



PROF JUSTUS M. MUNYOKI
(BSc.(Agric);MBA,CPS(K), PhD, MKIM, FMSK
P.O. BOX 3708-00200
NAIROBI

Telephone No. 0721 785 587
jmmunyoki@uonbi.ac.ke, jmmunyoki2@gmail.com

CURRICULUM VITAE

Focus

A result oriented Kenyan citizen focused on better performance and achievement of individual and organizational goals within set time lines

Key Qualifications:

I am an experienced Marketing Strategist, with over 15 years postgraduate teaching, research and consultancy experience. I have successfully supervised over 7 PhDs ,with a few more currently making good progress.

Research Interests

Innovations Management, Branding, Marketing and entrepreneurship in the developing countries, and enhancing University – Industry linkages

A Personal Details

I am a Kenyan born in 1964, Married with children . I am an active Christian confessing the Roman Catholic faith

B Academic Qualifications

2002 -2007 University of Nairobi, School of Business: Doctor of Philosophy degree

(PhD) in Marketing

1995 – 1997 University of Nairobi, Master of Business and Administration (MBA)
Graduated with a Master of Business and Administration (Marketing)

1994 – 2002 Privately Pursued the Kenya Accountants and Secretaries National Examination

	Board (KASNEB) and qualified as a Certified Public Secretary , CPS (K)
1987 – 1990	University of Nairobi. Did my first degree in Agriculture and qualified with a BSc. (Agri.), 2 nd Class, Upper Division
1985 – 1986	Attended Thika High school, for A levels, passed KACE with 3 Principals, 10 points
1981 – 1984	Attended St Joseph’s junior Seminary, Mwingi for O levels, passed KCE: with Division 1,14 Points.
1974 – 1980	Attended Kasyala Primary School in Kitui District, passed CPE with 35 Points

C. Professional Experience

Nov. 1991 – Dec 2003

Worked as an Administrator at the University of Nairobi, rising through he ranks from Administrative Assistant, to Assistant Registrar, at the College of Education and External Studies, (1994 – 2003), and later at the School of Computing and Informatics

Responsibilities

Facilitated faculty and College academic, Staff appointment and Disciplinary board meetings
 Processing of student admissions, processing of student examination results Organising residential sessions for external degree students

July 1999 - Dec 2002

Administrator, PGD- STI programme, Faculty of Medicine/Faculty External Studies, UoN

Jan 1998 – Dec. 2003

Part time Lecturer, Department of Business Studies and Economics, Department of Educational Studies and Department of Extra Mural Studies

January 2004 – July 2005

Lecturer, Department of Business Studies and Economics University of Nairobi.

July 2005 – Nov 2011

Lecturer, Department of Business Administration, School of Business, University of Nairobi.

October 2011 - Nov 2014

Senior Lecturer, Department of Business Administration, School of Business, University of Nairobi.

Nov 2014 - Sept 2019

Associate Professor of Marketing , Department of Business Administration, School of Business, University of Nairobi.

Courses Taught:

Various undergraduate, Masters as well as Phd Courses in Marketing and Management including
 DMA 413: Marketing strategy and Plans
 DMA 501 Marketing Management
 DMA 550 Market Theory and Practice
 DMA 553 Research Methodology in Marketing
 DMA 701 Global Marketing Theory

DCC 702 Research Methods for Business

Responsibilities

Curriculum Development and Review
Participate in Departmental Strategic Planning
University Industry linkages
Student and staff mentorship
Student thesis supervision

D. External Examiner

I have been external examiner in various Universities within and outside East Africa. Universities in which I have served before include

- KCA University, Kenya
- Management University Of Africa, Kenya
- Makerere University, Uganda

Currently, I am serving as External Universities at the following Universities:

- Kenyatta University
- Egerton University
- Moi University
- University of Fort Hare, Eastern Cape, South Africa

E. Appointments

1992 – 1995 I was the Nairobi International ASK Show coordinator for the College of Education and External Studies (CEES) and later Secretary, to the same committee (2001 – 2003)

Responsibilities

Represented the college to the UoN Nairobi International ASK Show Committee
Coordinating all participating departments
Ensuring departments come up with relevant exhibits for the show
Coordinating transport of show participants to the show ground, and ensuring they are paid their allowances

Feb 2008 to Nov 2017 Chairman, Department of Business Administration, UoN

Key responsibilities:

- Chairing Departmental Board Meetings
- Member of UoN Senate
- Responsible for all academic Programmes and processes in the Department
- Assigning teaching responsibilities to academic members of staff
- Ensuring efficient and effective teaching
- Maintenance of quality standards in the department
- Implementation of the Departmental Strategic Plan as cascaded from the School Strategic and the University Strategic Plan
- Growth of the Department in terms of new degree programs and student numbers

Other Responsibilities

Coordinator, Research, Publications and conferences, SOB. Responsibilities include
Coordinating all conferences in the School of Business
Coordinating publications
Sourcing for research funds

Patron, Greenhorn Mentorship program: A program that involves Mentorship of students mainly from the school of Business

Chairman, Ad hoc committee on student attachment, internship and apprenticeship: The committee came up with a policy on student attachment, internship and apprenticeship

