



**The 4th DBA-AMR ANNUAL
INTERNATIONAL CONFERENCE
24th October, 2018**

**UNIVERSITY OF NAIROBI
SCHOOL OF BUSINESS**

PROGRAMME AND BOOK OF ABSTRACTS

Conference Theme:
**Millennial, Building Relationships and Business Knowledge
in the 21st Century**

**4th DBA-AFRICA MANAGEMENT REVIEW
ANNUAL INTERNATIONAL CONFERENCE (2018)**

Conference Theme:

Millennial, Building Relationships and Business
Knowledge in the 21st Century

Venue:

University of Nairobi, School of Business,
Lower Kabete Campus, Nairobi, Kenya

24th October, 2018

Email:

editor@uonbi.ac.ke

SOB Conference Website

<http://www.sobconferences.uonbi.ac.ke>

UoN Website:

www.uonbi.ac.ke

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4th DBA-AFRICA MANAGEMENT REVIEW ANNUAL INTERNATIONAL CONFERENCE (2018) PLANNING COMMITTEE

Chairman, Dept. of Business Administration: Dr. Florence Muindi

Conference Chair and Editor in Chief: Dr. Kennedy Ogollah

MEMBERS

Dr. Florence Muindi	- Chairman, DBA
Dr. Kennedy Ogollah	- Conference Chair and Editor-in-Chief
Prof. Peter K'Obonyo	- Member
Prof. Mary Kinoti	- Member
Prof. Bitange Ndemo	- Member
Prof. Zackary Awino	- Member
Prof. Justus Munyoki	- Member
Prof Jackson Maalu	- Member
Prof. Gituro Wainaina	- Member
Dr. X.N.Iraki	- Member
Dr. Winnie Njeru	- Member
Dr. Joseph Owino	- Member
Dr. Margaret Kariuki	- Member
Dr. Medina Twalib	- Member
Dr. Caren Angima	- Member
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Mr. Francis Kivindu	- Assistant Registrar/Member
Ms. Hilda G. Murungi	- Conference Administrator/Member
Mr. Isaac Wasonga	- ICT/ Member
Mr. Tom Ayora	- Security Officer/Member
Mr. Eric Chesoni	- Administrative Assistant/Member

WELCOMING NOTE

Distinguished guests, delegates, members of the academia and industry, ladies and gentlemen, welcome to the 4th DBA-Africa Management Review (AMR) Annual International Conference (2018). This Conference is organized by the Department of Business Administration (DBA), School of Business, University of Nairobi under the leadership of the Dean of the School, Prof. James Njihia and the Chairman DBA, Dr. Florence Muindi. The Conference Planning Committee Chair was steered by Dr. Kennedy Ogollah.

This year conference has been organized under the Research, Production and Extension (RPE) division of the University of Nairobi Kenya.

The 4th DBA-Africa Management Review (AMR) Annual International Conference (2018) is hosted by the School of Business, at Lower Kabete Campus and has been organized to enhance greater recognition and understanding of continued challenges at the work places, enhance knowledge transfer and sharing in the areas of managing the workplace, research and innovation in emerging markets, growing business and improving customer services. The theme that has been set aside to facilitate this discourse is “**Millennial, Building Relationships and Business Knowledge in the 21st Century**”

It is our commitment to see to it that the proceedings of this year’s conference will be published in the *special edition of the DBA-Africa Management Review Journal*.

We wish you good deliberations and thank all the guest speakers, panelists, those who will be presenting papers and those who may not be presenting papers in this conference but have come to learn from others and encourage them to participate in future university events and conferences.

Thank you very much and God bless you.

Karibuni!!!!!!

