCIES

2016 ó Feb to April. Consultant in the Strategic Planning process of the project: Establishing a Centre of Excellence in Communication and Media Training and Practice

2015 ó June ó Nov. Consultant with Deutsche Welle Akademie to write a paper on Corruption in the Media in Kenya

2014 ó (August/Sept). Consultant with SUNY Kenya and the Centre for Parliamentary Studies and Training (CPST) to train Members of Parliament and County Assemblies during the piloting of CPST's training manual. My area of training was Information, Communication and Public Participation

2014 ó (October ó Dec): Consultant with Deutsche Welle Akademie to conduct a Content Analysis of Radio Programs Sponsored by DW in Western Kenya

2014 ó (Aug. ó Nov): Consultant with Deutsche Welle Akademie to conduct a Baseline Radio Listenership Survey in Nakuru

2014 - Present: Consultant Communications expert and Reviewer of Higher Education Academic programs with the Commission for University Education (CUE), Kenya

2013 ó Present: Communications consultant and Book Reviewer with Oxford University Press, Nairobi

2012 ó 2013. Communications consultant with **KELIN** in training program officers in the area of effective writing and good presentation skills

2010 ó 2012. Consultant with **SGS** as a Communications Expert towards the ISO Certification of the Nation Media Group, Nairobi

INTERNAL AND EXTERNAL EXAMINATION

2014 – (Oct. – Nov.)

Internal Examiner, (appointed by the Board of Post Graduate Studies) School of Journalism and Mass Communication, University of Nairobi

2014 - (Oct. – Dec.)

External Examiner, Department of Journalism and Mass Communication, School of Graduate Studies, St Augustine University of Tanzania, Dar Es Salaam Campus.

April 2013 – present:

External examination moderator, Department of Journalism and Mass Communication and Department of Public Relations and Advertising, Faculty of Humanities and Social Sciences at St. Augustine University of Tanzania, Mwanza.

PHD SUPERVISION

2012 – Dec 2015

Getrude Inimah. An Analysis of the Portrayal of People with Disabilities in Print Media in Kenya

Augustus Nyakundi. The Effectiveness of Communication Campaigns in Enhancing Knowledge of Mental Health in Kenya: A Survey of Secondary School Students in Nairobi County

Idah Mwenda. The Role of Strategic Opinion Leadership in Communicating Adaptive Climate Change Information in Arid and Semi-Arid Lands in Kenya

2014 - Present

Leah Muchemi

Joan Mwaura. The Role of Interpersonal Communication in Influencing Breast Cancer Behavioral Change among Women in Nairobi County, Kenya

Consolata Mutisya. New Media and Business: Adoption and Use of Mobile Technology Services in Empowering Women Entrepreneurs in Machakos County

Rhoydah Nyambane.

Denis Ikachoi.

Joash Auka.

John Keriri.

Rosephine Nyiva.

Cosmas Mwaisoba.

MA SUPERVISION

2014 graduates

Mecha E. Kwamboka. An Assessment of the Uptake of Modern Contraceptives among Women in Nairobi County: A Study of the C-Word Campaign

Koeh, M. Kipkoror. Role of Participatory Communication in Poverty Reduction among Small Scale Farmers in Kenya: A Case Study of Irish Potato Farmers in Kuresoi North Sub-County

Kaunga K. Samuel. Media Strategies and their Influence in Communicating Information on Female Genital Mutilation: A Case of Meru Community in TharakaNithi.

Anyange D. Ochami. The Influence of Television Advertisements on Alcohol Consumption among Youth in Secondary Schools in Kwale County: A Case of Kasemeni Location

Abook Brian. Effectiveness of HIV and AIDS Prevention Communication Campaigns: The Case of Gay Community in Nairobi County

2013 graduates

Wambua K. Paul. The Impact of Legislation on Electoral Opinion Polls: A case study of Pollsters in Nairobi County.

Barini Job. The Impact of IEC campaigns on waste management behaviors of urban residents: A study of Embakasi East Constituency.

Okumu, Patel. The role of Internet in the promotion of Aquaculture in Kenya: A case study of the Fish farming project in the Department of Fisheries, Ministry of Agriculture.

Raychelle K. Mutisya. The Nature of Literary Journalism in the Kenyan Print Media: A Critical Comparison of the Daily Nation and The Standard Newspapers.

