

**DR. CLEMENT GICHUNGE NKAABU (PhD)**

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Email Address: [clemnkaabu@gmail.com](mailto:clemnkaabu@gmail.com)

**SKILLS**

Strategy development and implementation  
Negotiating and presentation  
Training and coaching  
Product Development.  
Research  
Branding

**EDUCATION**

MOI UNIVERSITY - **PHD BUSINESS MANAGEMENT (Marketing)**-  
2015 to 2018.

KENYA METHODIST UNIVERSITY, **MBA-Marketing**; 2008-2010

KENYA METHODIST UNIVERSITY, **BBA Marketing**- 2002 - 2004

**WORK  
EXPERIENCE**

**LECTURER (FULL TIME): Bomet University College- May 2020 to date:**

**DUTIES-** Teaching marketing and management units as well as handling departmental responsibilities.

**LECTURER (FULL TIME): Kenya Methodist University- May 2013 to April 2020:**

**DUTIES-** Teaching marketing and management units as well as supervising postgraduate student's theses.

**DIRECTOR- KEMU MERU TOWN CAMPUS- JULY 2015 to March 2019**

**DUTIES-** Managing both the academic and administrative affairs of the campus.

**SENIOR ASSISTANT REGISTRAR-CORPORATE AFFAIRS & STUDENT RECRUITMENT**

**Kenya Methodist University**-August 2011 to May 2013.

**DUTIES-** Design and implementation of effective university communication, branding and student recruitment strategies.

**LECTURER (part-time) - Meru University of Science & Technology.**

From **May 2012 to date.**

**DUTIES-** Teaching marketing and management units at the University.

**LECTURER (Part-Time): Kenya Methodist University- Jan 2012 to May 2013**

**DUTIES-** Teaching marketing and management units at the University.

	<p><b>LECTURER (FULL TIME)- Presbyterian University-</b> Jan 2011 to July 2011  <b>DUTIES-</b> Teaching marketing and management units at the University.</p> <p><b>SALES MANAGER. HASBAH KENYA LTD,</b> October 2009 –December 2010.  Distributors of P&amp;G products- <b>Always, Pampers and Ariel</b></p> <p><b>DUTIES:</b>  Reporting to the General Manager and responsible for supervising the sales team. Was responsible for ensuring the attainment of the company sales and marketing objectives.</p> <p><b>SENIOR SALES REPRESENTATIVE. KETEPA LTD,</b> Jan 2005 – Sept 2009  <b>DUTIES:</b>  Coordinating all sales and marketing activities in the region. Market expansion and market intelligence. Ensuring effective distribution of KETEPA brands in the allocated region.</p> <p><b>TERRITORY MARKETING MANAGER- HIGHLANDS MINERAL WATER</b> August 2003 – DEC 2004</p> <p><b>DUTIES:</b>  Planning and co-coordinating all sales activities in the region through the appointed distributors and Co-coordinating promotion activities.</p> <p><b>MARKETING MANAGER- MERU CENTRAL FARMERS CO-OPERATIVE UNION,</b> NOV 2000 – August 2003  I served as the Marketing Manager first in the milk plant section and thereafter in the flourmill section.  <b>DUTIES:</b>  Planning and coordinating all sales and marketing activities. Advising the General Manager on the development of new products. Growing the company sales and market share. Development of new markets and new products.</p>
<p><b>CONSULTANCIES AND TRAININGS</b></p>	<p><b>Lead Consultant-</b> Carrying a market survey for Mt. Kenya Meru Arabica Coffee- for Meru Central Coffee Cooperative Union.  <b>Lead consultant-</b> Rebranding of Meru Farmers Sacco Society to Capital Sacco Ltd.  <b>Product Development Consultant-</b> Agri and Co-operative Training &amp;Consultancy Services.  <b>Strategic Plan Development-</b> PHJC -St. Ann Hospital Igoji  <b>Customer service Trainer-</b> KUSCCO</p>
<p><b>WORKSHOPS/ CONFERENCES</b></p>	<ul style="list-style-type: none"> <li>• AGBA Global Conference- 2018</li> <li>• Makere University Business School Conference- September 2017</li> </ul>

