



Dr. Henry O. Kegoro-Ph.D

Ph.D.-UoN, MBA-UoN, Bcom-Msn, FMMSK, FMKIM

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P.O BOX 26495-00100, NAIROBI

Nationality: Kenyan

Gender: Male

DOB: 22-02-1984

Status: Married

Languages: English & Kiswahili

Career Objective

Enthusiastic Strategic Marketing Management Lecturer, Researcher, Author cum Reviewer, Dedicated in helping Students, Practitioners and Policy makers appreciate Marketing as a Scientific Discipline while Refining their own Marketing, Entrepreneurship and Innovation Skills for a Sustainable Knowledge-based Economy.

Key Qualifications

Dr. Henry O. Kegoro holds a Doctor of Philosophy (PhD) Degree in Business Administration [Strategic Marketing Management] from the University of Nairobi, and a Master of Business Administration (MBA) Degree [Strategic Marketing Management Option] from the University of Nairobi. He did his Bachelor of Business Administration Degree (B.B.A) [Strategic Marketing Management Option] Second Class Honours, Upper Division from Maseno University. He has Extensive Academic, Administrative and Management Experience Particularly in Education and Training Sub-Sectors.

Dr. Henry O. Kegoro is a true Paragon of Strategic Marketing Management, Lecturer, Researcher, Reviewer and Prolific Author with more than 12 years of Hands-on Experience in Full Life Cycle of Teaching, Training and Research in Reputable Universities in Kenya. Apart from Lecturing for More than 12 Years, **Dr. Henry O. Kegoro** has a Distinguished Record for Stands Tall in the Scholarly World. He has Published Thought Provoking as well as Value-Adding Articles in Peer-Reviewed Journals. Equally, He has Authored 4 E-Books in the Business Discipline and Published them at **Amazon Digital Repository** which is a Global Reputable Publisher.

Dr. Henry O. Kegoro has Supervised to Completion **8 MBA Students** in Marketing, and Strategic Management Disciplines. In addition to the Academic Experience, **Dr. Henry O. Kegoro** has Extensive Administrative, Management, and Consultancy Experience. Currently is Serving as a Leturer Cum Head of Business Administration at Kiriri Women's University of Science and Technology. He Served as Marketing and Training Coordinator at Kenya Institute of Social Work as well as Served as Lead Facilitator for Training Consultancy Projects Sponsored by the Government of South Sudan. He has Inevitable Exceptional Skills in Data Analytics (STATA/SPSS) as well as Consumer Analytics (Digital Marketing).

Dr. Henry O. Kegoro is a Certified **Lean Six Sigma Yellow Belt Paragon** of Civility and Efficiency for His Exceptional Performance.

Exceptional Personal Skills

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|------------------------|-----------------------------|----------------------------|----------------------------|
| ▪ Team Building Skills | ▪ Result-Oriented | ▪ Critical Thinking Skills | ▪ ICT Skills |
| ▪ Highly Organized | ▪ Detail-Oriented | ▪ Data Analysis Skills | ▪ Change Management Skills |
| ▪ Leadership Skills | ▪ Excellent Research Skills | ▪ Communication Skills | ▪ Problem Solving Skills |

Key Achievements

- Holder of a **Ph.D. Degree in Business Administration** (Strategic Marketing Management) from the **University of Nairobi**
- Holder of a **Master of Degree in Business Administration** (Strategic Marketing Management) from the **University of Nairobi**
- Holder of a **Bachelors Degree in Business Administration** (Strategic Marketing Management) from **Maseno University**
- I have **12 years** of Teaching Experience in the Universities
- Immensely Published more than **30 Papers** and Co-published in Peer-Reviewed Scientific Journals.
- Published **4 E-Books** with **Amazon Book Publisher** (<https://www.Amazon.com/author/henrykegoro>)
- Supervised **08 MBA Students** to Completion at Kenyatta University
- Authored **15 Undergraduate** and **2 Postgraduate** Modules available in University Digital Repositories
- Developed and Revised Quality Assurance Tools for the University
- **Appointed reviewer** of European Scientific Journal and Journal of Economics, Business and Market Research

- Active Participant in International Research Conferences
- Taught Postgraduate and Undergraduate Students in Business Courses for the last 10 years
- Consistently Ranked as the Best Lecturer by more than 90% of the Students in Universities
- Continuously Provided Administrative and Academic Leadership in Teaching at the university level for Over 11 years
- Served as the Representative of Various Academic Committees in Different Universities
- Founder of Apex Africa Marketing Consultants Limited, Kenya

Professional Qualifications and Membership

- Certified **Lean Six Sigma Yellow Belt Paragon** from ICEQBS, India
- Certified **Quality Assurance Advocate** by the Association of African Universities
- Certified **ICDL Digital Marketer**
- Certified **STATA Specialist** from Institute of Advanced Technology (IAT)
- Certified **Trainer of Trainers (TOT)** from Kenya Institute of Social Work
- Certified Member of Marketing Society of Kenya
- Certified Member of Kenya Institute of Management

Academic Qualifications

Year	Institution of Learning	Certificate Awarded
2015-2021	University of Nairobi	Doctor of Philosophy in Business Administration [Strategic Marketing Management] <i>Ph.D. Thesis Title:</i> Brand Personality, Strategic Marketing Partnerships, Organizational Demographics and Customer Service Delivery of Public Universities in Kenya.
2010-2012	University of Nairobi	Master of Business Administration [Strategic Marketing Management] <i>MBA Project Title:</i> Strategic Marketing Practices Adopted by Micro and Small Barber Enterprises in Kenya. A case Study of Masaba North District.
2004-2008	Maseno University	Bachelor of Business Administration [Strategic Marketing Management]
1999-2003	Amabuko High School	Kenya Certificate of Secondary Education
1990-1998	Karantini Primary School	Kenya Certificate of Primary Education

