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| 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, KRA  Dr. 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 –Director  2. Gatondo Girls Secondary School- Member BOM | | | | | | | | | | | | | | | |