OsekoB.Rehema. The Role of Interpersonal Communication in the Use of Family Planning Methods among Women: A Case Study of Kajiado County.

Sikuku E. Wanyonyi. The Efficacy of Sabido Entertainment Education Television serial dramas in Combating HIV and AIDS: A Case Study of SIRI.

2012 graduates

GildineKarani. The Role of Public Relations in the Enhancement of Institutional Image: A Case Study of the Ministry of Lands, Kenya.

Mukundi K. Thuku. Coverage of Agricultural Information by the Print Media in Kenya: A Content Analysis.

Miriti K. Purity. The Role of Communication in addressing the eradication of husband battering: A case study of Mathira Division ó NyeriCounty.

Mwangi W. Catherine. The Role of Interpersonal Communication in Environmental Conservation: A case study of the Aberdare Ecosystem.

Nyongesa W. Thomas. The Role of Computer Mediated Communication among Secondary school students in Westlands District, Nairobi County.

Sarah NjokiNgechu. The Role of communication in the management of human resources in organizations in Kenya.

2011 graduates

Simon L. Libafu. Effects of New Media Technologies on Print and Electronic Media: A Case Study of Social Networkings among College Students in Nairobi.

NyambaneRhoydah. A Critical Analysis of the Influence of Television on Sexual Behavior of Young Women: A Case Study of Mlolongo Township, Machakos County.

Langat Bernard. A Critical Analysis of Media Messages in Combating HIV/AIDS in Kenya: A Case Study of the Daily Nation Newspaper.

Kuria Naomi Njoki. Factors Influencing Effective Participation of Men in HIV/AIDS Campaigns: A Case of Government Ministries in Nairobi.

MuchiriMukunga. Bias in Political News Reporting: A Case Study of the Daily Nation and the Standard in the 2007 Elections in Kenya.

2010 graduates

Charles MuhiaKiiru. The Role of Public Relations in the Public Sector: A Comparative Analysis of Communication Strategies in the Ministry of Defense and Police Department in Kenya.

Faith MutanuMuthini. An Investigation of Communication Approaches Used for HIV/AIDS Awareness at the Workplace: A Case Study of Secondary Schools in Machakos District.

Igweta K. Dorothy. An Evaluation of the Role of FM Radios in Empowering the Youth in Kenya.

OTHER ADMINISTRATIVE RESPONSIBILITIES

Mar. 20; 26-27, 2015: Ag. Director, School of Journalism and Mass Communication, UoN

Feb. 6-7; 9-13, 2015: Ag. Director, School of Journalism and Mass Communication, UoN

Feb ó Sept 2015: Member, Local Organizing Committee of East African Communication Association (EACA)

Sept 2014 ó Present: Board Member, East African Communication Association (EACA)

Jun 2013 ó Aug. 2013:Ag. Dean, Faculty of Media and Communication, Multimedia University of Kenya

Oct. 2012 ó Dec. 2013: Ag. Director, Quality Assurance, Multimedia University of Kenya

Mar. 2012 ó May 2012:Ag. Dean, Faculty of Media and Communications, Multimedia University.

Sept. 2012 ó Dec 2013: Chair, Student Appeals Committee, Multimedia University of Kenya

2008 ó 2010: Patron - Red Cross Club, St. Paul's University

2006 ó 2010: Editor, The Voice Magazine, A publication of St. Paul's University

2007 ó 2010: Faculty Advisor - SIFE Club, St Paul's University.

COMMUNITY SERVICE

2012 to present: Co-Director, Machakos County Development Initiative (A local NGO)

MEMBERSHIP TO PROFESSIONAL ASSOCIATIONS

East African Communication Association

REFEREES

Wambui Kiai, PhD

Senior Lecturer,
School of Journalism and Mass Communication
University of Nairobi
P. O Box 30197-00100, Nairobi
Mobile. 0733 734 318
Email: wamkiai@yahoo.com

Samuel Siring, PhD

Associate Director,
School of Journalism and Mass Communication
University of Nairobi
P.O Box 30197 ó 00100, Nairobi
Mobile. 0788 886000
Email: samuelsiringi@gmail.com

David Mwaniki Minja, PhD

Associate Professor of Management
Kenyatta University
Mobile. 0734 658 348
Email: minjad11@gmail.com