Universities Experience

2021 Oct to Date	Kiriri Women's University of Science and Technology Position: Lecturer Cum Head of Department, Business Administration Subjects Taught: Research Project, Research Methodology, Principles of Marketing and International Business
2021-2021 Mar – Sep	Kiriri Women's University of Science and Technology Position: Lecturer Cum Quality Assurance Coordinator Subjects Taught: Research Project, Research Methodology, Principles of Marketing, International Business, Entrepreneurship
2019-2021 Sep - Feb	Kiriri Women's University of Science and Technology Position: Tutorial Fellow, Department of Business Administration Subjects Taught: Research Project, Research Methodology, Principles of Marketing, International Business, Entrepreneurship
2018-2019 May - Aug	Kiriri Women's University of Science and Technology Position: Part-Time Lecturer, Department of Business Administration Subjects Taught: Research Project, Research Methodology, Principles of Marketing, International Business, Entrepreneurship
2013 to Date	Kenyatta University Position: Vetted Part-Time Lecturer; Faculty of Business Subjects Taught: Business Law, Business Studies, Principles of Marketing, International Business and Total Quality Management

- 2013 -2020** **Egerton University**
Position: Vetted Part-Time Lecturer
Subjects Taught: Business Law, Global Business, Principles of Marketing, Marketing Research and Research Project
- 2017 -2019** **Cooperative University of Kenya,**
Position: Vetted Part-Time Lecturer
Subjects Taught: Research Methods, Research Project, Business Policy and Strategic Planning
- 2014 -2016** **Pan-African Christian University**
Position: Vetted Part-Time Lecturer
Subjects Taught: Business Studies, Principles of Marketing, Business Ethics
- 2013-2014** **Kisii University**
Position: Vetted Part-Time Lecturer
Subjects Taught: Marketing Research, Principles of Marketing, Strategic Marketing
- 2012-2014** **Technical University of Kenya**
Position: Vetted Part-Time Lecturer
Subjects Taught: Marketing Communication, and Organization Behaviour
- 2012-2014** **Mount Kenya University**
Position: Vetted Part-Time Lecturer
Subjects Taught: Strategic Change Management, and Advertising Management
- 2011 - 2014** **Kenya Institute of Social Work**
Position: Training Coordinator Cum Marketing Manager
Subjects Taught: Marketing Management, Entrepreneurship, Management Practice,
- 2010 - 2011** **Limkokwing University of Malaysia**
Position: Vetted Part-Time Lecturer
Subjects Taught: Strategic Management, and International Marketing, Consumer Behaviour
- 2010 - 2010** **Graffins College,**
Position: Tutorial Fellow, Department of Business Department
Subjects Taught: International Case Study, Marketing Management, Entrepreneurship
- 2009 - 2009** **Zetech College**
Position: Tutorial Fellow, Department of Business Department
Subjects Taught: Business Law, Marketing Management, Entrepreneurship, Marketing Research
- 2008 -2008** : Kisii Bottlers (Franchise of Coca Cola Company)
: **Position:** Sales and Marketing Trainee

Academic and Administrative Duties and Responsibilities as a Head of Department, Business Management

- Overseeing that Classes are Taught on a Daily Basis by Respective Lecturers Allocated the Unit
- Preparation of Weekly Reports to the University Management Board
- Ensuring Effective Implementation of the Approved Courses by the Commission for University Education
- Overseeing Timely Allocation and Preparation of Teaching Timetable in Coordination by the University Timetabler
- Organizing for Periodical Departmental Meetings to Sensitize Lecturers on Matters Pertaining to Full Life Cycle of Teaching, Training and Research
- Managing the Effective Administration of Examinations, Marking and Submission of Marks by Lecturers
- Maintaining High Academic Standards Through Examination Setting, Moderation and Marking
- Monitoring Student Class Attendance and Advising the University Management Appropriately
- Attending Periodical Senate Meetings as well as Providing Updates to the Senate Concerning Academic Matters
- Preparing Periodical Departmental Reports to the Vice Chancellor
- Preparing Departmental Financial Reports for Part-Time Staff to the Deputy Vice Chancellor, Finance
- Maintaining High Level of Integrity and Professionalism while Discharging My Duties
- Managing Lecturer Evaluation Exercise by Administering Questionnaires to Students by the End of Every Semester
- Ensuring that All Academic Staff Conform to the Outlined Activities in the Academic Calendar

Universities Academic Duties and Responsibilities

- Teaching and Facilitating Learning at Both Undergraduate and Postgraduate Levels Through Lectures, Seminars, Workshops, Tutorials and other Learning Situations as Assigned by the COD from Time to Time.
- Participating in the Development, Administration and Marking of Exams, Assignments and Continuous Assessments Tests.
- Assisting in the Development of Learning Materials, Preparing Schemes of Work and Maintaining Records to Monitor Student Progress, Achievement and Attendance.
- Providing Advice, Guidance and Feedback to Students to Support their Academic Progress and Referring Student to Support Services as Appropriate.
- Contributing to the Development, Planning and Implementation of High-Quality Curriculum.
- Participating in Supervision and Assisting of Undergraduate and Post Graduate Students in their Research Work.
- Carry Out Research and Produce Publications, as well as other Research Outputs, in Line with Personal Objectives Agreed in the Faculty Annual Assessment Review (FAAR)
- Participating in Writing of Research Proposals and Applying of Research Grants.
- Contributing and Participate in Departmental and Faculty Seminars Aimed at Sharing Research Outcomes and Building Interdisciplinary Collaboration within and Outside the Department.
- Providing Pastoral Care to Students Through Academic Advising and Counselling.
- Contributing to Departmental, Faculty and/or University Wide Working Groups or Committee as and when Requested to do so.
- Undertaking Continuous Professional Development and Participate in Staff Development and Training Activities to Update and Enhance Skills.
- Maintaining Proper Records of Students' Examination, Assignments and Continuous Assessments Tests and Ensure they are Keyed in Examination Records Management System in Time.
- Attending Departmental, Faculty and University-Wide Meetings with other Staff Members.

