

# **DR. VICTOR MUYA NDAMBUKI**

**PhD (UON), MBA (UON), B.COM (UON), AMKIM**

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## **SUMMARY CV**

### **EDUCATION BACKGROUND**

1. PhD (Business Administration), University of Nairobi, 2018
2. Master of Business Administration (MBA), University of Nairobi, 2000
3. Bachelor of Commerce (Marketing), University of Nairobi, 1995

### **WORK EXPERIENCE**

<b><u>YEAR</u></b>	<b><u>INSTITUTION</u></b>	<b><u>POSITION</u></b>
October, 2018	ECOBANK (K)	Consultant, Strategy
2003-To Date	UNIVERSITY OF NAIROBI	Lecturer, School of Business
2018-To Date	UNIVERSITY OF NAIROBI	In-Charge, Incubation Center
2010	NSSF	Lead consultant, Training
2009	NACC	Lead consultant, Training
2007-2009	CATHOLIC UNIVERSITY OF EA	Lecturer, Business
2003-2008	KIM	Lecturer, Business Subjects
2009	WORLD BANK(KIRDI)	Consultant, SMEs
2007	KIM	Training manager
2004	COMBONI FATHERS	Consultant, SMEs

## **DETAILED CV**

- (1) 2003-To date Appointed Lecturer In **University of Nairobi, School of Business** and  
Currently teach the following units at both undergraduate and graduate levels:  
Marketing management, Principles of marketing, International marketing,  
Consumer behavior, Marketing of services, Social marketing strategy, Key  
Account Management
- (2) 2018 In the month of October, I was contracted by one of the **Tier III Commercial** banks  
in Kenya to train the senior management on cascading strategy and linking  
corporate strategy with marketing strategy and finally the financial outcomes in the  
bank.
- (2) 2018-To Date. Appointed the **In- Charge of the Incubation Center** at the School of  
Business, University of Nairobi. Responsibilities involve activating the incubation  
centre and overseeing its day to day running including coordinating activities such  
as stakeholder engagement.
- (2) 2010 **National Social Security Fund (NSSF)**  
  
Appointed a **Lead consultant** to train all front office staff on customer care. I  
individually trained all the front office persons at NSSF including the receptionists,  
secretaries and security officers. The focus of the training was to make the staff  
more responsive, sensitive and create a realization of the essence of excellent  
customer service.
- (3) 2009 **National Aids control council (NACC)**  
  
**Facilitated the domestication of marketing in Hiv/Aids** campaigns in the  
Lower Eastern regions of Kenya. I developed the marketing blueprint that was  
used by NACC for years 2009- 2011. I was responsible for training key persons in  
various sectors such as education, transport and SMEs who would be expected  
to cascade the objectives and activities of NACC downwards.
- (4) 2007-2009 **Catholic University of Eastern Africa (CUEA)**

Appointed lecturer in insurance, pensions and marketing

(5)2003-2008 **Kenya Institute of Management (KIM)**

Appointed lecturer in marketing and related units.

(6) 2007 **Kenya Institute of Management**

Appointed Training manager in charge of college House campus. In this Responsibility, i was in charge of both human and non human assets of the institution and I was also responsible for coordinating learning activities within the Campus.

**ADDITIONAL EXPERIENCE**

- I have been engaged by commercial banks in Kenya to guide strategy brainstorming sessions. This has given me experience on steering high level deliberations with ease and dexterity
- I was involved in the Operationalization of the Strategic Plan for Postal Corporation of Kenya.
- I have held a number of administrative positions in the University of Nairobi. Most of these have involved meeting set targets. I have for instance been a Member of the Editorial Board of the DBA Journal of Management
- In the last three years, I have actively participated and continues to participate in student mentorship programs. One of my groups won the Runners Up prize in GAUP Business Plan Challenge.

**Research Profile**

2000- Carried out a study on “ The State of social marketing by Commercial Banks in Kenya”. This was a project for the award of a degree in Master of Business Administration (**MBA**) , University of Nairobi.

2004- Was contracted by **Comboni Fathers**, A faith based NGO To establish the

extent of appreciation of basic business practices by Women Groups in Kibera Slums Supported by the NGO.

- 2009 - Conducted a study commissioned by the **World Bank** in both Dagorretti and Kikuyu areas in Kenya. The TOR was a documentation of marketing practices by Small and Medium scale Enterprises in these areas.
- 2014- Partnering with Dr. Yabs, of the School of Business, researched on ‘‘Virtue Ethics in the East African Community in the Fast moving consumer goods(FMCG) industry’’. The findings of the study were later presented in a Conference-AIBUMA **and** published by **IISTE(2014)**
- 2017- Researched on ‘‘ Key Account Management Practices, Market Sensing Capabilities, Organizational Characteristics and performance of Commercial Banks in Kenya’’ for my Doctorate

### **Academic Publications**

- 2018- **Victor Ndambuki**, Prof. Munyoki, Prof. Kibera, F & Dr. Magutu, P (2018) Key Account Management, Characteristics of Buying Center and performance: A conceptual framework, *DBA Africa management Journal*, 2018
- 2018- **Victor Ndambuki** (2018) Key Account Management Orientation in Commercial Banks in Kenya , *DBA Africa management Journal*, 2018
- 2017- Njonjo Anne & **Victor Ndambuki (2017)** The influence of Market Orientation on the choice of a shipping line by fruit exporters of refrigerated cargo in Kenya, *DBA Africa management Journal*, 2017
- 2014- Dr. John Yabs & **Victor Ndambuki (2014)** Virtue Ethics in the East African Community in the Fast moving consumer Goods (FMCG) industry, *IISTE(2014)*

### **CONFERENCE PAPER PRESENTATIONS**

- 2014- Co-presented a paper titled, ‘‘Virtue Ethics in the East African Community in the Fast moving consumer Goods (FMCG) industry’’ in AIBUMA Conference with Dr. Yabs
- 2017- Presented a paper titled, ‘‘ Key Account Management Orientation and Performance of Commercial Banks in Kenya in DBA Africa Management Conference
- 2017- Presented a paper on Key Account Management and Performance: A conceptual Framework in DBA Africa Management Conference

## **OTHERS**

**Postgraduate Supervision-** I have to date supervised over 100 MBA and MSC (Marketing) students

**Citizen Weekly Newspaper-** I authored an Article titled, ‘‘Regulation of Crop Vending good But Premature’’ which was published.

**School Board Membership:** I am a Board Member for Ngelani High School in Machakos.

## **REFEREES**

- (1) Dr. Florence Muindi  
Chairman, Dept. of Business Administration, School of Business,  
University of Nairobi  
Cell: 0722710936
  
- (2) Prof. Justus M. Munyoki  
Associate Professor of Marketing, School of Business,  
University of Nairobi  
Cell: 0721785587
  
- (3) Dr. Catherine Ngahu  
Chair, Strategic Business Options & Senior Lecturer, School of Business,  
University of Nairobi  
Cell: 0722521688