	<ul style="list-style-type: none"> <li>• Cooperative University of Kenya Research Conference-2015</li> <li>• Customer Service management by DMS ltd, 15<sup>th</sup> -16<sup>th</sup> October 2012</li> <li>• KeMU Research Conference 2012- 25<sup>th</sup>-27<sup>th</sup> April 2012</li> <li>• Customer Relations Management, by CIM, 24<sup>th</sup> - 25<sup>th</sup> April 2008</li> <li>• Speed Innovation Workshop, by Divergies Ltd, 11<sup>th</sup> - 12<sup>th</sup> Jan 2007</li> </ul>
<p><b>ARTICLES PUBLISHED</b></p>	<ol style="list-style-type: none"> <li>1. Bajji, O. G., Nkaabu C., &amp; Rintari N., (2019), Moderating Effect of Diversity Management on the Relationship between Corporate Governance Practices and Performance of Selected Counties in Northern Kenya, <i>Journal of Public Policy &amp; Governance</i>. Vol 3(2) pp. 1-21.</li> <li>2. Kato, S.N., Nkaabu C., &amp; Rintari N., (2019), Mediating Effect of Organization Resources on the Relationship between Strategy Implementation and Performance of Devolved Ministries among Selected Counties in Northern Kenya, <i>Journal of Public Policy &amp; Governance</i>. Vol 3(1) pp. 79-99.</li> <li>3. Godana D.S., Nkaabu, C., &amp; Rintari, N., (2019), Effects of Governance Practices on Performance among Secondary Schools in Buuri Sub-County; Meru County. <i>Journal of Public Policy &amp; Governance</i>, Vol 3(1) pp. 43-65.</li> <li>4. Ndwiga, C.M., Gichohi P., &amp; Nkaabu C., (2019), Relationship between Knowledge Management and Innovative Work Behavior among Commercial Banks in Meru County, Kenya, <i>Journal of Strategic Management</i>. Vol 3(2) pp. 76-99</li> <li>5. Kinoti,G., Gichohi,P., &amp; Nkaabu,C., (2018).How Business Rivalry is Influencing Competitiveness of Hardware Stores in South Imenti Sub-County, Meru County, Kenya. <i>International Journal of Science and Research</i>. Vol 8 (2).</li> <li>6. Nkaabu C.G., Bonuke ,R., &amp; Saina, E.,(2018). Emotional Experience, Store Image, Social Value and Purchase Intention: A Moderated Mediation Analysis in a Retail Setting: <i>AGBA Monograph, Defining the Frontiers of Global Business Research Across Emerging Countries; Mc Graw Hill Education</i>. Chapter 6, Pg 90- 111.</li> <li>7. Nkaabu C.G., Bonuke ,R., &amp; Saina, E.,(2017).The Moderating Effect of Store Image on the Indirect Relationship Between Socio-sensory Experience and Purchase Intention Via Social Value. <i>International Journal of Economics, Commerce and Management (UK)</i> Vol. V, Issue 8.</li> <li>8. Nkaabu C.G., Bonuke ,R., &amp; Saina, E.,(2017).Emotional Experience and Purchase Intention: A moderated Mediation of Store Image and Utilitarian Value. <i>International Journal of Economics, Commerce and Management (UK)</i> Vol. V, Issue 8.</li> </ol>

9. Nkaabu C.G., Bonuke ,R., & Saina, E.,(2017).Effect of Emotional Experience on Purchase Intention: A sequential Mediation of Social Value and Hedonic Value in a Retail Setting. *British Journal of Marketing Studies*. Vol. 5, Issue 6.
10. Kaberia, I.J., Nkaabu, C., & Muema, W., (2017).Nexus Between Strategy Implementation And Industry Performance In Kenya: A Survey Of Law Courts In Meru County, Kenya. *European Journal of Economic and Financial Research*, Vol 2(6).
11. Kaberia, I.J., Nkaabu, C., & Muema, W., (2017). Strategy Implementation and Performance of the Law Courts in Meru County, Kenya. *IOSR Journal of Business and Management* Vol 19(5) PP 87-93.
12. Ntinyari,S., Nkaabu,C.,& Muema,W., (2017).Market Information Factors Influencing Market Access by Small holder Cereal Farmers in Buuri Sub-County. *International Journal of Business and Management Science*. Vol 2(3)
13. Bundi, M., Nkaabu,C., & Muema,W.,(2017)Competitive Strategies and Market Share of Savings and Credit Cooperative in Meru County. *International Journal of Business Strategies*. Vol 2(2) pp 1 - 20
14. Gichuru,D., Kirimi,E.,& Nkaabu,C., (2017) Relationship between Labour Management and Customer Service in the Public Road Transport Sector in Kenya. *International Journal of Recent Research in Commerce Economics and Management* Vol 4(3)
15. Santura, A., Muema,W., & Nkaabu,C., (2017)Relationship between Strategy Formulation and Performance of Public Organizations in Isiolo County Government. *European Journal of Economic and Financial Research*. Vol 2( 3).

**Masters Students Supervised and Graduated**

	<b>STUDENT NAME</b>	<b>REG. NO</b>	<b>THESIS TITLE</b>	<b>YEAR GRADUATED</b>
1.	<b>Christine Mwendwa Ndwiga</b>	BUS-3-0486-2/2016	<i>The Mediating Effect of Innovative Work Behaviour on the Relationship Between Knowledge Management and Performance of Commercial Banks in Meru County</i>	2019
2.	<b>Orge Bajji</b>	BUS-3-0937-3/2015	<i>Moderating Effect of Diversity Management on the Relationship Between</i>	2019