DBA-AMR 2018 CONFERENCE PROGRAMME
VENUE: SCHOOL OF BUSINESS, LOWER KABETE
CAMPUS - UNIVERSITY OF NAIROBI
DATE: 24TH OCTOBER, 2018

PLENARY: OFFICIAL OPENING - SESSION ONE		
Venue: SOB BOARDROOM		
MC: Prof. Jackson Maalu		Rapporteur: Prof. Mary Kinoti
Time	Event	Responsible Person
8.00-9.00am	Registration of Guests	Organizing Committee
9.00-9.10am	Introduction and Welcoming Remarks and Program	Dr. Kennedy Ogollah, Chairman and Editor -in-Chief DBA-AMR
9.10-9.20am	Department's Welcome Remarks	Dr. Florence Muindi, Chairman - Department of Business Administration
9.20-9.30am	School of Business Welcome	Prof. James Njihia, Dean, SoB
9.30-9.40am	Opening Remarks	Prof. Peter K'Obonyo, Deputy Principal, CHSS
9.40-9.50am	Opening Remarks	Prof. Enos Njeru, Principal, CHSS
9.50-10.00am	Opening Remarks	DVC
10.00-10.15am	Official Opening	Prof. Peter Mbithi, Vice Chancellor, UoN
10.15-10.45am	GROUP PHOTO (ALL)	
	TEA BREAK	

PLENARY: KEYNOTE SPEECHES – SESSION TWO

Venue: SOB BOARDROOM

MC: Prof. Justus Munyoki

Rapporteur: Dr. Florence Muindi

10.45-11.00am	Dr. Ben Kajwang, CEO/Director Kenya College of Insurance <i>Topic – Enhancing Youth Employability- Challenges of the Millennials</i>
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11.00-11.15am	Esther Obachi, Librarian-Digital Repository, UoN <i>Topic – “Publishing in High Impact Journals”</i>
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PANEL DISCUSSION – SESSION THREE

Venue: SOB BOARDROOM

Panel Moderator: Mr. Mogusu

Rapporteur; Dr. X.N. Iraki

11.30-12.00pm	Panelist: Waithera Ng’ang’a Lynette Wairimu Mary Njoki	<i>Managing Millennials at the Workplace in the 21st Century</i>
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PAPER PRESENTATIONS – SESSION FOUR

Venue: SOB BOARDROOM

Sub-Theme: University’s Role in Building Business and Managing the Workplace

Session Chair: Dr. Mercy Munjuri

Rapporteur; Dr. Victor Ndambuki

12:00 – 1:00pm	Personal Knowledge Management and Employability of University Graduates In Uganda	Joshua Gukiina, Waswa Balunywa, Joseph Mpeera Ntayi & Julius Kikooma
	A Conceptual Model Of The Role Of Universities In Big Four Agenda	Ndirangu Ngunjiri

	The Effect Of Environmental Influences On Recruitment And Selection In The Hotel Industry In Kenya	Winnie Njoroge & Mercy Gacheri Munjuri
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PAPER PRESENTATIONS – SESSION FOUR

Venue: SEMINAR ROOM

Sub-Theme: Knowledge Management

Session Chair: Dr. Winnie Njeru

Rapporteur; Dr. Caren Angima

12:00 – 1:00pm	Social Media Marketing, Challenges And Performance Of Startup Companies In Nairobi	Ochieng Lynnette Awino & Justus Munyoki
	Supply Chain Management Practices And Performance Of Private Hospitals In Nairobi Kenya	Okello A Judith
	Firm-Level Factors' Influence on Strategic Planning and Performance of Manufacturing Firms In Kenya	Mburung'a Peter Amburuka, Zachary B. Awino, Kennedy O. Ogollah & Ganesh P. Pokhariyal

PAPER PRESENTATIONS – SESSION FOUR

Venue: S13

Sub-Theme: Research and Innovation in Emerging Markets

Session Chair: Dr. Raymond Musyoka

Rapporteur: Dr. Margaret Muthoni

12:00 – 1:00pm	Pictorial Metaphor In Cartoon Characters Design For Advertisements	Francisca Okwiri Odundo, Paul Chepkuto & LumalaMasibo
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	Open Source Software As A Mobility Enhancer Among Academic Library Users In Selected Academic Libraries In Nairobi, Kenya	Jared O. Otieno, David Nzuki & Peter Philip Wambua
	Regional Economic Integration Effects On Regional Trade In Africa: The Case Of Regional Economic Communities	Musah Mohammed & Petro Sauti Magai
PAPER PRESENTATIONS - SESSION FOUR		
Venue: S14		
<i>Sub-Theme: Growing Business -Improving Customer Services</i>		
Session Chair: Prof. Jackson Maalu Rapporteur; Dr. Medina Halako Twalib		
12:00 - 1:00PM	Determinants Of Successful Implementation Of Strategic Change Initiatives In The Banking Industry In Kenya To Improve Customer Service	Wangira Fleria Akoch
	Customer Service And Competitiveness Of Universities: A Survey Of Public And Private Universities In Kenya	Auralia Karoki
	Organizational Agility, Product Development, Operational Process And Performance Of Chartered Universities In Kenya	Mary K. Kibuine & Gituro Wainaina
1:00 - 2:00 PM	LUNCH BREAK	