Member, Senate subcommittee on Student Security and Safety

Member, Senate subcommittee on Contract Employment

Senate Rep College of Humanities and Social Studies

E. Community Service

March 2009 to March 2012	Chairman, BOG, Muthale Girls Sec School, Kitui
Feb 2009 to March 2012	Member, BOG, Usiani Sec School, Kitui
Feb 2009 to the present	Member, Management Committee, St Joseph's Seminary, Mwingi
May 2008 to 2015	Member, BOG, St Paul's Kasyala Sec School, Kitui
January 2011 to the present :	Chairman, BOM , St Mary's Kavalo Secondary School, Kitui
March 2014 to the present :	Chairman, Catholic Men Association, Athi River Deanery, Machakos Diocese
March 2014 to the present :	Chairman, Catholic Men Association, St Veronica Catholic Parish, Machakos Diocese
March 2017 to the present :	Secretary, Catholic Men Association, Machakos Diocese
2013 to the present	Chairman, old boys Association, St Joseph's Seminary, Mwingi
November 2018 to the present :	General Secretary, Catholic Men Association of Kenya (CMAK) Diocese

F. Income Generation Initiatives

I have been involved in income generation initiatives for the University through proposal writing and management of projects in the Department. This include

1. The Growth from Knowledge (GfK project : This was a collaboration between UoN a GfK, a leading UK – Germany based marketing research firm that has supported our Master of Marketing program since 2012. Areas supported included

- Support of our marketing efforts through advertising during the initial stages (about \$ 10,000 per year)
 - book donations, equipment such as laptops, LCDs and printers .
 - Support to the coordinating team by paying their allowances (about \$ 12,000 per semester)
 - Refurbished and equipped a marketing research computer laboratory (about \$ 5000)
 - International Attachment for Students. Over 17 students got an opportunity to attend international attachments in Germany, Austria and South
2. The Germany Africa Universities Partnership Project (GAUP). This is based on a proposal I jointly wrote with Dr Gathugu, to promote entrepreneurship and youth employability through practice oriented teaching. Some of the benefits have been.
- Student exchange: 7 students have so far been sponsored through the project to go for exchange in Germany
 - Financial support for staff attending conferences
 - Business competition in which students who win are funded to start businesses. So far 4 student groups have won a total of Euro 18000 and are already working on their start up businesses
 - Learning resources of upto Euro 3000 per year
 - Support to the coordinating team of upto Euro 7600 per year
 - Money to host annual conference Euro 8000

G. Professional Membership

Full Member, Kenya Institute of Management (FKIM)
Full Member, Marketing Society of Kenya (FMSK)

H Seminars/Conferences attended

- 2004 – 2009** Attended and participated in numerous Writers Workshops on diverse dates to prepare study materials for the BCom Distance Learning Programme, during which I completed 2 study units
- 3rd -8th June 2007** Attended a workshop on Preparation of Market profiles, held at Pan Afric Hotel, Nairobi, sponsored by International Trade Center and UNCTAD
- 16th -17th July, 2009** Attended the 5th Operations Research of Eastern Africa (ORSEA) International Conference, White Sands Hotel, Da es Salaam, Tanzania.
- 1st -13th November 2009** Attended a African Leadership Programme (ALP) Training at the Gorgon Institute of Business Science, University of Pretoria, South Africa
- 6th -7th May 2010** Attended the 12th International Conference on African Entrepreneurship and Small Business Development (ICAESB), Zanzibar Beach Resort, Zanzibar
- 25th -27th August, 2010.** Attended the 1st African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya.
- 14TH -15TH October, 2010 .** Attended the 6th Operations Research of Eastern Africa (ORSEA) International Conference, Hotel Africana, Kampala
- 25th -26th August, 2011.** Attended the 2nd African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya.

13TH -14TH October, 2011 . Attended the 7th Operations Research of Eastern Africa (ORSEA) International Conference at the KICC, Nairobi, Kenya

22nd January – 3rd February 2012. Attended the GfK Africa Training programme in Marketing Research at the University of Pretoria, South Africa

12th - 13th July, 2012. Attended the 3rd African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya.

25TH -26TH October, 2012 . Attended the 8th Operations Research of Eastern Africa (ORSEA) International Conference at Kunduchi Beach Hotel, Dar es Salaam, Tanzania

6th -7TH November, 2012 . Attended a Commission for Higher education Peer Reviewers training Workshop at the CHE HQ, Gigiri, Nairobi

1th - 12th July, 2013. Attended the 4th African International Business and Management (AIBUMA) Conference at the School of Business, University of , Nairobi, Kenya.

16TH -17TH October, 2013 . Attended the 9th Operations Research of Eastern Africa (ORSEA) International Conference at Imperial Hotel, Entebbe , Uganda

29th - 30th May, 2014. Attended the 14th International Conference on Africa Entrepreneurship and Small Business development (ICAESB) University of Dar es Salaam, White Sands Hotel, Dar es Salaam , Tanzania

10th - 11th July, 2014. Attended the 5th African International Business and Management (AIBUMA) Conference at the School of Business, University of , Nairobi, Kenya.

16TH -18TH October, 2014 . Attended the 10th Operations Research of Eastern Africa (ORSEA) International Conference at the School of Business, University of , Nairobi, Kenya

14TH November, 2014 . Attended the 3rd Annual conference on **‘Universities,Entrepreneurship and Enterprise Development in Africa’** at Bonn-Rhein-Sieg University, of Applied Sciences, Bonn, Germany

15th Nov 2014 Attended Conference on “ Think Smart-Go global: German-African Cooperation in Academia and Business’ at Bonn-Rhein-Sieg University, of Applied Sciences, Bonn,Germany

6th 11th September 2015 : Attended a DAAD German-African Network Conference , in Accra, Ghana

26th October – 4th November 2015 : Attended a conference on German-African University Partnership Platform for the Development of Entrepreneurs and Small/Medium Enterprises at the University of Cape Coast, Ghana

29th April 2016 : Attended the 2nd DBA AMR Conference at the School of Business, University of Nairobi, Kenya

20th to 21th October 2016 : Attended the 12th ORSEA Conference at the Makerere University School of Business, Uganda

7th to 12th November, 2016. Attended the 5th Germany - African University Partnership Platform for the Development of entrepreneurs and Small/medium enterprises Conference at Bonn-Rhein-Sieg University, of Applied Sciences, Bonn, Germany

28th April 2017 : Attended the 3rd DBA AMR Conference at the School of Business, University of Nairobi, Kenya

19th July 2017 : Attended the 6th Germany - African University Partnership Platform for the Development of entrepreneurs and Small/medium enterprises Conference at the University of Nairobi, Kenya

20th July, 2017. Attended the 8th African International Business and Management (AIBUMA) Conference at the School of Business, University of Nairobi, Kenya.