Administrative Duties and Responsibilities as a Quality Assurance Coordinator

- Oversee the Implementation of the University Quality Assurance Policy
- Updating the Secretariat of the University Quality Assurance Committee on implementation
- Formulating, Implementing and Monitoring Quality Assurance Policies Across the University
- Identifying, Developing and Promoting of the University's Quality Assurance Protocols and Mechanisms;
- Coordinating the Process of Accreditation of Academic Programmes
- Updating the Vice Chancellor, the Progress of Implementing Quality Assurance Policies
- Advising Heads of Departments on matters Relating to Quality Assurance and Enhancement
- Developing Quality Assurance Monitoring Tools
- Training University Academic and Non-Academic Staff on Quality Assurance Policies
- Overseeing the Evaluation of Teaching and Non-teaching Staff
- Overseeing the Full-Life Cycle of Student Learning Experience to Assure Quality
- Providing Guidelines for Development of University Modules and Staff Engagement Policies
- Providing Advice and Guidance to Faculty Staff on Best Quality Assurance Practices
- Preparing Periodical Quality Assurance Reports for the Quality Assurance Committee
- Liaising with Internal and External Stakeholders to ensure Conformity to Quality Assurance Guidelines
- Analyzing Student's Evaluation data and Generating report for both Quality Assurance and Management Purposes.
- Reviewing Quality Assurance Standard Operating Procedures for Quality Assurance Office in Compliance with University Quality Assurance Policy.
- Receiving and Analyzing Reports Submitted by Various Committees for Strategic University Decision- Making.
- Coordinating the Preparation of Annual Reports for Commission for University Education.
- Monitoring National and International Developments in Quality Assurance and Advice the Management and the University Council.
- Preparation of Annual Quality Assurance reports for Commission for University Education.
- Providing the Secretarial Service to the University Quality Assurance Committee.
- Attending Senate Committee Meetings Periodically

Key Achievements as Quality Assurance Coordinator

- Developed Research Project Guidelines
- Modified Lecturer Evaluation Forms
- Modified Graduand Satisfaction Feedback Form
- Developed Post-Lecturer Feedback Form
- Advanced Non-Teaching Staff Evaluation Forms
- Invented Field Student Attachment Forms
- Developed Student Research Introductory Letter
- Initiated Establishment of KWUST Alumni Association
- Initiated a Culture of Quality Awareness among University Stakeholders
- Developed Course Outline Standardization Template
- Instigated Introduction of Short Courses, Degree and Masters Programmes
- Prompted Alternative Marketing Strategies
- Instigated Co-Authorship of Articles among the Teaching Staff
- Instigated and Implemented Teaching Staff Training

Tertiary College Academic Duties and Responsibilities

- Timely Setting, Moderating, Administration, Invigilation, Marking and Timely Submission of Marks
- Teaching Marketing Related Units and any other Business-Related Units
- Guiding Diploma, Bachelors and Masters students on Proposal and Project Development
- Assessment of Students on Industrial Attachments
- Documenting and Disseminating Information on Training Sessions
- Performing any other duty Assigned by the Dean and HOD

Duties and Responsibilities as a Training Coordinator Cum Marketing Manager

- Aided in the Development of Interview Schedules and Chaired Interview Sessions
- Ensured all Employees Performed Daily duties and Responsibilities.
- Helped in Developing Marketing Plans and Budgets for Outdoor Campaigns
- Altered Employee Appraisal forms to Address Key Issues Experienced
- Altered Customer Enquiry Criteria and Introduced an Online Response
- Provided New Insights to Board Members on Existing and New Market Opportunities
- Represented the Director of Programmes in Official Forums
- Chaired Meeting Organized by the Director of Programmes
- Coordinated Marketing Campaigns in Trade Shows and Exhibitions
- Coordinated and Ensured Suppliers Provided Quality Products and Services
- Performed any other Duty Assigned by the Director of Programmes
- Conducted Direct Presentation of Our Services to Corporate and Individual Clients in the Market
- Carried Out Market intelligence of Competitors for Proactive Response in the Market
- Maintained Good Relationship Among Key Stakeholders of the Organization
- Made Follow-ups on New Leads and Referrals Resulting from Field Activity
- Generating Demand of the Courses through Personal Selling/Telesales and E-business
- Developing and Coordinated Marketing Campaigns, Exhibitions and Seminar Events

Key Achievements as a Training Coordinator Cum Marketing Manager

- Introduced a New Format of Writing Short Courses, Certificate and Diploma Modules
- Initiated Course Outline Standardization
- Redesigned In-door and Out-door Marketing Materials such as Banners, Brochures and Student Application Forms
- Developed and Implemented In-house Customer Care Training Module
- Activated Membership Registration by 57% within a Period of 2 Years

- Introduced New Market driven Short-courses which Resulted to 15% Increase in Revenue Collected Quarterly.
- Initiated a Co-marketing Mechanism with Companies and Non-governmental Organizations
- Developed Media Content on Advertising Short Courses and Long Courses
- Served as a Chair of Module Review Committee for Short and Long Courses
- Initiated and Trained all Employees on Customer Care Skills
- Introduced More than 50% Full-time Students to Short Courses
- Altered Short Course Application Forms
- Served as a Lead Facilitator for a Consultancy Program Organized by the Government of South Sudan

Duties and Responsibilities as a Sales and Marketing Trainee

- Conducted Cooler Merchandizing at The Retail/outlet premises
- Processed Retailer Orders
- Frequently Monitored Outlet Progress
- Conducted outlet Recruitment in the Market
- Conducted Market Execution/Promotional Programs and Equipment Management
- Direct Route Selling and Customer Care Relations
- Identified and Recruited New Retailers
- Submitted Weekly Report Submission on Market Trends

Key Achievements as a Sales and Marketing Trainee

- Exceeded Monthly Sales Targets by 3%
- Established 6 New Outlets for a Period of Three Months
- Improved Customer Relations Through Timely Response to Issues of Equipment Management