			<i>Corporate Governance Practices and Performance of Selected Counties in Northern Kenya</i>	
3.	<b>Salim. N. Kato</b>	BUS-3-0455-2/2015	<i>Mediating effect of Organization Resources on the Relationship Between Strategy Implementation and Performance of Devolved Ministries among Selected Counties in Northern Kenya</i>	2019
4.	<b>Salat Godana</b>	BUS-3-0405-2/2015	<i>Effect of Governance Practices on Academic Performance among Selected Public Secondary Schools in Buuri Sub-County, Meru County, Kenya</i>	2019
5.	<b>Geoffrey Kinoti</b>	BUS-3-0256-1/2016	<i>Influence of Porters Five Forces on the Competitiveness of Small and Medium-sized Hardware Businesses in Imenti South Sub-County, Meru County, Kenya</i>	2019
6.	<b>Mutuura Angelica Karithi</b>	BUS-3-0862-2/2015	<i>Relationship Between Diversity Management Practices and Performance of Devolved Departments in Tharaka Sub-county</i>	2018
7.	<b>Adan Santura</b>	BUS-3-0002-2/2015	<i>Relationship Between Strategy Formulation and Performance of Public Organizations in Isiolo County Government</i>	2017
8.	<b>Martin Kathurima Mwirigi</b>	BUS-3-0630-2/2014	<i>Generic Strategies Adopted Towards Creation of Competitive Advantage Among Supermarkets in Kenya</i>	2017
9.	<b>Joseph Kaberia Isaac</b>	BUS-3-0244-1/2015	<i>Strategy Implementation and Performance of the Law Courts in Meru</i>	2017

			<i>County, Kenya</i>	
10.	<b>Anne Nkirote Kimathi</b>	BUS-3-0265-1/2015	<i>The Role of Internet Infrastructure on Customer Satisfaction in Commercial Banks in Meru County.</i>	2017
11.	<b>Maungu Festus Mutunga</b>	BUS-3-0978-3/2014	<i>Challenges Affecting Adoption of Diversification Strategies in Savings and Credit Cooperative Societies in Imenti North Constituency</i>	2017
12.	<b>James Mutugi Kiarie</b>	BUS-3-4167-3/2013	<i>Factors Influencing Adoption of Technology in the Banking Sector in Kenya: A Case Study of Commercial Banks in Meru County</i>	2017
13.	<b>George Kimathi</b>	BUS-3-0490-2/2014	<i>Relationship Between Strategic Practice and the Performance of Tea Factories in Kenya ( A Case of Embu and Kirinyaga Counties)</i>	2017
14.	<b>Kiburih Peter</b>	BUS-2-0626-2/2013	<i>Factors Influencing Marketing of Biotechnology Products in Kenya</i>	2016
15.	<b>Thuranira Atanasio Thambura</b>	BUS-3-0206-1/2014	<i>Factors Influencing Performance of Insurance Agencies in Kenya</i>	2016
16.	<b>Ntinyari Salome</b>	BUS-3-0781-3/2014	<i>Determinants of Market Access by Small Holder Cereal Farmers in Buuri Subcounty , Meru County</i>	2016
17.	<b>Gitonga Parnwell</b>	BUS-3-0976-3/2013	<i>Factors affecting Implementation of Performance Contracting strategy in Kenyan Public Tertiary Institutions (A survey of Public Tertiary Institutions in Meru County)</i>	2015
18.	<b>Munene Stephen Ndungu</b>	BUS-3-0629-2/2013	<i>Effect of Financial Competitive Environment on the Performance of Sacco's in Meru County , Kenya</i>	2015

19.	<b>Kobia Elijah Kabai</b>	BUS-3-1024-3/2013	<i>Factors Influencing the Performance of Coffee Cooperative Societies in Imenti South Sub-county, Meru, Kenya</i>	2015
20.	<b>Wairungu Joseph Mbogo</b>	BUS-3-06-006	<i>Effect of Information Sharing on Supply Chain Performance of Manufacturing Firms in Nairobi County, Kenya</i>	2015
21.	<b>Mwatha Johnson Karoko</b>	BUS-3-0622-3/2013	<i>Factors Influencing Consumer Preferences for Pirated Computer Software's among University students(A case of selected Universities in Meru County)</i>	2015
22.	<b>Abdille Abdirizak Mohamed</b>	BUS-3-7008-3/2010	<i>Effects of Performance Contracting on Service Delivery in the Public Sector</i>	2015
23..	<b>Idah Ruguru</b>	BUS-3-0314-1/2012	<i>Influence of Knowledge Management Practices on Organizational performance</i>	2014
24.	<b>Mutonga Stephen Murithi</b>	BUS-3-0208-1/2013	<i>Factors Affecting Implementation of E-Marketing in Saccos</i>	2014
25.	<b>Jackylline Kendi Samuel</b>	BUS-3-0268-3/2010	<i>Effects of Employee Empowerment on Employee Satisfaction in Commercial Banks in Kenya.</i>	2014

#### MEMBERSHIPS

- Marketing Society of Kenya
- Marketing Science Institute

#### REFEREES

**Dr. Ronald Bonuke**  
**Associate Dean-School of Business and Economics**  
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