22nd – 23rd March 2018. Attended the 13th ORSEA Conference at the University of Nairobi, Kenya.

12th to 15th September 2018 : Attended the 7th Germany - African University Partnership Platform for the Development of entrepreneurs and Small/medium enterprises Conference at Bonn-Rhein-Sieg University, of Applied Sciences, Bonn, Germany

24th October 2018 : Attended the 4th DBA AMR Conference at the School of Business, University of Nairobi, Kenya

25th -26th October, 2018. Attended the 9th African International Business and Management (AIBUMA) Conference at the School of Business, University of , Nairobi, Kenya.

8th – 10th November 2018. Attended the 14th ORSEA Conference at Dar es Salaam University, Tanzania

I Research/Seminar Papers

Munyoki, J.M. (1993). Induction and Orientation at the College Level: The case of the College of Education and External Studies, University OF Nairobi. Paper presented during an FKE/ILO sponsored course, Eldoret, Kenya, Aug. 1993.

Munyoki, J.M. (1997) Analysis of the Factors affecting Pricing Strategies of Selected Consumer Goods in the Retail Market: A case study of Supermarkets in Nairobi: Kenya, "Unpublished MBA thesis".

Munyoki, J.M. (2003) New Product Development Process: A Literature Review. An Independent Study paper submitted in partial fulfilment of the requirements of the Ph.D degree of the University of Nairobi.

Munyoki, J.M., Kibera, F.N and Ogutu, M. (2009): Effect of Demographic Characteristics on the relationship between Technology transfer and organizational performance: A study of medium and large manufacturing firms in selected industries in Kenya. Paper Presented during the 5th Operations Research of Eastern Africa International Conference, White Sands Hotel, Da es Salaam, Tanzania. **16th -17th July, 2009**

Munyoki, J.M., Kibera, F.N and Ogutu, M. (2010): The Influence Of Technology Transfer On Organizational Performance: A Study Of Medium And Large Manufacturing Firms In Selected Industries In Kenya. Paper presented during the 12th International Conference on African Entrepreneurship and Small Business Development (ICAESB), Zanzibar Beach

Resort, Zanzibar, 6th -7th May 2010

Munyoki, J.M., Kibera, F.N and Ogutu, M. (2010): Extent To Which University- Industry Linkage Exists In Kenya: A Study Of Medium And Large Manufacturing Firms In Selected Industries In Kenya. Paper presented during the 1st African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 25th -27th August, 2010

Ouma, K. A and Munyoki, J.M. (2010): An Investigation into the marketing Strategies used by Commercial Banks in managing Service Breakdown among SME customers: Some experience in Kenya. Paper presented during the 1st African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 25th -27th August, 2010

Mutua, E.M and Munyoki, J.M. (2010): Customer Perception On M-Pesa Services: A Case Study Of Kitengela And Athi River Townships In Kenya. Paper Presented during the 6th Operations Research of Eastern Africa (ORSEA) International Conference, Hotel Africana, Kampala, 14TH -15TH October, 2010

Odudoh J and Munyoki, J.M. (2011): Determination Of Product Positioning Strategies Adopted By Tour Companies In The Promotion Of Domestic Tourism In Kenya. Paper Presented during 2nd African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 25th -26th August, 2011

Nduta, Eva and Munyoki, J.M., (2011): Challenges Of E-Banking Adoption Among The Commercial Banks In Kenya . Paper Presented during the 7th Operations Research of Eastern Africa (ORSEA) International Conference at the KICC, Nairobi, Kenya. 13th -14th October 2011

Asiabugwa M.A ,and Munyoki, J.M.. (2012): E-commerce strategy and performance of commercial banks in Kenya. Paper presented during the 3rd African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 12th -13th August, 2012

Kilika J. M , K'Obonyo , Munyoki, J.M.,and Ogutu M. (2012): Towards Understanding the Design of Human Resource Development Infrastructures for Knowledge Intensive Organizations: Empirical Evidence from Universities in Kenya. Paper presented during the 3rd African International Business and Management (AIBUMA) Conference at the KICC, Nairobi, Kenya. 12th -13th August, 2012

,Chepkwony, K.S. and Munyoki, J.M., (2012): A survey of the factors influencing consumers' choice of edible oils in Buriburu Area, Nairobi. Paper Presented during the 8th Operations Research of Eastern Africa (ORSEA) International Conference, Kunduchi Beach Hotel, Dar es Salaam, 25TH -27TH October, 2012

Maseki C. and Munyoki J.M (2013), Knowledge management and performance of commercial banks in Kenya. Paper presented during the 4th African International Business and Management (AIBUMA) Conference at the School of Business, University of Nairobi, Nairobi, Kenya. 11th -12th July, 2013

Ong'olo P.B and Munyoki J.M (2013) : Relationship Between Corporate Social Responsibility Practices And Market Share Among Supermarkets In Kisumu Town. . Paper presented during the 9th Operations Research of Eastern Africa (ORSEA), nternational Conference at Imperial Hotel, Entebbe , Uganda, 16TH -17TH October, 2013