Leadership and Academic Roles

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| 2020 to date | <ul style="list-style-type: none"> ▪ Reviewer, European Scientific Journal ▪ Reviewer, Journal of Economics, Business and Market Research |
| 2020 to date | <ul style="list-style-type: none"> ▪ Member of Association of African Universities (AAU) ▪ Member of the Quality Assurance Committee, KWUST ▪ Member of Technical and Vocational Education and Training (TVETA) Implementation Committee ▪ Member of Curriculum Review and Implementation Committee, KWUST ▪ Member of School of Business Board, KWUST ▪ Member of the Senate Committee, KWUST ▪ Member of the Marketing Committee, KWUST ▪ Member of the Occupational Health and Safety Committee, KWUST ▪ Member Ethical Research Committee |
| 2013 to date | <ul style="list-style-type: none"> ▪ Member, School of Business Board, Kenyatta University ▪ Member of Marketing Committee, Kenyatta University, Embu Campus ▪ Member of School of Business Board, Egerton University, Nairobi Campus ▪ Member of Marketing Committee, Egerton University, Nairobi Campus ▪ Member, Student Affairs Disciplinary Committee, Egerton University, Nairobi Campus |
| 2012-2013 | <ul style="list-style-type: none"> ▪ Member of Management Board and Marketing Committee, Kenya Institute of Social Work |

Publications

[ORCID: 000-0003-0648-992X]

A. Published Articles

2021

1. Anyango, J. & Kegoro, O. H. (2021). Automated Queuing System on Performance of Selected State-Owned Commercial Entities in Kenya: A Conceptual Paper. *International Journal of Research - Granthaalayah*, 9(9), 391-405. Online Link: <https://doi.org/10.29121/granthaalayah.v9.i9.2021.4220>
2. Kegoro, O. H. & Njenga P. (2021). Electronic Records Management in Support of Customer Service Delivery. Evidence from Public Universities in Kenya. *American International Journal of Business Management (AIJBM)*. ISSN- 2379-106X, 4, (10), 42-50 Online Link: <https://www.aijbm.com/wp-content/uploads/2021/10/G4104250.pdf>
3. Kegoro, O. H. & Njenga, P. (2021). Knowledge Management on Performance of Women Enterprises in Kenya. *American International Journal of Business Management (AIJBM)*. ISSN- 2379-106X. 4, (08), 73-83. Online Link: <https://www.aijbm.com/wp-content/uploads/2021/08/H487383.pdf>
4. Kegoro, O. H. & Njenga, P. (2021). A Meta-Analysis of Transformative Leadership and Organizational Competitiveness. Perspectives from Public Universities in Kenya. *International Journal of Economics, Business and Management Research*. Vol. 5, (08). ISSN: 2456-7760 Online Link: <http://ijebmr.com/link/812>
5. Kegoro, O. H. (2021). Brand Personality, Strategic Marketing Partnerships, Organizational Demographics and Customer Service Delivery of Public Universities in Kenya. *Published Ph.D. Thesis*. University of Nairobi, Kenya. Online Link: <http://erepository.uonbi.ac.ke/>
6. Kegoro, O. H., Prof. Munyoki, J., Prof. Kibera, F. & Dr. Magutu P. (2021). The Relationship Between Brand Personality and Customer Service Delivery: Perspectives from Public Universities in Kenya. *Journal of Marketing and Consumer Research*. Vol. 75, 2021. ISSN 2422-8451. Online Link: <https://iiste.org/Journals/index.php/JMCR/article/view/55425/57241>
7. Kegoro, O. H. (2021). The Moderating Role of Normative Isomorphism on the Relationship between Brand Personality and Customer Loyalty among Public Universities in Kenya. A Meta-Analysis. *Journal of Economics, Business and Market Research (JEBMR)*. SciTech Central Inc., USA Vol. 1 (2), 105-120. Online Link: <https://www.scitcentral.com/article.php?journal=73&article=1594&article>
8. Kegoro, O. H. (2021). Social Marketing Practices and Promotion of Health Behaviours in the Management of Pandemics in Kenya: A Meta-Analysis. *Journal of Economics, Business and Market Research (JEBMR)*. SciTech Central Inc., USA Vol. 1 (2), 83-95. Online Link: <https://www.scitcentral.com/article.php?journal=73&article=1640&article>

2020

9. Kegoro, O. H., Prof. Munyoki, J., Prof. Kibera, F. & Dr. Magutu P. (2020). Brand Personality, Strategic Marketing Partnerships and Customer Service Delivery of Public Universities in Kenya. *European Scientific Journal*. Vol. 6. Issue 10, 238-261. ISSN 1857-7431. Online Link: <http://ejournal.org/index.php/esj/article/view/13032/13074>
10. Kegoro, O. H., Prof. Munyoki, J., Prof. Kibera, F. & Dr. Magutu P. (2020). Moderating Role of Organization Demographics on the Relationship Between Brand Personality and Customer Service Delivery of Public Universities in Kenya. *DBA Africa Management Review*. Vol. 10 (2), 53-72. ISSN 2224 2023. Online Link: <http://journals.uonbi.ac.ke/damr>
11. Kegoro, O. H. & Munyoki, J. (2020). Critical Review of Literature on Brand Equity and Customer Loyalty. *International Journal of Business, Economics and Management*. Vol. 7. Issue 3, 146-165. ISSN(e): 2312-0916 Online Link: <http://www.conscientiabeam.com/journal/62/abstract/5903>
12. Kegoro, O. H. & Anyango O. Judith (2020). Continuous Improvement on Operational Performance of Selected Public Universities in Kenya. *The International Journal of Humanities & Social Studies*. Vol. 8. Issue 3, 47-59. ISSN:2616-3421 Online Link: <http://www.internationaljournalcorner.com/index.php/theijhss/article/view/152070/105875>
13. Kegoro, O. H. & Makori, B. (2020). Technological Initiatives on Operational Performance of public Universities in Kenya. *The International Journal of Humanities & Social Studies*. Vol. 8. Issue 3, 360-365, ISSN 2321 – 9203. Online Link: <http://www.internationaljournalcorner.com/index.php/theijhss/article/view/152087/105891>
14. Kegoro, O. H. & Keraro, J. (2020). Salesforce Motivation on Performance of Selected Alcoholic Manufacturing Companies in Kenya. *International Journal of Economics, Commerce and Management*. Vol. 7, Issue 4, 338-365. ISSN 2348 0386. Online Link: <http://ijecm.co.uk/wp-content/uploads/2020/04/8421.pdf>
15. Kegoro, H., O. & Anyango, J., O. (2020). Employee Empowerment on Performance of Selected Pharmaceutical Manufacturing Firms in Nairobi City County, Kenya. *Journal of Human Resource & Leadership* 4(1), 47-59. ISSN: 2616-8421. Online Link: <http://stratfordjournals.org/journals/index.php/journal-of-human-resource/article/view/482>
16. Kegoro, H., O., Akoyo, S., I. & Otieno, D., A. (2020). Change Management on Performance of Sugar Manufacturing Firms in Kenya. *Journal of Human Resource & Leadership*. 4(1), 1-9. ISSN: 2616-8421 Online Link: <http://stratfordjournals.org/journals/index.php/journal-of-human-resource/article/view/458>
17. Kegoro, H., O., Otieno, D. A. & Akoyo, S., I. (2020). Work-Life Balance and Performance of National Police Service in Kenya. *Journal of Human Resource & Leadership*. 4(1), 10-18. ISSN: 2616-8421. Online Link: <http://stratfordjournals.org/journals/index.php/journal-of-human-resource/article/view/459>

