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| KARATINA UNIVERSITY - SCHOOL OF BUSINESS STAFF DATA | | | | | | | | | | | | | | | | | | | | | |
| 1. BIODATA | | | | | | | | | | | | | | | | | | | | | |
| Name: | | | **Dr. Methuselah Bichage Gesage** | | | | | | | | | | | | | | | | | | |
|  | | | C:\Documents and Settings\RINGZ\My Documents\My Pictures\Picture 008.jpg | | | | | | | | | | | | | | | | | | |
| Designation: | | | Senior Lecturer | | | | |  |  |  | |  | |  |  | |  |  | | |  |
|  | | | | | | | | | | | | | | | | | | | | | |
| 1. EDUCATION | | | | | | | | | | | | | | | | | | | | | |
| Year | | | | **Degree** | | | | **Specialization** | | | | | | | **Institution** | | | | | | |
|  | | | | Doctor of Philosophy | | | | Hotel and Tourism Operations, Tourism Marketing, Tourism Policy, Hotel efficiency, Food and Beverage Control, Hospitality Law, Management | | | | | | | Kenyatta University | | | | | | |
|  | | | | Masters | | | | Hospitality and Tourism Management | | | | | | | Kenyatta University | | | | | | |
|  | | | | Bachelors | | | | Catering and Accommodation Management (HND) | | | | | | | Kenya Polytechnic | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 1. WORK EXPERIENCE | | | | | | | | | | | | | | | | | | | | | |
| Year | | **Institution** | | | | **Designation/Position** | **Key Responsibility** | | | | | | | | | | | | | | |
| 2005-2008 | | Mt Kenya University | | | | Lecturer | Head of Department, Hospitality Management:   * Chairing the Faculty Board examiners meetings and coordinating exams. * Administrative and Academic head of the Faculty. * Assuring quality training by implementing the University’s working practices to the staff and students.   **Acting Dean**, Faculty of Hospitality, Institutional Management and Tourism  Chairing the Faculty Board meetings and coordinating all matters related to the Board. | | | | | | | | | | | | | | |
| 2008-2013 | | Kenyatta University | | | | Lecturer | Examination Coordinator,  Teaching and Research | | | | | | | | | | | | | | |
| 2013-2017 | | Kenya Methodist University | | | | Lecturer | Head of Department, Hospitality and Tourism Management:   * Directing Hospitality training in the University * Liaising with the relevant professional bodies in hospitality and Tourism. * Conducting research, attachments and getting external resource persons to provide topical presentations whenever need arises. * Development and amendment of new and existing programs that are market driven | | | | | | | | | | | | | | |
| 2014-to Date | | Karatina University | | | | Senior Lecturer | Head of Department, Tourism and Hospitality Management | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 1. RESEARCH PROJECTS | | | | | | | | | | | | | | | | | | | | | |
| Year | | | | **Title** | | | | | | | **Collaborators** | | | | | **Sponsor** | | | | **Status** | |
| May 2019 | | | | Training Hospitality Service Providers in Nyeri County Kenya | | | | | | | The Tourism Fund | | | | | The Tourism Fund | | | | Completed | |
| 2011-2015 | | | | Kenya Utalii College Annual Management Training Programs | | | | | | | Kenya Utalii College | | | | | Kenya Utalii College | | | | Completed | |
| 2006-2009 | | | | Panel Member and a consultant in curriculum design at the Kenya Institute of Education and the Catering | | | | | | | Catering and Tourism Development Levy Trustee (the Tourism Fund | | | | | Catering and Tourism Development Levy Trustee (the Tourism Fund | | | | Completed | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 1. PUBLICATIONS | | | | | | | | | | | | | | | | | | | | | |
| S.No. | **Year** | | | **Title** | | | | | | | | | | | | **Journal** | | | | | |
| 8. | 2020 | | | *Effect of Food Safety and Management Commitment on Customer Choice of Dining Destination in Kenya.* Robert Orenge Ondara, Erick V.O Fwaya, **Bichage Gesage** | | | | | | | | | | | | African Journal of Hospitality, Tourism and Leisure. ISSN: 2223-814X. **Vol 9, No 5**, pp. 1273-1283 | | | | | |
| 7. | 2020 | | | *Service tangibility on repeat visits in two-five star rated hotels in Nairobi County*. Nancy Kaseki, Louise Ngugi, **Methuselah Bichage** | | | | | | | | | | | | Research in Business & Social Science-**Vol 9, No 5** | | | | | |