Munyoki J.M and MulwaA.S (2014): Perceived role of marketing as a determinant of growth among

micro, small and medium enterprises in Kenya: A study of Micro Small and Medium Enterprises in Mavoko, Machakos, County, Kenya; Paper presented during the 14th International Conference on Africa Entrepreneurship and Small Business development (ICAESB) University of Dar es Salaam, White Sands Hotel, Dar es Salaam, Tanzania; 29th – 30th May 2014

Njeru, W and Munyoki J.M (2014): Market Orientation, External Environment and performance of Tour firms in Kenya; Paper presented during the 5th African International Business and Management (AIBUMA) Conference at the School of Business, University of Nairobi, Nairobi, Kenya. 10th -11th July, 2014

Wangira F. A and Munyoki J.M (2014): Determinants of Growth in the Banking Industry In Kenya. Paper presented during the 10th Operations Research of Eastern Africa (ORSEA) International Conference at the School of Business, University of , Nairobi, Kenya. 16TH -18TH October, 2014

Waithaka, T., Kibera, FN and Munyoki, J.M (2015) Corporate Visual Identity Systems And Brand Performance Of Kenyan Universities. Paper presented during the 1st DBA Africa Management Review Conference held at the School of Business, University of , Nairobi, Kenya . 20th March 2015

Sabana, B. M, Munyoki, J M , Gathungu, J, and Ndemo B, (2015)The Influence Of Entrepreneur Financial Literacy On Performance Of Microenterprises In Nairobi County, Kenya. Paper presented during the 15th International Conference on Africa Entrepreneurship and Small Business development (ICAESB) University of Dar es Salaam, White Sands Hotel, Dar es Salaam, Tanzania; 28th – 29th May 2015

Mbithi, A M, K’Obonyo P. O, Munyoki, J M; (2015) Transformational Leadership and Performance of Universities In Kenya. ; Paper presented during the 6th African International Business and Management (AIBUMA) Conference at the School of Business, University of Nairobi, Nairobi, Kenya. July, 2015

Nkari, I.M, Munyoki, J M , Kinoti M. W.(2016); Branding Practices for Fresh Fruits and Vegetable and the Performance of Commercial Framers in Kiambu County, Kenya . Paper presented during the 2nd DBA AMR Conference held on 29th April 2016 at the School of Business, University of Nairobi, Kenya

Waithaka, T.W., Kibera, F. N, Munyoki, JM, (2016); Corporate Image And Brand Performance Of Kenyan Universities. Paper presented during the 6th AIBUMA Conference held on 28th July 2016 at the School of Business, University of Nairobi, Kenya

Ngamau P. N and Munyoki, JM : (2016); Influence Of Strategic Partnerships On Performance Of Insurance Companies in Kenya paper presented at the 12th ORSEA Conference held from 20th to 21th October 2016, at the Makerere University School of Business, Uganda

Munyoki, JM and Ndemo, B. (2016); Entrepreneurial Education, youth employability and economic development in Kenya, Paper presented during the 5th Germany - African University Partnership Platform for the Development of entrepreneurs and Small/medium enterprises Conference held at Bonn-Rhein-Sieg University, of Applied Sciences, Bonn, Germany from 7th to 12th November, 2016.

Munyoki JM, Owino J, Mutoro H; (2017) Towards Entrepreneurial Universities through Marketing strategy and entrepreneurship : A comparative study of Selected Public and Private

Universities in Kenya. Paper presented during the 6th Germany - African University Partnership Platform for the Development of entrepreneurs and Small/medium enterprises Conference held at the University of Nairobi, Kenya from 18th to 19th July 2017

Nyairo C N and Munyoki JM, (2017); The effect of social media use on building brand equity among three star hotels in Nairobi County, Kenya. Paper presented during the 8th AIBUMA Conference to be held at the School of Business University of Nairobi on 20th July 2017

Munyoki J. M and Owino J (2018) : Promotional approaches adopted by Universities in Kenya: A comparative study of Selected Public and Private Universities in Kenya. Presented During the 13th ORSEA Conference from 22nd to 23rd March 2018, at the University of Nairobi, Kenya

Munyoki JM and Owino J (2018) : Enhancing University Industry Linkages through Marketing and Entrepreneurship . Paper presented during the 7th Germany - African University Partnership Platform for the Development of entrepreneurs and Small/medium enterprises Conference held at at Bonn-Rhein-Sieg University, of Applied Sciences, Bonn, Germany from 11th to 15th September , 2018

Munyoki J.M (2018) Africa as the emerging powerhouse for innovation and creativity in the 21st century. Paper presented during the 4th DBA AMR Conference held on 24th October , 2018 at the School of Business, University of Nairobi, Kenya

Lynnette J and Munyoki J.M (2018); Social Media Marketing, challenges and performance of Startup Companies in Nairobi. Paper presented during the 4th DBA AMR Conference held on 24th October , 2018 at the School of Business, University of Nairobi, Kenya

Ouma J and Munyoki JM (2018); Innovation Strategy and performance of Small and Medium Enterprises in Kenya: a case study of Kakamega county. Paper presented during the 9th AIBUMA Conference to be held at the School of Business University of Nairobi on 25th October, 2018

Nderitu C and Munyoki JM (2008) Innovation And Creativity As Determinants Of Growth In The Real Estate Industry In Kenya. Presented During the 14th ORSEA Conference from 8th to 9th November 2018, at Dar es Salaam University, Tanzania

J **Publications**

H.1 Articles

Munyoki, J.M.(1999); Consumer Challenges in the 21st century, Professional Management. **ICPSK Journal. March 1999.**

Munyoki, J.M., Kibera, F.N and Ogutu, M. (2011): The Influence Of Technology Transfer On Organizational Performance: A Study Of Medium And Large Manufacturing Firms In Selected Industries In Kenya. **ICAESB Journal, Dar Es Salaam**