18. **Kegoro, O. H.** & Nyabaro, A. D. (2020). Employee Competencies on Customer Service Delivery in Non-Commercial State owned Entities in Kenya. *International Journal of Economics, Commerce and Management*. Vol. 7, Issue 2, 212-223. ISSN 2348 0386. **Online Link:** <http://ijecm.co.uk/wp-content/uploads/2020/02/8215a.pdf>

2019

19. **Kegoro, O. H.** (2019). Quality Management Practices on Customer Brand Equity among Chartered Public Universities in Kenya. *The International Journal of Humanities & Social Studies*, Vol. 7, Issue 7, 11-21. ISSN 2321 – 9203. **Online Link:** [DOI No.: 10.24940/theijhss/2019/v7/i7/HS1907-012](https://doi.org/10.24940/theijhss/2019/v7/i7/HS1907-012)
20. Thiriku, J. & **Kegoro, H.** (2019). Technological Initiatives on Customer Service Delivery in the Ministry of Industry, Investment and Trade in Kenya. *International Journal of Economics, Commerce and Management*. Vol. VII, Issue 11, 125-140. ISSN 2348 0386. **Online Link:** <http://ijecm.co.uk/wp-content/uploads/2019/11/7118.pdf>
21. Thiriku, J. & **Kegoro, H.** (2019). Strategic Leadership on Customer Service Delivery in the Ministry of Industry, Investment and Trade in Kenya. *Noble International Journal of Business and Management Research*. Vol. 03, No. 08, 109-117, ISSN(e): 520-4521. **Online Link:** <http://napublisher.org/?ic=journals&id=2>
22. Ndege, J. & **Kegoro, H. O.** (2019). Brand Awareness, Customer Characteristics on Customer Loyalty of Savings and Credit Cooperative Societies in Embu County, Kenya. *International Academic Journal of Human Resource and Business Administration*, 3(7), 213-227. ISSN 2518-2374 **Online Link:** http://www.iajournals.org/articles/iajhrba_v3_i7_213_227.pdf
23. Ndege, J. & **Kegoro, H.O.** (2019). Effect of Brand Loyalty on customer Loyalty of Savings and Cooperative societies in Embu County, Kenya. *The Strategic Journal of Business & Change Management*, 6(4), 588 - 600. ISSN 2312-9492. **Online Link:** [www.strategicjournals.com, @Strategic_Journals](http://www.strategicjournals.com/@Strategic_Journals)

2018

24. Kinga, P. & **Kegoro, H. O.** (2019). Quality Management Practices on Performance of Public Health Facilities in Embu County, Kenya. Kenyatta University *Digital Repository*. **Online Link:** <https://ir-library.ku.ac.ke/bitstream/>
25. Njue, C. M. & **Kegoro, H. O.** (2018). Strategic Management Practices and Change Implementation in Selected Public Universities in Kenya. *International Academic Journal of Human Resource and Business Administration*, 3(4), 124-149. ISSN 2518-2374. **Online Link:** http://www.iajournals.org/articles/iajhrba_v3_i4_124_149.pdf
26. Gatune, F. C. & **Kegoro, H. O.** (2018). Organizational Practices on Change Implementation in Public Health Facilities in Tharaka Nithi County, Kenya. *The Strategic Journal of Business & Change Management*, 5(4), 2142 - 2155. ISSN 2312-9492. **Online Link:** <http://strategicjournals.com/index.php/journal/article/view/1016/1007>
27. Kariuki, D. & **Kegoro, H. O.** (2018). Effect of Entrepreneurial Practices on Performance of Micro Women Enterprises in Embu County, Kenya. Kenyatta University *Digital Repository Link:* <https://ir-library.ku.ac.ke/bitstream/>
28. Tarus, P. & **Kegoro, H. O.** (2017). Quality Management Strategies on Operational Performance of Selected Public Universities in Kenya. Kenyatta University *Digital Repository*. **Online Link:** <https://ir-library.ku.ac.ke/bitstream/>

2015

29. **Kegoro, O. H.** (2015). Strategic Marketing Practices Adopted by Micro and Small Barber Enterprises in Kenya. A case Study of Masaba North District. MBA Project, University of Nairobi *Digital Repository Link:* <https://scholar.google.com/>