PAPER PRESENTATIONS – SESSION FOUR

Venue: SOB BOARDROOM

Sub-Theme: University's Role in Building Business and Managing the Workplace

Session Chair: Prof. Martin Ogutu

Rapporteur: Dr. Jeremiah Kagwe

2:00 – 3:45 PM	Role Of Employee Motivation On Performance Of Chartered Public Universities In Kenya	Mitalo, Ruth Atidah, Florence Muindi,& Peter K'obonyo
	Millenials at the Work Place: A Generation of Contrasts	Dr. Kennedy Ogollah
	Harnessing Business Knowledge For Performance: Do The People At The Helm Matter?	Patricia G. Mwangi, Zachary B. Awino, Kennedy O. Ogollah & Ganesh P. Pokhariyal
	Storm In My Comfort Zone	Medina Halako Twalib, Peter K'obonyo & Adelaide Mbithi
	The Influence Of Human Capital On Quality Of Decisions In Commercial Banks And Insurance Firms In Kenya	Mercy Gacheri Munjuri

PAPER PRESENTATIONS – SESSION FOUR

Venue: SEMINAR ROOM

Sub-Theme: Knowledge Management

Session Chair: Dr. James Gathungu

Rapporteur: Dr. Joseph Owino

2:00 – 3:45 PM	Business Intelligence, Organizational Capability, Complementary Resources And Performance Of Listed Companies In Kenya	Edward C. Buhasho
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	Effect Of Quality Of Work Life On Job Performance Of Employees In Roofing Manufacturing Companies In Kenya	Florence Muindi
	Business Intelligence Technology And Marketing Strategy In The Retail Sector	Ezekiel Ochieng Owuor & Winnie Njeru
	Value Based Management And Performance Of Technical Vocational Education Training Institutions In Kenya.	Moses Akaranga & Stephen Wekesa Masinde
	Effect of Cost Leadership Strategy On Performance By Selected Car Rental Business in Nairobi City County, Kenya	Norman Demba, Vincent Ochieng' Ogal & Jedidah Muli
	Can Knowledge Sharing and Organizational Structure Influence the Relationship between Strategic Leadership and Strategy Implementation	Marial Dongrin Ater

PAPER PRESENTATIONS – SESSION FOUR

Venue: S13

Sub-Theme: Research and Innovation in Emerging Markets

Session Chair: Prof. Mary Kinoti

Rapporteur: Dr. John Yabs

2:00 – 3:45 PM	Machine Learning And Enterprise Risk Management: A Review And Future Research	Hellen Mutuva & Zeth Omollo
	Digitalization And Supply Chain Risk Among Commercial Banks In Kenya	Kennedy Luseno Voreza, Nancy Mogikoyo Marika & Lilian K.

	Advertising, Consumer Attitude And Buying Behaviour Of Traditional Medicine In Uganda	Nabachwa Sarah, Owino Odhiambo Joseph, Nixon Kamukama & Nsambu Kijjambu Fredrick
	Africa, the Emerging Powerhouse for Innovation and Creativity in the 21 st Century	Justus M. Munyoki
	Innovative Financing And Contracting Models In Road Transport	Francis Ndege

PAPER PRESENTATIONS - SESSION FOUR

Venue: S14

Sub-Theme: Growing Business -Improving Customer Services

Session Chair: Dr. Regina Kitiabi

Rapporteur: Ms. Nancy Marika

2:00 - 3:45 PM	Pro Environmental Consumer Behaviour: Is Marketing A Blessing Or A Curse?	Owino Odhiambo Joseph
	Consumer Patronage And Perception Towards Shopping Malls In East Of Nairobi County	Lizz Vera Acholla & Winnie Njeru
	The Influence Of Market Sensing Capabilities On Firm Performance: A Conceptual Framework	Muya Ndambuki
	Human Resource Capacity and Adoption of E-Government for improved service delivery in Kajiado county, Kenya	Jennifer Wangari Wariuko, Raphael Nyonje & Elisha Opiyo Omulo
	Economics of Witchcraft	Dr. X.N. Iraki
	The Effect Of Interest Rates On Demand For Credit By Small Medium Enterprises (SMES) In Nairobi County	Lydia Zackary Nyaboe

