

VIRTUAL
8th DBA-AFRICA MANAGEMENT REVIEW (DBA-AMR) ANNUAL INTERNATIONAL CONFERENCE
(2023)

(In Conjunction with the 13th Edition of the DBA-Africa Management Review Journal)



Theme:

"Harnessing Research to Shape the Future of Management for Sustainability of Communities"

Tuesday, 24th OCTOBER, 2023

Join Zoom Conference Meeting

<https://us02web.zoom.us/j/88411984304?pwd=YVEwOGZPdMlEZWZFcWNTSSStFTm1MUT09>

Meeting ID: 884 1198 4304

Passcode: 277376

| Website: <https://researchweek.uonbi.ac.ke/>



WIMBO WATAIFA

Ee Mungu nguvu yetu
Ilete baraka kwetu
Haki iwe ngao na mlinzi
Natukae na undugu
Amani na uhuru
Raha tupate na ustawi

Amkeni ndugu zetu
Tufanye sote bidii
Nasi tujitoe kwa nguvu
Nchi yetu ya Kenya
Tunayoipenda
Tuwe tayari kuilinda

Natujenge taifa letu
Ee, ndio wajibu wetu
Kenya istahili heshima
Tuungane mikono
Pamoja kazini
Kila siku tuwe na shukrani



EAST AFRICAN COMMUNITY ANTHEM

1. Ee Mungu twaomba ulinde
Jumuiya Afrika Mashariki
Tuwezeshe kuishi kwa amani
Tutimize na malengo yetu.

*Jumuiya Yetu sote tuilinde
Tuwajibike tuimarike
Umoja wetu ni nguzo yetu
Idumu Jumuiya yetu.*

2. Uzalendo pia mshikamano
Viwe msingi wa Umoja wetu
Natulinde Uhuru na Amani
Mila zetu na desturi zetu.

3. Viwandani na hata mashambani
Tufanye kazi sote kwa makini
Tujitoe kwa hali na mali
Tuijenge Jumuiya bora.

Conference Program

Tuesday, 24th October, 2023

8.30 – 9.00 AM	Registration
9.00 – 9.30 AM	Opening Ceremony
9.30 – 9.40 AM	Health Break
9.40 – 12.35 PM	Key Note Speeches
12.45 – 4.05 PM	Parallel Paper Presentations
4.05 – 4.30 PM	Closing Ceremony
PLENARY: OFFICIAL OPENING - SESSION I	
8.30 – 9.00 AM	Registration
9.00 – 9.20 AM	<p>OPENING CEREMONY</p> <ul style="list-style-type: none"> i. Prof. Kennedy Ogollah, Conference Chairperson and Convenor; ii. Dr. Joseph Owino, Ag. Chairman, Department of Business Administration (DBA); iii. Prof. James M. Njihia, Dean, Faculty of Business and Management Sciences (FoBMS); iv. Prof. Justus M. Munyoki, Director Research, Innovation and Enterprise; v. Prof. Margaret Hutchinson, Deputy Vice Chancellor (DVC) – Research, Innovation and Enterprise (RIE) -UoN; vi. Prof. Stephen Kiama Gitahi, Vice Chancellor, UoN
09.20 – 09.30 AM	HEALTH BREAK
PLENARY: KEYNOTE SPEECHES - SESSION II	
9.30 – 10.05 AM	<p>Prof. Progress Hove Sibanda, Department of Logistics Nelson Mandela University, Port Elizabeth 2nd Avenue Campus, Summerstrand – South Africa.</p>
10.05 – 10.35 AM	<p>Prof. Michael J. Mol Department of Strategy and Innovation Copenhagen Business School, Denmark.</p>
10.35 – 11.05 AM	<p>Mr. Scott Walker Chief Executive Officer and Founding Partner Systemic Innovation and African Scale Craft (UK), London – UK.</p>
11.05 – 11.35 PM	<p>Mr. Kiprono Kittony Chairperson, Nairobi Securities Exchange (NSE), Nairobi – Kenya.</p>
11.35 – 12.15 PM	Q & A