Forthcoming Articles for Publications

30. **Kegoro, O. H. & Njagi Elias** (2021). The Role Brand Management on Fast-Moving Consumer Goods Selection Among the Unemployed Urban Class During the Covid-19 Era. A systematic Literature Review
31. **Kegoro, O. H. & Njagi Elias** (2021). Turnaround Strategies, Transformative Leadership and Competitiveness of Public Universities in Kenya: A Meta-Analysis.
32. **Kegoro, O. H. & Anyango, J.** (2021). Automated Queue Management Systems and Service Delivery in Public Hospitals in Kenya During the Covid-19 Era: A Meta-Analysis
33. **Kegoro, O. H.**, Prof. Munyoki, J., Prof. Kibera, F. & Dr. Magutu P. (2021). Combined Effect of Brand Personality, Strategic Marketing Partnerships and Organizational Demographics on Customer Service Delivery of Public Universities in Kenya

B. Published Electronic Books

Publisher: Amazon

Access Link: <https://www.Amazon.com/author/henrykegoro>

S/N	Book Title	Book Sub-Title	ISBN
1.	Post-Modern Marketing Management Spectrums	Re-Invention of Marketing Concepts.	978664589726.
2.	Post-Modern Sales Management Spectrums	The Art & Science of Professional Sales Leaders	978664698896.
3.	Consumer Personality Spectrums	Ecosystem Organisms	979-8667808541
4.	Tenets of Scientific Research:	Unlocking Oratures	979-8667819721

C. Forthcoming Electronic Books

S/N	Book Title	Book Sub-Title	ISBN
1.	Management Spectrums	Re-Invention of Management Thoughts	
2.	Organizational Behaviour Spectrum	The Simplified Guide	
3.	Organizational Agility Spectrums	Strategic Survival Tenets	
4.	Total Quality Management Spectrums	The Vaccine of Brand Equity	
5.	SEVEN Laws of Marketing	Excelling in the Global Digital Economy	
6.	The Mwamogesa History.	Transforming Oratures into Literature. Know Your Origin for Generational Transition	

Individually Authored Modules

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|---|--|
| 1. Principles of Marketing | 10. Research Methodology |
| 2. Research Methods | 11. Organizational Theory |
| 3. Production and Operations Management | 12. Sales Management |
| 4. International Business Management | 13. Strategic Marketing and Planning |
| 5. Multinational Business Operations and Strategy | 14. Total Quality Management |
| 6. Public Relations and Communication | 15. Introduction to Business Studies |
| 7. Management Practice | 16. Introduction to Commerce |
| 8. Consumer Behaviour | 17. Office Management and Administration |
| 9. Business Law | |

Postgraduate MBA Project Supervision and Examination**A. Completed MBA Projects:**

2019	Kinga Peninah	Quality Management Practices on Performance of Public Health Facilities in Embu County, Kenya (Principal Supervisor-Kenyatta University).
2019	Gatune Carren	Organizational Practices and Change Implementation in Public Health Facilities in Tharaka Nithi County, Kenya (Principal Supervisor-Kenyatta University).
2018	Njue M. Christine	Strategic Practices on Change implementation in Public Universities in Kenya (Principal Supervisor-Kenyatta University).
2018	Kariuki David	Entrepreneurial Practices on Performance Micro and Small Women Enterprises in Embu County, Kenya (Principal Supervisor-Kenyatta University).
2018	Ooko, Mary	Promotion Strategies on Performance of Selected Fast-Moving Consumer Good Companies in Nairobi City County, Kenya (Principal Supervisor-Egerton University).
2018	Tambo, O. Henry	Influence of Product Differentiation Strategies on the Market Share of Bakeries in Nairobi county, Kenya (Principal Supervisor-Egerton University).
2017	Tarus Pamela	Quality Management Strategies on Operational Performance of Selected Public Universities in Kenya (Principal Supervisor-Kenyatta University).
2016	Samuel Mbugua	An Assessment of the Influence of Supportive Supervision on Quality of Health Services Provided by Private Facilities in Kakamega Municipality (Principal Supervisor-Mount Kenya University).
2016	William Mugo	An Investigation on the Various Business Activities among University Students and their Contribution to their Welfare (Principal Supervisor-Mount Kenya University).

B. On-Going MBA Projects

2021	Grace Ndung'u	Strategic Agility Practices on Operational Performance of Selected Public Universities in Kenya (Principal Supervisor-Kenyatta University).
2021	Cyrus Musyoka	Strategic Innovations on Performance of Selected Public Universities in Kenya (Principal Supervisor-Kenyatta University).
2020	Elizabeth Makau	Quality Management Drivers on Performance of Tier 1 Commercial Banks in Nairobi City (Principal Supervisor-Kenyatta University).
2020	Joseph Kagehe	Organizational Agility Practices on Performance of Pharmaceutical Manufacturing Firms in Kenya (Principal Supervisor-Kenyatta University).
2019	Jacob O. Ndege	Brand Equity Dimensions on Customer Loyalty of Savings and Cooperative Societies in Embu County,

Kenya. (Principal Supervisor-Kenyatta University).

- 2019 Josiah M. Thiriku Strategic Management Drivers on Service Delivery of State-owned Corporation in the Ministry of Industry, Investment and Trade in Kenya (Principal Supervisor-Kenyatta University).
- 2018 Rachael Miano Entrepreneurial Practices on the Performance of Uwezo Funded Projects in Embu County, Kenya. (Principal Supervisor-Kenyatta University).

