



THE TECHNICAL UNIVERSITY OF KENYA

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EDUCATION

LEVEL	QUALIFICATION NAME	INSTITUTION	YEAR
Doctor of Philosophy (PhD)	BUSINESS ADMINISTRATION AND MANAGEMENT	DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY(Kenya)	2013
Masters of Business Administration (MBA)	BUSINESS ADMINISTRATION	UNIVERSITY OF NAIROBI(Kenya)	2000
Bachelor of Commerce (B.Com)	BUSINESS ADMINISTRATION OPTION	UNIVERSITY OF NAIROBI(Kenya)	1993
A Level/Equivalent	KENYA ADVANCED CERTIFICATE OF EDUCATION	STAREHE BOYS' CENTRE TECHNICAL(Kenya)	1988
O level/Equivalent	KENYA CERTIFICATE OF EDUCATION	STAREHE BOYS' CENTRE TECHNICAL(Kenya)	1986

SELECTED PUBLICATIONS

TITLE	LINK TO PUBLICATION	YEAR
Factors affecting use of donor aid by international nongovernmental organizations in Kenya: A case of USAID	View online	
Green Marketing Adoption and Performance of Kenya Tea Firms	View online	
Strategic responses by general insurance agencies to adoption of Banc assurance in Kisumu city	View online	
Drivers for adoption of green marketing by Kenya tea firms	View online	
Effects of strategic management practices on performance of financial institutions in Kenya: A case of Kenya Post Office Savings Bank	View online	
Extent of Adoption of Green Marketing Strategies by the Kenya Tea Firms	View online	
Market Segmentation by Commercial Banks in Kenya	View online	
Factors Affecting Customer Loyalty of Supermarkets in Nyeri Town, Kenya	View online	
Constraints to Small and Micro Enterprises' Participation in Public Procurement in Kenya: A Case of Cleaning Services Industry in Nairobi Central Business District	View online	
Effect of Promotional Mix Elements on Sales Volume of Financial Institutions in Kenya: Case Study of Kenya Post Office Savings Bank	View online	
Effect of Promotional Mix Elements on Sales Volume of Financial Institutions in Kenya: Case Study of Kenya Post Office Savings Bank	View online	
Factors Affecting Internal Marketing in Public Universities in Kenya (A Case of Dedan Kimathi University of Technology)	View online	
Factors Affecting Levels of Customer Satisfaction in Government Parastatals in Kenya (A Case of Kenya Power)	View online	
Factors Affecting Women Career Advancement in the Banking Industry in Kenya (A Case of Kenya Commercial Bank Branches in Nairobi County, Kenya)	View online	
Influence of Corporate Social Responsibility on Customer Choice: A Survey of Selected Commercial Banks in Nairobi	View online	

NAME	PROJECT TITLE	PERIOD
Mbugua, S.W.	Role of agent banking services in promoting financial inclusion in Neri town, Kenya. Published MBA Thesis. Dedan Kimathi University of Technology.	2014
Mathenge, P.M. (B311- 022/2010).	Factors Influencing Sustainability of Small Tea Enterprises in Kenya and Suggested Strategies. Unpublished PhD Thesis. Dedan Kimathi University of Technology.	2013 - 2015
Kabata, D.	Firm characteristics and e-commerce usage in the Kenyan banking industry. Unpublished PhD Thesis. Dedan Kimathi University of Technology.	2013 - 2015
Githinji, C.K. (Reg. No. B211 - 0005/2011).	Hindrances to adoption of computerized accounting system by coffee societies in Nyeri County, Kenya. Published MBA Thesis. Dedan Kimathi University of Technology.	2014
Ichaura, J.W. (Reg. No. B211 - 0612/2011).	Constraints inhibiting profitability of smallholder Dairy Farmers In Nyeri South Sub- County, Kenya. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2014
Kimondo, L.W. (Reg. No. B211 - 0008 - 2011).	Constraints to customers' satisfaction at Kenya power and lighting company in Nyeri County, Kenya. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2014
Munyori, J.W. (Reg. No. B211 - 0009/2011).	Factors affecting the size of animal feed manufacturing firms in Nyeri and Kiambu Counties. Published MBA Thesis. Dedan Kimathi University of Technology.	2014
Mbugua, S.W. (Reg. No. B211 - 0014/2011).	Role of agent banking services in promoting financial inclusion in Neri town, Kenya. Published MBA Thesis. Dedan Kimathi University of Technology.	2014
Ngugi, S.M. (Reg. No. B211 - 0005/2012).	Challenges facing deposit taking savings and credit co-operatives' compliance with the Sacco Societies' Act Number 14 (2008) in Nyeri County. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2014
Waichigo, F.N. (Reg. No. B211 - 0036/2010).	Relative influence of selected marketing communication tools on student enrolment in private universities in the former Central province. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2014
Githua, S.W. (Reg. No. B211 - 0003/2012).	Factors influencing retirement planning and saving of women in selected private secondary and primary schools in Nyeri county, Kenya. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2015
Ogutu, A.W. (Reg. No. B211 - 0001-003/2012).	Effect of Capital Structure on the Performance of Commercial and Services Companies Listed in Nairobi Securities Exchange. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2015
Kingori, D.N. (Reg. No. B211 - 0012/2010).	Effect of adoption of alternative banking channels on customer satisfaction: a case of selected commercial banks in Nairobi County. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2015
Wang'ombe P.M. (Reg. No. B112-0003- 2013).). Hindrances to growth of micro finance institutions in Nyeri county, Kenya. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2015
Okong'o, E.O. (Reg. No. B112-003-0003/2013).	Effect of entrepreneurship skills development on growth of small and micro enterprises in Kisumu city, Kenya. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2015
Ngatia, R. G. (Reg. No. B212-02-0004/2014).	Effects of Buyer - Supplier Relationship on Customer Satisfaction (A Case Study of Highland Mineral Water Company). Unpublished MSc in Supply Chain Management Thesis. Dedan Kimathi University of Technology.	2015
Nguyo, J.K. (Reg. No. B211 - 0034/2012).	Commercial Banks Investment in Corporate Social Responsibility in Nyeri Town, Kenya. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2015
Muriithi, C. G. (Reg. No. B211 - 0012/2012).). Effect of strategic human resource management on teacher turnover in private secondary schools in Nyeri county. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2015
Muriithi, C. G. (Reg. No. B211 - 0012/2012).). Effect of strategic human resource management on teacher turnover in private secondary schools in Nyeri county. Unpublished MBA Thesis. Dedan Kimathi University of Technology.	2015