| 6. | 2018 | | | *Influence Of Hotel Enterprises’ Social Cultural Practices On Community Empowerment Along The Coastal Tourism Circuit In Kenya*. Ikwaye Sam, Thomas Senaji, Orero Risper, **Bichage Methuselah** | | | | | | | | | | | | Advances in Social Sciences Research Journal – **Vol.6, No.7** | | | | | |
| 5. | 2017 | | | Mediating Effect of Stakeholder Roles on the Relationship between Destination Branding and Competitive Advantage in Kenya Rop Wendy**,** Ogutu Martin **& Bichage Methuselah** | | | | | | | | | | | | *Journal of Tourism and Hospitality Management;* **ISSN: 2372-5125 (Print), 2372-5133 (Online) Vol. 5, No. 1, pp. 1-13** | | | | | |
| 4. | 2017 | | | Brand Personality and Destination Brand Competitiveness; A mediated symbiotic relationship, a study of Kenya's tourism industry. Rop Wendy**,** Ogutu Martin **& Bichage Methuselah** | | | | | | | | | | | | *International Journal of Research in Management (IJRM)* **ISSN No: 2249-5908 Edition: Issue 7, Vol.4** | | | | | |
| 3. | 2016 | | | Measuring Efficiency and Benchmarking Two- Five Star Hotels in Nairobi, Kenya. *Africa by* **Gesage, M. B**., Ngui, D., Mburugu, K. | | | | | | | | | | | | *Africa International Journal of Management, Education and Governance (AIJMEG)* ISSN NO: 25180827 | | | | | |
| 2. | 2016 | | | A Balanced Scorecard Approach to Measuring Performance of Five Star Hotels in Nairobi, Kenya. **Gesage, M. B**., Kuira, J., and Mbaeh, E. | | | | | | | | | | | | *African Journal of Tourism, Hospitality and Leisure Studies Issue 1 Vol).* | | | | | |
| 1. | 2015 | | | Planning Expertise, Variables Influencing Performance Outcomes and Management of Wedding Organization Firms in Nairobi County, Kenya. | | | | | | | | | | | | *African Journal of Tourism, Hospitality and Leisure Studies 1 (1).* | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 1. CONFERENCES | | | | | | | | | | | | | | | | | | | | | |
| S.No. | **Year** | | | | **Conference Title** | | | | | | | | **Paper Title** | | | | | | | | |
| 4. | *31st October – 2nd November 2018* | | | | *African Conference on Sustainable Tourism* | | | | | | | | Influence of Hotel Enterprises' Social Cultural Practices on Community Empowerment along the Coastal Tourism Circuit in Kenya | | | | | | | | |
| 3. | 20177-9 June, 2017 | | | | ATLAS Africa Conference 2017 in Eldoret, Kenya | | | | | | | | Destination Branding for Competitive advantage of Kenya's Tourism Industry | | | | | | | | |
| 2. | *9-12 December 2014.* | | | | The International Antalya Hospitality, Tourism and Travel Research Conference (IHTRC) held in Antalya, Turkey, | | | | | | | | Planning Expertise, Variables Influencing Performance Outcomes and Management of Wedding Organization Firms in Nairobi County, Kenya | | | | | | | | |
| 1. | *9-12 December 2014.* | | | | The International Antalya Hospitality, Tourism and Travel Research Conference (IHTRC) held in Antalya, Turkey, | | | | | | | | A Balanced Scorecard Approach to Measuring Performance of Five Star Hotels in Nairobi, Kenya | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 1. POSTGRADUATE SUPERVISION | | | | | | | | | | | | | | | | | | | | | |
| S.No. | **Year** | | | **Candidate** | | | | | **Dissertation/Thesis Title** | | | | | | | | | | **Status** | | |
| 4. | 2021 | | | Robert Ondara of Technical University of Kenya (PhD) | | | | | Effect of Food Safety and Quality On Customer Choice of Dining Destination in Kenya | | | | | | | | | | Waiting for defense | | |
| 3. | 2021 | | | Peninah Wanjiku Chege of Kenyatta University (PhD) | | | | | Determinants of Hazard Analysis Critical Control Point System Practices Uptake in Star Rated Hotels in Nairobi County, Kenya | | | | | | | | | | Defended successfully-Awaiting graduation | | |
| 2. | 2020 | | | Judith Ogolla of Kenya Methodist University (PhD) | | | | | Transformational Leadership, Strategic Agility and Performance of State Corporations in Kenya by | | | | | | | | | | Graduated | | |
| 1. |  | | | Wendy Rop of Kenya Methodist University (PhD) | | | | | Destination Branding, Stakeholder Roles and Competitive Advantage of Firms in the Tourism Industry in Nakuru Nairobi and Kisumu Counties, Kenya | | | | | | | | | | Graduated | | |
|  | | | | | | | | | | | | | | | | | | | | | |
| 1. INDUSTRY/PROFESSIONAL AFFILIATION | | | | | | | | | | | | | | | | | | | | | |
| 2. Tourism Research International Network (TRINet)  1. Kenyatta University Alumni Association | | | | | | | | | | | | | | | | | | | | | |