Munyoki, J.M., Kibera, F.N and Ogutu, M. (2011): Extent To Which University- Industry Linkage Exists In Kenya: A Study Of Medium And Large Manufacturing Firms In Selected Industries In

Kenya. **Business Administration and Management Vol 1(4), pp 163 -169, 13**

Munyoki, J.M., Mutua, E.M. (2011): A study of customer Perception On M-Pesa Services provided by small and medium businesses in Kitengela And Athi River Townships In Kenya. **Business Administration and Management Vol 1(4), pp 137 -143, 13.**

Munyoki, J.M., Mutua, E.M. (2011): A study of customer Perception On M-Pesa Services provided by small and medium businesses in Kitengela And Athi River Townships In Kenya. **Business Administration and Management Vol 1(4), pp 137 -143, 13**

Munyoki, J.M., Kibera, F.N and Ogutu, M. (2011): Effect of Demographic Characteristics on the relationship between Technology transfer and organizational performance: A study of medium and large manufacturing firms in selected industries in Kenya. **Prime Journal of Business Administration and Management Vol 1 (6) pp 179-186**

Munyoki J.M and Mainigi J. M (2011) : The extent to which service mix elements have been applied by industrial service firm in Nairobi, Kenya . **Business Administration and Management Vol 1 (6) pp 187-193**

Kirigo W. R and Munyoki, J.M. (2011, Factors That Influence Consumer Preference Of Television Stations By Public Primary School Teachers In Langata Division, Nairobi **DBA Africa Management Review Vol 1 (1), pp 79 -92**

Kabagambe , L. B ,Munyoki, J.M. and Ogutu, M. (2012): The Effect of Export Marketing Strategy on the Relationship between Firm Competencies and Export Performance of Small and Medium Manufacturing Exporters in Uganda . **DBA Africa Management Review Vol 2 (1), pp 16-32**

Munyoki, J.M., Kabagambe , L. B. and Ogutu, M. (2012): Firm competencies and export Performance: A study of small and medium manufacturing Exporters in Uganda.. **European Scientific Journal Vol 8 (12) pp 29-48**

Kilika, J.M, K'Obonyo, P. Munyoki, J.M. and Ogutu, M. (2012): Towards understanding the design of Human Resource Development infrastructure for knowledge intensive organizations: Empirical evidence from Universities in Kenya. International . **DBA Africa Management Review Vol 2 (2), pp 116-144**

Chepkwony, K.S. and Munyoki, J.M., (2013): A survey factors influencing consumers'choice of edible oils in Buriburu Area, .Nairobi, Kenya. **Operations Research of Eastern Africa (ORSEA) Journal Vol. 3 Issue 1 March 2013; pp 28 -46**

Asiabugwa M.A. and Munyoki, J.M., (2013): E-commerce strategy and performance of commercial banks in Kenya. African International **Business and Management (AIBUMA) Journal**

Kilika, J.M , Munyoki, J.M., , K'Obonyo, P., Ogutu, M. (2013): Human Resource development drivers for University- Industry collaboration: Empirical evidence from Universities in Kenya. International Journal of Education and research . **Vol 1 No 4, April 2013 pp 81 -98**

Kinyua-Njuguna, Munyoki, J.M., F.N. Kibera, (2014): Influence of Internal Organizational environment on Performance of Community-Based Hiv And Aids Organizations In Nairobi County. **European Scientific Journal Vol 10 (11)**

F.N. Kibera, (2014): Influence of Internal Organizational environment on Performance of

Community-Based Hiv And Aids Organizations In Nairobi County. **European Scientific Journal Vol 10 (11)**

Kabare, N, Munyoki, J.M., and F.N. Kibera, (2014): The Mediation Effect of Customer Perception on the Relationship Between Quality Drivers and Customer Satisfaction in Large Maize Flour Mills in Nairobi, Kenya; **DBA Africa Management Review Vol 4 (1), pp 17 -34**

Njeru, W and Munyoki J.M (2014): Market Orientation, External Environment and performance of Tour firms in Kenya; **Prime Journal of Business Administration and Management Vol 4 (17) pp 1515-1525**

Birugi Mabel, Kibera FN, Munyoki JM and Byarugaba J (2015); Improving customer care behaviour for loyalty in the Services Sector: A case of Mobile telephone Services in Uganda. *African Journal of Management. Vol 9(12). Pp 521-530, June 2015*

Akoth W. F. and Munyoki J.M (2016); Determinants of Growth in the banking industry. *African Journal of Marketing Management. Vol 8(1) pp 1-11, January 2016*

Nkaari, I.M, Munyoki, J M , Kinoti M. W. 2016.; Branding Practices For Fresh Fruits And Vegetable And The Performance Of Commercial Framers In Kiambu County, Kenya . *European Journal of Business and Social Sciences, Vol. 5, No. 09*

Munyoki, JM and Ndemo, B. (2016); Entrepreneurial Education, youth employability and economic development in Kenya, **Universities, Entrepreneurship and Development in Africa - Conference Proceedings** 10 – 11 November 2016 of the German-African University Partnership Platform for the Development of Entrepreneurs and Small/Medium Enterprises. ISBN 978-3-96043-060-5. Pp 122 -145 <http://dx.doi.org/10.18418/978-3-96043-060-5>

Macharia, W, Kibera F.N, Munyoki, JM, Kinoti, M. 2017; Relationship Between Green Marketing Practices and Customer Satisfaction in the Soft Drink Industry in Nairobi Kenya *European Journal of Business and Management. Vol 9, no.6*

Waithaka, T.W, Kibera FN and Munyoki, JM (2017); Corporate Image and Brand Performance of Kenyan Universities. *DBA Africa Management Review* ISSN 2224-2023 July, 2017 Vol 7 No.2. Pp 152-167 <http://journals.uonbi.ac.ke/damr>