CLOSING CEREMONY

MC: Dr. Vincent Machuki

3.45-4.15PM	Award of Certificates - Chairman, DBA - Dean, SOB
	Vote of Thanks - Chairman, DBA
	Closing Remarks - Deputy Principal, CHSS
	Way Forward and Announcements - Dr. Kennedy Ogollah
4.15PM	TEA Guests Leave at their leisure

DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration is one of the oldest and the largest in terms of specializations and students enrolment in the School of Business. The department currently offers Bcom, MBA, MSc and PhD in various areas of specializations at both under and postgraduate. The areas of specialization in the postgraduate areas include the following six:

- Marketing
- Insurance
- International Business Management
- Entrepreneurship
- Human Resource Management
- Strategic management

In the undergraduate level, the Department offers specializations in the areas of Marketing, Insurance and Human Resource Management. This programmes are available in three campus Nairobi, Mombasa and Kisumu, and also at the Eldoret Center on full time, evening and distance learning basis culminating in the award of Bachelor of Commerce degree.

Besides the above courses, the department offers the following programs in Nairobi Campus:

- Msc. In Marketing
 - Global Marketing Specialization
 - Marketing Research Specialization
 - Brand and Sales Management Specialization among others
- Msc. In Human Resource Management
- Msc. In Entrepreneurship & Innovation Management
 - Small and Medium Enterprises Option
 - Corporate Innovation Option

All these programs are run on a trimester basis as follows:

- September – December 1st Trimester
- January – April 2nd Trimester
- May – August 3rd Trimester

The programs are taught in the evening from Monday to Friday and on Saturday.

In addition, we have able to produce high quality research outputs in academic journals, seminars and conference both locally and internationally and we boast of the only Business International Journal for the School of Business, the DBA-Africa Management Review. The department has been expanding rapidly and we continue to attract large number of students at the undergraduate and postgraduate levels. The department has collaborations with various international and local organizations and universities including Growth from knowledge (GfK), Marketing and Social Research Association (MRSa), Bonn Rhein-Sieg University (BRSU) and the University of Cape Coast (UCC).

The department also offers service courses to various departments in the University of Nairobi.

The department currently has 33 faculty members as listed in the table below:

1.	Prof. Francis Ndungu Kibera	18.	Dr. Jeremiah N. Kagwe
2.	Prof. Peter o. K'Obonyo	19.	Dr. Caren M.B. Angima
3.	Prof. Evans Aosa	20.	Dr. Joseph Odhiambo Owino
4.	Prof. Martin O. Ogutu	21.	Dr. Munjuri Mercy Gacheri
5.	Prof. Zackary Bolo Awino	22.	Dr. Njeru Winnie Gacugu
6.	Prof. Mary Wanjiru Kinoti	23.	Dr. Medina Halako Twalib
7.	Prof. Justus Mulwa Munyoki	24.	Dr. Margaret Muthoni Kariuki
8.	Prof. Jackson Maalu	25.	Dr. Mose Joseph Aranga
9.	Prof. Elijah Bitange Ndemo	26.	Dr. MercyFlora Oluoch
10.	Dr. Vincent Nyasaka Machuki	27.	Dr. Ndambuki Victor Muya
11.	Dr. John Yabs	28.	Dr. Mohammed Omar
12.	Dr. James M. Gathungu	29.	Mr. Eliud O. Mududa
13.	Dr. Catherine W. Ngahu	30.	Mr. Victor Monayo
14.	Dr. Florence Kagendo Muindi	31.	Mr. Jaleha Alex C A
15.	Dr. Raymond M. Musyoka	32.	Mrs. Kimonye Mary W N
16.	Dr. Kennedy O. Ogollah	33.	Mr. Nyamila Jacob N Muga
17.	Dr. Regina M. K. Kitiabi	34.	Mr. Omondi George