Conferences, Workshops and Seminars Attended

- Presented a Paper on **Automated Queue Management Systems on Service Delivery in Public Hospitals in Kenya During the Covid-19 Era: A Meta-Analysis** in an International Research Conference Entitled **"Leveraging Research Towards Academia-Industry Linkages for Sustainable Development: A Gender Inclusive and Post COVID-19 Economic Recovery Strategy"** Organized by Kiriri Women's University of Science and Technology, on 23rd -24th September 2021.
- Presented a Paper on **Social Marketing and Promotion of Health Behaviours During the Pandemic Era: Perspectives from Kenya** in an International Research Conference Entitled **"Leveraging Research Towards Academia-Industry Linkages for Sustainable Development: A Gender Inclusive and Post COVID-19 Economic Recovery Strategy"** Organized by Kiriri Women's University of Science and Technology, on 23rd -24th September 2021.
- Master Speaker on **Consumer Metamorphism and Marketing Dynamisms in the 21st Century** in an International Research Conference Entitled **"Leveraging Research Towards Academia-Industry Linkages for Sustainable Development: A Gender Inclusive and Post COVID-19 Economic Recovery Strategy"** Organized by Kiriri Women's University of Science and Technology, on 23rd -24th September 2021.
- Presented a Paper on **Turnaround Strategies on Competitiveness of Public Universities in Kenya: A Meta-Analysis** in an International Business Research and Industrial Conference (IBRIC) Entitled **"Building Business Resilience and Sustainability in the Context of Economic Recession and Pandemics"** Organized by Kenyatta University, on 27th August 2021.
- Participated in an International Conference Entitled **"African Higher & Tertiary Education- Quality & Quality Assurance of ICT Infrastructure, Internet Services and their Distribution, Current State and The Way Forward"** Organized by The Association of African Universities (AAU), on 22nd July 2021.
- Panelist in an International Conference Entitled **"Quality Assurance in African Higher and Tertiary Education institutions - Current State and the way Forward All"** Organized by The Association of African Universities (AAU), on 14th July 2021.
- Keynote Speaker in a Workshop Entitled **"Rise of Market Maven Class and Customer-Centric Culture in the Covid Era"** Organized by Kiriri Women's University of Science and Technology, on 1st July 2021.
- Keynote Speaker in a Workshop Entitled **"Customer Metamorphism and Organization Navigation Strategies in the Covid Era"** Organized by Kiriri Women's University of Science and Technology, on 1st July 2021.
- Presented a Paper in an International Conference Entitled **"International Micro and Small Medium Enterprises Day"** Organized by Kenya Commercial Bank Groups, on 24th June 2021.
- Participated in an International Conference Entitled **"Organizational Leadership in the Covid-19 Era: Opportunities & Challenges"** Organized by University of Nairobi, School of Business Administration on 23rd June 2021.
- Participated in an International Conference Entitled **"The Role of Artificial Intelligence (AI) in Supply Chain Resilience in Developing Economies"** Organized by University of Nairobi, School of Business Administration on 27th May 2021.
- Presented Paper in an International Conference Entitled: **"Knowledge Management on Performance of Women Enterprises in Kenya"** at 3rd KWUST Annual International Conference on Gender Involvement in Powering Future Growth Through Innovations held at KWUST, Nairobi Kenya from 26th -27th September, 2019.
- Participated an International Conference Entitled **"Green Circular Innovation for Economic Growth, Technology/ICT in Powering Innovations/ Characteristics of Valuable Employees"** held at KWUST, Nairobi Kenya from 20th September, 2019
- Participated in an International Conference on **Comprehensive Sex Education/Field Attachment and Challenges/Challenges Women Face when Starting Business in Kenya** held at KWUST, Nairobi Kenya from 14th September, 2019

Consultancy Trainings

2021

Lead Trainer: In a Scheduled Training Organized by St. Lucie Kiriri Girls Secondary School Management Board for the Marketing Team on Marketing Strategies at St. Lucie Kiriri Girls Secondary School Board Room on 6th October, 2021 at St. Lucie Kiriri Girls Secondary School, Kasarani, Nairobi-Kenya.

Lead Trainer: In a Scheduled Training Organized by KWUST for Teaching Staff on Strategies of Enhancing **Overall Student Learning Experience** at KWUST on 1st July, 2021 KWUST, Kasarani Campus, Nairobi-Kenya.

Lead Trainer: In a Scheduled Training Organized by KWUST for Teaching Staff on the **Rise of Market Maven Class and Customer-Centric Culture** in the Covid Era on 1st July, 2021 KWUST, Kasarani Campus, Nairobi-Kenya.

Lead Trainer: In a Scheduled Training Organized by KWUST for Teaching Staff on **Customer Metamorphism and Organization Navigation Strategies** in the Covid Era on 1st July, 2021 KWUST, Kasarani Campus, Nairobi-Kenya.

2020

Lead Trainer: In a Scheduled Training Organized by **Thika Road Health Centre** for Front Office Staff on Customer Care Skills on 13th December 2020 - Main Branch, Nairobi-Kenya.

Lead Trainer: In a Scheduled Training Organized by **Thika Road Health Centre** for Front Office Staff on Customer Care Skills on 1th February 2020, Main Branch, Nairobi-Kenya.

2014

Lead Trainer: In a Scheduled Training Organized by KISWD for **Sarakasi Trust** Participants on Small Business Start-Up and Management Skills from 10th -11th February 2014- County House Branch, Nairobi-Kenya.

Lead Trainer: In a Scheduled Training Organized by KISWD for **Freight in Time** Employees on Strategic Marketing from 5th February to 9th May 2014- County House Branch, Nairobi-Kenya.

Lead Trainer: In a Scheduled Training Organized by KIWCD for the **Ministry of Youth Affairs** Employees on Entrepreneurship Skills from 4th February to 8th February 2014 - County House Branch, Nairobi-Kenya.

Lead Trainer: In a Scheduled Training Organized by KISWCD for **Machakos Institute of Technology** Employees on Marketing and Customer Care Skills from 4th February to 8th February 2014 – Machakos Institute of Technology, Machakos-Kenya.

2013

Lead Trainer: In a Scheduled Training Organized by **Government of South Sudan** to Train the Senior Management Staff of the Ministry of National Social Security on Strategic Planning and Management Skills from 18th- 21st May 2013 at **National Social Security Headquarters –Juba, South Sudan**

Lead Trainer: In a Scheduled Workshop Organized by Kenya Institute of Social Work for the Ministry of Youth Affairs and Sports Employees on Strategic Sales and Marketing Skills from 4th February to 8th February 2013 at **KISWCD** - County House Branch, Nairobi-Kenya.

2012

Lead Trainer: In a Scheduled Workshop Organized by **Kenya Institute of Social Work** on Sales and Marketing Skills for 31 Participants Drawn from **First Community Bank** from 11th - 15th November 2013 at **KISWCD** - County House Branch, Nairobi-Kenya.