Macharia, W, Kibera FN, Munyoki, JM, Kinoti, M. 2017 Influence of Organizational Demographics on the Relationship between Green Marketing Practices and Customer Satisfaction in the Soft Drink Industry in Nairobi Kenya *Journal of Marketing and Consumer Research, Vol.32, 2017, pg 64 -78*

Mwai L K , Munyoki J M Owino J O, Njihia JM 2017: Influence of Firm Characteristics on the Relationship between Customer Relationship Management Practices and Performance of Large-Scale Manufacturing Firms in Kenya . **European Journal of Business and Management. Vol.9, No.27, 2017. Pp 26 -35**

Mwai L .K , Owino J. O , Munyoki J M, and Njihia JM , 2017: Influence of Market Orientation on the Relationship Between Customer Relationship Management Practices and Performance of Large-Scale Manufacturing Firms in Kenya . **Journal of Economics and Sustainable Development Vol.8, No.18, 2017 PP 93 -102**

Kamau J N, Kibera F.N, and Munyoki JM , 2017 Corporate Social Responsibility Marketing Practices, Technological Environmental factors and Performance of NGOs in Nairobi Kenya .

Kamau J N, Munyoki J.M Kibera F N, and Kinoti M, 2017: Effect of Integrated Marketing Practices and Organizational Structure on Efficiency and Effectiveness of NGOs in Nairobi City County, Kenya. *International Journal of Humanities and Social Science Invention* ISSN (Online): 2319 – 7722, ISSN (Print): 2319 – 7714 www.ijhssi.org ||Volume 6 Issue 8||August. 2017 || PP.41-49

Munyoki JM and Mwai K L (2018) Brand assets and choice criteria of fast-moving consumer Goods among undergraduate students at the University of Nairobi. *African Journal Of Business And Management Special Issue: Volume 4, Issue 4, January 2018, Pgs 34 – 50*

Mangar Y E and Munyoki J.M (2018): Strategic Alliance Portfolio Diversity and Performance of Commercial Banks in Kenya . *DBA Africa Management Review ISSN 2224-2023 Vol 8, No 1 (2018),pp 99 -115*

Munyoki J.M (2018): Marketing as a determinant of growth among micro, small and medium enterprises in Mavoko Municipality, Machakos, County, Kenya . *DBA Africa Management Review ISSN 2224-2023 Vol 8, No 2 (2018), pp 48 -72*

Maore, S, Munyoki, J.M, Kinoti, M.;Owino J; (2018) Influence of Brand Management Practices on Customer Satisfaction among Universities in Kenya . *Journal of Marketing and Consumer Research* . www.iiste.org Vol.51, 2018, pp 23 – 33

Maore, S, Munyoki, J.M, Kinoti, M.;Owino J; (2018) Brand Management Practices, Corporate Image and Customer Satisfaction Among University Students in Kenya. Testing the Moderating Effect of Corporate Image. *European Journal of Business and Management* . www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.11, No.2, 2019 pp 18 -29

Munyoki J.M., Owino, J and Mutoro, H (2019); Towards Entrepreneurial Universities Through Marketing Strategy And Entrepreneurship: A Comparative Study Of Selected Public And Private Universities In Kenya. *European Journal of Business and Management* www.iiste.org. ISSN 2222-1905 (Paper) ISSN 2222-2839. Vol.10, No.36, 2018 pp 189 -203

Munyoki J.M (2019); A Paradigm Shift For Innovation And Creativity In Africa In The 21 St Century. *European Journal of Business and Management, ISSN (Paper)2222- 1905 ISSN (Online)2222-2839.Vol 11, No 21, 2019*

Munyoki J M and Owino J (2018); Enhancing University Industry Linkages through Marketing and Entrepreneurship. **Universities, Entrepreneurship and Development in Africa - Conference Proceedings 11th to 15th September , 2018** of the German-African University Partnership Platform for the Development of Entrepreneurs and Small/Medium Enterprises. SBN 978-3-96043-071-1 doi:10.18418/978-3-96043-071-1, https://pub.brs.de/frontdoor/deliver/index/docId/4414/file/GAUP_Conference_Proceedings_2018.pdf, pp 61 -77

Kegoro O H , Munyoki, JM., KiberaF.N, and MAgutu, P (2020); rand Personality, Strategic Marketing Partnerships and Customer Service Delivery of Public Universities in Kenya . *European Scientific Journal April 2020 edition Vol.16, No.10 pp 238 -261. ISSN: 1857-7881 (Print) e - ISSN 1857-7431. :http://dx.doi.org/10.19044/esj.2020.v16n10p238*

Wanjiku Ng'ang'a. K, Munyoki J. M, Kibera, F.N. and Ganesh P. Pokhariya, G. P (2020); The Mediating Effect of Perceived Value on the Relationship between Service Encounter Quality and Satisfaction: Evidence from Luxury Town Hotels in Kenya . *International Journal of Management, Accounting and Economics* . Vol. 7, No. 1, pp 1 -19. January, 2020. ISSN 2383-2126 (Online)

Munyoki, JM (2020); Corona Virus (COVID-19) Pandemic: A Wake Up Call For Africa
<https://uonresearch.org/blog/corona-virus-covid-19-pandemic-a-wake-up-call-for-africa/> May 11, 2020

H.2 Books

Munyoki J.M (2011) Quantitative Methods. A first course. **Downtown Publishers and Printers, Nairobi**

Munyoki, J.M. and Mulwa A.S (2011). Social Science Research: A Hand Book. **Downtown Publishers and printers, Nairobi**

