

DEPARTMENT OF ECONOMICS



Name of Staff: Dr. Rebecca Jerop

Designation/Rank: Lecturer

Department: Economics

School: Business and Economics

Email: rjerop@laikipia.ac.ke

Google Scholar Link:

<https://scholar.google.com/citations?user=cb5lzecAAAAJ&hl=en>

Research Gate link: <https://www.researchgate.net/profile/Rebecca-Jerop-2>

ORCID ID: <https://orcid.org/my-orcid?orcid=0000-0001-6721-0713>

PERSONAL DETAILS

A Educational Background/Qualification

1. Doctor of Philosophy in Agricultural Economics, Egerton University, Kenya, and University of Cologne, Germany (2019)
2. Master of Science in Agricultural and Applied Economics Egerton University, Kenya, and the University of Pretoria (2012)
3. Bachelor of Science in Agricultural Economics, Egerton University, Kenya (2008)

B Brief Auto-biography

Rebecca Jerop is a lecturer of Agricultural Economics at Laikipia University, Kenya. She holds a PhD in Agricultural Economics. Her research is exploring agricultural innovations, productivity, and commercialization of neglected and underutilized cereals. Jerop's study aims to identify environmentally friendly innovations that foster the productivity of underutilized cereal crops, specifically finger millet among smallholder farmers. Jerop's research further focuses on improving productivity and commercialization to promote food security while reinforcing mitigation and resilience to climate change. Jerop is also a member of the Kenya Professional Association of Women in Agriculture and Environment that links up women farmers and endeavours to promote, develop and advance their agricultural and environmental activities. Her research focuses on the role of gender on the adoption of climate-smart agriculture interventions on underutilized cereal crops.

C Areas of Specialization

1. Agricultural Economics
2. Agricultural Marketing
3. Production Economics
4. Agricultural innovations
5. Value Chain Analysis
6. Farming/Food systems
7. Agricultural Project Planning and Evaluation
8. Agricultural Participatory and Action Research

D Research Interest

1. Rural poverty dynamics, agricultural innovations, productivity and commercialization
2. Agricultural commodity value chains
3. Climate change adaptation and mitigation

E All Publications

1. Munyentwari, J. M., Bett, H. K., & Jerop, R. Factors Influencing the Compliance with Decent Work in Coffee Production and Primary Processing in Kenya.
2. Jerop, R., Owuor, G., Mshenga, P., & Kimurto, P. (2020). Effects of finger millet innovations on productivity in Kenya. *Cogent Food & Agriculture*, 6(1), 1830476.
3. Jerop, R., Dannenberg, P., George Owuor, G., and Mshenga, P. (2018). Factors affecting the adoption of agricultural innovations on underutilized cereals: The case of finger millet among smallholder farmers in Kenya. *African Journal of Agricultural Research*, 13(36), 1888-1900.
4. Jerop, R., Owuor, G., Mshenga, P., & Kimurto, P. (2018). Finger Millet Output Commercialization Among Smallholder Farmers: Role of Agricultural Innovations in Kenya. *European Journal of Business and Management*. 10, 100-187.
5. Metto V., Jerop R., & Kosgey I.S. (2018). Factors Influencing Upgrading Decisions by Actors Along Selected Dairy Chains in Kenya. *European Journal of Business and Management*. 9, 27-34.
6. Ogola, T.D.O., Kosgey, I.S. and Jerop, R. (2015). Analysis of Demographic Factors that Influence the Purchasing Behaviour of Goat Milk and Their Implications for a Dairy Goat Breeding programme in Siaya County, Kenya” *European Journal of Business and Management*. 7, 180-187.

7. Jerop, R., Kosgey, I.S., Ogola, T.D.O., and Florence, A.O. (2014), “Consumers’ Perception Towards Goat’s Milk: Exploring the Attitude Amongst Consumers and Its Implication for a Breeding Programme in Siaya County, Kenya” *European Journal of Business and Management*.28, 221-229.
8. Opondo F A, Ochieng I and Jerop R (2014). The Effect of Talent Development and Training Strategies on Competitive Advantage: A case of Commercial Banks in Nakuru Town, Kenya. *Canadian Open Agricultural Economics and Finance*.
9. Jerop R, Kosgey I S, Owuor G O and Chelanga P K (2013). Consumer willingness to pay for dairy goat milk in Siaya County, Kenya. *Livestock Research for Rural Development*. Volume 25, Article #123.

F Project/Dissertation/Thesis Supervision (provide a sample list)

1. Munyetwari Mbuta Joseph MSc. (Egerton University). Factors influencing decent work practices in coffee estates in Kiambu county, Kenya, Graduated
2. William Clifford Fety, MSc. (Egerton University). Factors influencing decent work practices in production and primary processing within coffee estates in Kiambu county, Kenya, Data analysis and thesis writing stage
3. Benard Kipkoech Rotich, MSc. (Egerton University). The role of gender in dairy market participation among molo sub-county farmers. Data analysis and thesis writing stage
4. Talam Vivien Jepkorir, MSc.(Egerton University): Assessing the effects of structure and conduct on the performance of small-scale dairy farmer groups in Kericho and Nakuru counties. Data analysis and thesis writing stage
5. Beryl Ouma, MSc. (Egerton University). Effects of agrobiodiversity practices on food security among smallholder farmers in west Pokot sub-county, Kenya submitted a research proposal to the department

G Scholarly Presentations at Conferences/Workshops/Seminars

1. Participated in Forum One Planet Women on the Role of African Women in Agriculture and Climate Change in Dakar, Senegal, from May 31 to June 3, 2022.
2. Presented a story on agricultural innovations in AWARD story telling event from 24th to 26th May 2022 at Safari Park hotel, Nairobi, Kenya