|  |
| --- |
| KARATINA UNIVERSITY - SCHOOL OF BUSINESS STAFF DATA |
| 1. BIODATA
 |
| Name: | **Esther Wanjiru Maina** |
| Title: | *Dr.* |
| Designation: | Lecturer |  |
|  |
| 1. EDUCATION
 |
| Year | **Degree** | **Specialization** | **Institution** |
| 2018 | PhD  | Ba Strategic Management  | Jommo Kenyatta University of Agriculture & Technology (JKUAT) |
| 2009 | MBA | Strategic Management  | Kenya Methodist University (KeMU) |
| 2007 | BBA | Accounting And Finance  | Kenya Methodist University (KeMU) |
|   |
| 1. WORK EXPERIENCE
 |
| Year | **Institution** | **Designation/Position** | **Key Responsibility** |
| 2018-to date  | Karatina University | Lecturer  | Teaching and Research |
| 2014-2018 | Karatina University | Assistant Lecturer  | Teaching and Research |
| 2011-2015 | Karatina University | Tutorial Fellow | Teaching and Research |
| 2009-2011 | Karatina University | Part-time lecturer | Teaching  |
| 2009 | Wananchi Sacco  | Marketing Manager  | Marketing, Customer Service , PR, New Product Development  |
|  |
| 1. RESEARCH PROJECTS
 |
| Year | **Title** | **Collaborators** | **Sponsor** | **Status** |
| 2018 | Strategic management practices on competitiveness of Kenyan Tea | Dr. Fred. Mugambi, KRADr. Esther Waiganjo JKUAT | Self | Earned PhD |
|  |
| 1. PUBLICATIONS
 |
| S.No | **Year** | **Title** | **Journal** |
| 6. | 2020 | Influence of loan properties, leadership and financial stability of informal finance groups in Kiharu constituency Kenya | International  |
| 5. | 2018 | Effects of strategic product development practices on competitiveness of Kenyan tea in the global market | Business and Economics  |
| 4. | 2018 | Effects of strategic market development practices on competitiveness of Kenyan tea in the global market | International journal of scientific research and management  |
| 3. | 2017 | Influence of strategic alliances and linkages on competitiveness of Kenyan tea globally  | international |
| 2. | 2014 | Strategic positioning as a growth strategy of commercial Banks in Kenya  | International  |
| 1. | 2012 | Competitive approaches used by rural Saccos in Kenya | Lamberp Academic Publishing  |
|  |
| 1. CONFRENCES
 |
| S.No | **Year** | **Conference Title** | **Paper Title** |
| 4. | 2018 | 2nd Africa tea science symposium and exhibition  | Strategic alliances and linkages of competitiveness of Kenyan tea globally  |
| 3. | 2016 | First school of business international conference at Karatina University | Promoting rural entrepreneurship through innovative agribusiness practices |
| 2. | 2015 | International conference on research, innovation and sustainable development  | Agribusiness for sustainable development: challenges of tea farming enterprise at household level |
| 1. | 2014 | International conference on tea science and development at Karatina university  | Tea trade in Kenyan Market: effect of marketing strategies on sustainable domestic market and return to the small holder tea enterprise |
|  |
| 1. POSTGRADUATE SUPERVISION
 |
| S.No | **Year** | **Candidate** | **Dissertation/Thesis Title** | **Status** |
| 1. | 2021 | Emily Kawira  | Influence of loan properties, leadership and financial stability of informal finance groups in Kiharu constituency Kenya | Graduated  |
|  |
| 1. INDUSTRY/PROFESSIONAL AFFILIATION
 |
| 1. KTDA –Director2. Gatondo Girls Secondary School- Member BOM |