Munyoki, J.M. (2013). Marketing Management: Theory and Practice. **Downtown Publishers and printers, Nairobi**

Francis Boachie-Mensah Justus Munyoki And Udo Scheuer (Eds) (2018); Handbook of Applied Market Research and Personnel Services at Universities: *German-African University Partnership Platform For The Development Of Entrepreneurs And Small/Medium Enterprises* . Hochschule Bonn-Rhein-Sieg, University of Applied Sciences Grantham-Allee 20 53757 Sankt Augustin, Germany ISBN: 978-3-96043-065-0 DOI: 10.18418/978-3-96043-065-0:

H.3 Student Manuals

Munyoki, J.M., Gathugu, J. and Monayo, K. (2006); Introduction to Business: A Distance learning student Manual awaiting publication by the Centre for Open and Distance Learning, UON

Munyoki, J.M.(2009);Industrial Marketing. A student study manual prepared for the Centre of Open and Distance Learning (CODL) programmes, University of Nairobi. (Awaiting publication)

Munyoki, J.M.(2009);Marketing Strategy and Plans. A student study manual prepared for the Centre of Open and Distance Learning (CODL) programmes, University of Nairobi. (Awaiting publication)

K. Consultancy works

April 2011: Facilitated customer care training for secretarial staff, College of Architecture and Engineering, University of Nairobi

June 2011: Facilitated customer care training for Students Welfare Authority (SWA) staff, University of Nairobi

June 2011 :Facilitated team building training Students Welfare Authority (SWA) staff, University of Nairobi

July 2011: Facilitated training of Marketing managers in the Seed Marketing program, College of Agriculture and Veterinary Sciences

2ND To 3rd August 2011: Facilitated customer care training for secretarial staff, Catholic Diocese of Kitui

June 2012: Facilitated customer care training for Students Welfare Authority (SWA) staff, University of Nairobi

June 2012 :Facilitated team building training Students Welfare Authority (SWA) staff, University of Nairobi

April 2012: Team leader, Development of a Branding and Marketing Strategy for the University of Nairobi

July 2012: Facilitated training of Marketing managers in the Seed Marketing program, College of Agriculture and Veterinary Sciences

July 2013: Facilitated training of Marketing managers in the Seed Marketing program, College of Agriculture and Veterinary Sciences

May – Jul 2014 : Lead consultant , Market feasibility study for China Huadian Corporation, of China

March 2017: Training of trainers, SEMIS seed Marketing, Dakar, Senegal

July 2017: Facilitated training of Marketing managers in the Seed Marketing program, College of Agriculture and Veterinary Sciences , UoN

July 2019 : Training of Trainers, SEMIS Seed Marketing, University of Juba, Juba, South Sudan

Jan 2015 – Nov 2018 :Project Leader, Germany –African University Partnership Platform for the Development of Entrepreneurs and Small/ Medium Enterprises

Nov 2019 – Present : Project leader, Erasmus+ DAAD student sponsored exchange programme, UoN/BRSU collaboration

L. Curriculum Review assignments

I am a trained and qualified curriculum Peer Reviewer and Quality Assurance by the Commission of University Education (CUE) of Kenya

I have been a reviewer for various undergraduate as well as graduate degree programmes for various universities in accordance with the CUE guidelines since 2010

M. Current Research Interests

Innovations Management, Branding practices , role of marketing in the growth of SMEs in Kenya, Marketing in Developing economies, and University – Industry linkages

N Area of specialisation

Strategic Marketing Management

N. Supervision of MBA Projects and PhD Theses			
Students supervised in 2013			
1	Sabwa Fred Chunguli	D61/72393/2008	Distribution Strategies as a Source of Competitiveness in the Logistics Firms in Nairobi, Kenya
2	Samuel W. Ngunjiri	D61/60085/2010	Brand Personality and Market Penetration Among Insurance Companies in Kenya
3	Anthony Macharia	D61/8303/2006	Influence of marketing strategies on performance of Real Estate Business in Nairobi, Kenya
4	Nyariki Ruth Nyanchoka	D61/68854/2011	Strategic Management Practices as a Competitive Tool in Enhancing Performance of Small and Medium Enterprises in Kenya
5	Sirengo Linda Nakami	D61/767041/2011	Globalization Strategy and Performance of Pharmaceutical Industry in Kenya
Students supervised in 2014			
	Jared Ojwang	D61/60280/2010	Influence of promotion Strategies on performance of fast moving consumer goods industry in Nairobi county Kenya
	Clare Wamalwa	D61/63824/2011	Influence of Marketing Strategy on attraction of international customers in the hotel industry in Nairobi, Kenya
	Lenah Makena Machoki	D61/76254/2012	Rebranding strategy and performance of Savings and credit cooperatives in Meru county, Kenya
Students supervised in 2015			

	Monica J. Ngetich	D61/69197/2013	Effect of strategic orientation on the performance of large retail stores in Nairobi, Kenya
	Ahmed Musa	D65/68584/2013	The influence of eco-marketing strategies on sustainable development among non-alcoholic beverage firms in Kenya
	Haybe Ayan Abdi	D65/71389/2014	The influence of e-marketing on the performance of Kenya
Students supervised in 2016			
	Jacquiline Andai	D61/70280/2009	Influence of Brand Equity on consumer purchase choices among pay TV subscribers in Nairobi, Kenya
	Evelyne Ouma	D61/67934/2013	Agency Banking and Organizational performance in Commercial Banks in Kenya
	Kiragu Ndero	D65/75738/2014	Market penetration strategy used by football betting firms in Kenya
	Ashbell Macharia	D66/80282/2012	Entrepreneurial orientation and performance of pharmaceutical firms in Nairobi City county, Kenya
Students supervised in 2017			
	Ochieng Lynnette Awino	D65/81267/2015	Social media and performance of start-up companies in Nairobi
	Esther Yom Mangar	D61/74712/2014	Strategic Alliance Portfolio diversity and performance of commercial banks in Kenya
	Nderitu Caroline	D61/72711/2014	Innovation and creativity as determinants of growth in the real estate industry in Kenya
	Mutinda Martha Kalondu	D61/72669/2014	Knowledge management and Innovation among commercial banks in Kenya
Masters Students supervised in 2018			
	Madegwa Edwin	D61/79731/2015	Effect of digital marketing strategies on performance of Commercial Banks in Kenya