Lead Trainer: In a Scheduled Training Organized by **Kenya Institute of Social Work** on Management of Small Business Skills for 40 Participants Drawn from **National Youth Service** from 16th -20th September 2012 at **KISWCD** - County House Branch.

Lead Trainer: In a Scheduled Workshop Organized by **Kenya Institute of Social Work** on Sales and Marketing Skills for 41 Participants Drawn from **Danish Refugee Council** from 15th -19th March 2012 at **KISWCD** - County House Branch, Nairobi-Kenya.

2011

Lead Trainer: In a Scheduled Workshop Organized by **Kenya Institute of Social Work** on Strategic Planning and Management of Projects for 17 Participants Drawn from **Care International** from 20th – 24th September 2011 at **KISWCD** - County House Branch, Nairobi-Kenya.

Lead Trainer: In a scheduled Training Organized by **Kenya Institute of Social Work** on Strategic Marketing Skills for 28 participants drawn from **Ministry of Youth Affairs and Sports** from 27th – 31st 2011 at **KISWCD** - County House Branch, Nairobi-Kenya.

2010

Facilitator: In a Scheduled Training Organized by **Kenya Institute of Social Work** on Management of Small Business Management Skills workshop for 33 participants drawn from **World Vision** from 9th August to 13th May 2010 at **KISWCD** - County House Branch, Nairobi-Kenya.

Facilitator: In a scheduled workshop organized by **Kenya Institute of Social Work** on Sales and Marketing Skills for 31 Participants Drawn from **International Rescue Committee** in Kenya from 25th – 29th March 2010 at **KISWCD** - County House Branch, Nairobi-Kenya.

Consultancy Projects

- 2021** A Resource Person in Outlining **Marketing Strategies** to St. Lucie Kiriri Girls Secondary School Management Board
- 2021** A Resource Person in Outlining **Marketing Strategies** to the KWUST Management Board
- 2021** A Resource Person in Outlining **Marketing Strategies** to Sports View Medical Centre Management Board
- 2020** Developed and **Business Plan** for Abrapharmaceuticals Nairobi, Kenya
- 2018** Developed a **Business Plan** for Cityscape Trends Services Limited
- 2018** Developed a Strategic **Marketing Plan** for Apex Africa Marketing Consultants
- 2014** A Resource Person for the Development of **Technical and Financial Proposal** for Sarakasi Trust at Kenya Institute of Social Work and Community Development (KISWD), County House-Nairobi
- 2013** A Resource Person for the Review of **Technical and Financial Proposal** for Final Evaluation of Engaging Non-State Actors in The Promotion of Alternative Energy Activities in Somaliland at KISWD, County House-Nairobi
- 2013** A Resource Person for the Development of Technical and Financial Proposal at Kenya Institute of Social Work and Community Development for the **Review of Matibabu Foundation Activities**
- 2012** A Resource Person for the Review of **Strategic Plan** for Kenya Institute of Social Work and Community Development
- 2012** Formulated a **Marketing Plan** for Kenya Institute of Social Work and Community Development

Noble Ideas

- ♦ Organizational Suffering is Like Human Suffering
- ♦ Customer Delight is the Product of Employee Satisfaction
- ♦ Consumers are Like Organisms
- ♦ Spiritual Marketing is the Salvation of Organizations.
- ♦ Lean Six Sigma Models are the Lifeblood of Learning Organizations
- ♦ Business Porcess-Engineeing is the is the Antidote of Organizational Resilience.
- ♦ Organizational Agility = Transformative Leadership + Technology.
- ♦ Searching for the "Best Partners" in Life is Like Searching for the "Best Brand"
- ♦ Academic Excellence is Not Correlated to Creativity and Innovation
- ♦ Self-Discovery of Entrepreneurial Opportunity is the Secret of Success
- ♦ Both Literate and Illiterate People have Equal Say in Innovations
- ♦ Settling on Success is an Easy Exit from the Industry
- ♦ Better Carry the Cost of Originality than that of Imitation

Language Skills

Language	Reading	Writing	Speaking
English	Excellent	Excellent	Excellent
Kiswahili	Excellent	Excellent	Excellent
Statistical Programming Language	Excellent	Excellent	Excellent

Corporate Responsibilities

- Marketing Advocate, Egerton University, Nairobi Campus
- Marketing Advocate, Kenyatta University, Embu Campus
- Pre-and-Post Industrial Attachment Advocate for University Students in Kenya
- Customer Care Advisor of Abrapharma, Nairobi, Kenya
- Marketing Advisor of Thika Road Health Centre, Nairobi, Kenya
- Motivational Speaker for Skilled and Unskilled Youths
- Entrepreneurship Enthusiast

- Change management Campaigner
- Technological Campaigner
- Environmental Campaigner
- Green Marketing Campaigner

Research Interests

- Green Production and Sustainable Development
- Intrapreneurship for Organizational Agility
- Digitization for Operational excellence in the private and public sectors
- Brand Personification and Customer Lifetime Value
- Marketing Innovation and Organizational Productivity
- Institutionalization of Marketing Culture in the Public Sector and Micro, Small and Medium Enterprise
- Integration of Social Marketing in Health Care Systems in Kenya

Referees

1. Prof. Justus Munyoki Professor, School of Business University of Nairobi P.O Box 30197, Nairobi. Phone : 0721-785587 Email: jmmunyoki@uonbi.ac.ke	2. Prof. Fred Keraro Director of E-Learning Egerton University P.O Box 536-20115, Njoro. Phone : 0721-375678 Email: fredkeraro@egerton.ac.ke	3. Dr. Mary Namusonge Snr Lecturer, School of Business Administration Kenyatta University P.O Box 43844-00100, Nairobi Phone: 0721-611090 Email: chairman-busadmin@ku.ac.ke
4. Dr. Allan Kihara Senior Lecturer Cum Academic Leader, KWUST P. O. BOX 49274, 00100. Phone : 0721 953352 Email: allankihara@kwust.ac.ke		

Certification:

I, certify that this information is correct and describes me, my qualifications, and work experiences

Signature

