

DEPARTMENT OF COMMERCE



Name of Faculty/Staff: Dr. Florence A. Opondo, PhD.

Designation: Lecturer

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Educational Background:

- PhD in Agribusiness Management, Egerton University, Kenya, 2018
- Masters in. Strategic Management, Egerton University, Kenya, 2012
- Bachelors in Agribusiness Management, Egerton University, Kenya, 2005

Brief Auto-biography

Dr. Opondo has a PhD in Agribusiness Management. She has participated in various conferences and panel discussions in matters related to sustainable agriculture for food security both locally and internationally. Dr. Opondo is an Agripreneurship ambassador and spearheads trainings on accelerating Agripreneurship among the youth. She is also the patron of Agribusiness club and Faculty advisor of Enactus Club, Laikipia Chapter. She has a passion for working with the youth to realize their potential through entrepreneurship in agriculture. In addition, she is a member of the dairy value chain committee, Laikipia County. Dr. Opondo has an interest in promoting underutilized crops especially in the Arid and semi-arid areas.

Selected publications

- Opondo, F.A., Dannenberg, P. and Willkomm, M. (2017) Characterization of the Levels of Cassava Commercialization among Smallholder Farmers in Kenya: A Multinomial Regression Approach. African Journal of Agricultural Research, Vol 12 Issue 4, Pg.3024-3036.
- Opondo, F.A., Owuor. G. and Mshenga, P. (2017) Is Cassava Commercialization a Strategy for Improving Household Income of Smallholder Farmers in Kenya? Endogenous Switching Model Approach. Vol 8 Issue 20, Pg 107-117.

- Rotich, K. J., Ochieng, I, Bett. C. and Achieng, F, O. (2014). The Effect of Performance Contract Implementation on Service Delivery in Provincial Administration. *European Journal of Business and Management*, Vol.6 Issue 15, Pg. 6-12.
- Opondo, F. A., Ochieng', I. and Jerop, R. (2014). Effect of Talent Development Strategies on Competitive Advantage. *Canadian Open Agricultural Economics and Finance Journal*, Vol 1 Issue 1, Pg.1-11.
- Opondo, F. A., Odida', A. and Njanja, L. (2014). The Effect of Strategic Talent Identification and Acquisition on Competitive Advantage in commercial Banks. *Asian Journal of Business and Management*, Vol 02 Issue 03, Pg. 176-183.
- Jerop, R., Kosgey, I.S., Ogola,T.O. and Opondo, F.A. (2014). Consumers' Perceptions towards Goat's Milk: Exploring the Attitude Amongst Consumers and Its Implication for a Dairy Goat Breeding Programme in Siaya County, Kenya. *European Journal of Business and Management*, Vol 06 Issue 28, Pg.221-229.

Research Interest

Value chain analysis of underutilized crops and accelerating agripreneurship among the youth through production and commercialization of high value indigenous crops.