Parallel Paper Presentations		
STREAM A: SUB - THEMES		
<i>Governance and Policy Research for Sustainability of Communities (9-Papers).</i>		
Session Chair: Prof. Zackary B. Awino		
Session Rapporteur: Dr. Joseph Owino		
TIME	PAPER TITLE	AUTHOR(S)
12.30 - 12.45 PM	Paper # 01: Strategic Leadership and Socio - Economic Development of Mukuru Slums in Starehe Sub County, Nairobi Kenya	Philip Kamami Mbuvi Dr. Benedict Mkalama
12.45 – 12.55 PM	Q & A	
12.55 - 01.10 PM	Paper # 02: Influence of Lending Ethics on Loan Performance of Commercial Banks Branches in Kenya	Godfrey Michael Thuranira Prof. Cyrus Iraya Prof. Winnie Nyamute Dr. Onesmus Mutunga
01.10 – 01.20 PM	Q & A	
01.20 – 01.35 PM	Paper # 03: Exploring the Effect of Advanced Manufacturing Technology on Performance: A Study of Large Manufacturing Companies in Kenya	Dr. Musebe Edward Achieng Prof. Zachary B. Awino Prof. Peter K’Obonyo
01.35 – 01.45 PM	Q & A	
01.45 – 02.00 PM	Paper # 04: Strategic Orientation Effect on The Linkage Between Top Management Diversity and Competitive Advantage of Insurance Companies	Jacqueline Odunga Opiyo Prof. Zachary B. Awino Prof. Kennedy Ogollah Dr. Joseph Owino
02.00 – 02.10 PM	Q & A	
02.10 – 02.25 PM	Paper # 05: Strategic Leadership and Performance of Micro-Finance Institutions in Nairobi County, Kenya	Lucy Gathenya Dr. Benedict Mkalama
02.25 – 02.35 PM	Q & A	
02.35 – 02.45 PM	Paper # 06: Exploring The Viability of Community Public-Private Partnerships for Chronic Illness Diagnostic Services in East Africa	Kariuki J. N. Mutai J. N., Mathu D. Mutisya R.
02.45 – 02.55 PM	Q & A	
02.55 – 03.05 PM	Paper # 07: The Nexus of Strategic Planning, Organizational Characteristics, Employee Competencies and Firm Performance	Maria Aridi Kegode

03.05 – 03.15 PM	Q & A	
03.15 – 03.30 PM	Paper # 08: Corporate Strategy and Performance of Large Manufacturing Firms in Nairobi Metropolis	Lucy Mwangi Peter Kiilu Prof. Evans Aosa
03.30 – 03.40 PM	Q & A	
03.40 – 03.55 PM	Paper # 09: “Lending” or “Borrowing” to Move Research into Policy: Evidence of the Business Administration Doctorate Researches at a Kenya University	Prof. Kennedy O. Ogollah,
03.55 – 04.05 PM	Q & A	

Parallel Paper Presentations		
<i>STREAM B: SUB - THEMES</i>		
<i>1. Innovation and Disruption: Strategies for Successful Sustainability of Communities (3-Papers)</i>		
<i>2. Marketing Research for Sustainability of Communities (1-Paper).</i>		
<i>3. The Future of Work: Adopting to a changing Landscape for Sustainability of Communities (5-Papers).</i>		
Session Chair: Prof. Mercy Munjuri		
Session Rapporteur: Dr. Benedict Mkalama		
TIME	PAPER TITLE	AUTHOR(S)
12.30 - 12.45 PM	Paper # 01: Information Communication Technology Adoption and Performance of Small and Medium Enterprises in Kiambu County, Kenya	Elija Mutitu Dr. Benedict Mkalama
12.45 – 12.55 PM	Q & A	
12.55 - 01.10 PM	Paper # 02: Ethical Implications of Artificial Intelligence for Meaningful Research Work	Yoni Ayiekoh
01.10 – 01.20 PM	Q & A	
01.20 – 01.35 PM	Paper # 03: Frugal Innovation; Africa’s Low Lying Fruits	Prof. X.N. Iraki
01.35 – 01.45 PM	Q & A	
01.45 – 02.00 PM	Paper # 04: Relationship Between Market Sensing Practices and Performance of Fintech Companies in Kenya	Gillian Ndeti Prof. Justus M. Munyoki
02.00 – 02.10 PM	Q & A	

02.10 – 02.25 PM	Paper # 05: Fraud Mitigation Practices and Financial Performance of Insurance Companies in Kenya	Sarah Wambui Ng'ang'a Dr. Angima Caren.
02.25 – 02.35 PM	Q & A	
02.35 – 02.45 PM	Paper # 06: Fostering Data Collaboration Among Small and Medium Enterprises: A Path to Collective Growth	Lydia Nyaboe Zachary
02.45 – 02.55 PM	Q & A	
02.55 – 03.05 PM	Paper # 07: The Role of Green Human Resource Management Practices on The Performance of Firms Listed on The Nairobi Securities Exchange, Kenya	Kennedy Gichira
03.05 – 03.15 PM	Q & A	
03.15 – 03.30 PM	Paper # 08: Work-Life Balance, Happiness Index and Employee Performance	Millicent A. Okotoh and Prof. Florence K. Muindi
03.30 – 03.40 PM	Q & A	
03.40 – 03.55 PM	Paper # 09: Strategic Resilience and Organizational Performance	Yoni Ayiekoh
03.55 – 04.05 PM	Q & A	
04.05 – 04.30 PM	Closing Ceremony	