	Peninah Muchoki	D61/79163/2015	Influence of marketing strategies on consumer choice criteria by consumers of fast food companies within Nairobi central Business District
	Leesa Wairimu Kagundu	D61/60541/2013	Effect of social media marketing on sales performance of large retail stores in Nairobi City county, Kenya

PhD Theses supervised in 2012			
	Student	Co-supervisor	Thesis Title
1	Kabagambe , Levi. B	Prof Martin Ogutu	The effect of selected firm factors on export performance of SMEs manufacturing exporters in Uganda
2	James Kilika	Prof Peter K'Obonyo, Prof Martin Ogutu	Institutional Context, collaboration, human Resource development infrastructure and the performance of Universities in Kenya
PhD Theses supervised in 2013			
3	Edward Otieno	Prof Francis Kibera* Prof Justus Munyoki	The influence of Service quality and corporaste image on customer satisfaction among university students in kenya-
4	Winnie Njeru	Prof Francis Kibera* Prof Justus Munyoki	Market orientation, marketing practices, firm characteristics , external environment and performance of tour firms in Kenya
5	Jane Njuguna	Prof Francis Kibera* Prof Justus Munyoki	Strategic Social mareketing, Operating Environment and Performance of Community based HIV and AIDS organizations in Nairobi County, Kenya
6	Ndungu Kabare	Prof Francis Kibera* Prof Justus Munyoki	Qwuality drivers, Managerial focus, customer perception and satisfaction in large maize flour millers in Nairobi, Kenya
PhD Theses supervised in 2014			
8	James Njunguna	Prof Francis Kibera* Prof Justus Munyoki	The influence of country of origin, consumer characteristics and attitudes on consumer behaviour towards foreign clothing brands in Nairobi, Kenya
9	Samuel Maina	Prof Francis Kibera* Prof Justus Munyoki	Influence of perceived value and demographics on the relationship between consumer national enthocentrism and willingness of university of nairobi community to buy commercial banking services in Kenya

10	Adelaide M Mbithi	Prof Peter K'Obonyo* Prof Martin Ogutu Prof Justus Munyoki Dr Zack Awino	Transformational leadership, organizational characteristics, employee outcomes, leader-member relations and performance of universities in Kenya
11	Mabel Birungi	Prof Francis Kibera* Prof Justus Munyoki	The influence of consumer complaint behaviour, firm responses and service quality on customer loyalty of mobile telephone subscribers in Uganda
12	Beatrice Sabana	Dr James Gathungu* Prof Justus Munyoki	Entrepreneur financial literacy, Financial access, Transaction costs and performance of micro enterprises in Nairobi City County, Kenya
13	Joseph Aranga Mose	Prof Francis Kibera* Prof Justus Munyoki	Service Quality management practices, marketing productivity, firm characteristics, industry competition and performance of Hotels in Kenya
14	Tabitha Waithaka	Prof Francis Kibera* Prof Justus Munyoki	Corporate identity, management practices, organizational characteristics, corporate image, and brand performance of Kenyan Universities
PhD Theses supervised in 2016			
15	Gakuuru wa Kareng'e	Prof Francis Kibera* Prof Justus Munyoki Prof G.P. Pokhariyal	Public Policy marketing practices and performance of poverty reduction projects in the agricultural sector in Kenya
16	Kennedy Oluoch Otieno	Prof Martin Ogutu* Prof Justus Munyoki	Strategic planning, Firm characteristics, competitive environment, strategy implementation and performance of state corporations in Kenya,
PhD Theses supervised in 2017			
17	Wairimu Macharia	Prof Francis Kibera* Prof Justus Munyoki	Perceived Green Marketing Practices, Organizational Demographics, Customer perception and satisfaction in the soft drink industry in Nairobi, Kenya
18	Lydia Kerubo Mwai	Prof Justus Munyoki* Dr Joseph Owino James Njihia	Customer Relationship management practices, market orientation, and performance of large scale manufacturing companies in Kenya
PhD Theses supervised in 2018			
19	Kerre Dorcas	Prof Justus Munyoki* Prof Francis Kibera James Njihia	Effect of marketing practices, consumer demographics and attitudes on usage of credit cards by customers of commercial

			Banks in Nairobi, Kenya
20	John Kamau	Prof Justus Munyoki* Prof Francis Kibera Prof Mary Kinoti	Holistic Marketing, external environment, Organizational characteristics, and performance of nongovernmental organizations in Nairobi City County, Kenya
21	Victor Ndambuki	Prof Justus Munyoki* Prof Francis Kibera Dr Peterson Magutu	Key Account Management practices, market sensing capabilities, organizational characteristics and performance of Commercial Banks in Kenya
* Principal supervisor			

Francis N Kibera School of Business University of Nairobi P.O. Box 30197 -00100 NAIROBI	Prof Peter K'Obonyo Deputy Principal College of Humanities and Social Sciences University of Nairobi P.O. Box 30197 -00100 NAIROBI	Prof Jackson K Maalu Dean, School of Business University of Nairobi P.O. Box 30197 -00100 NAIROBI
---	--	---

Dated 10th May , 2020