

DEPARTMENT OF COMMERCE



Name of Faculty/Staff: Dr. Thomas Waweru Gakobo, PhD.

Designation/Rank: Lecturer

Laikipia University: School of Business and Economics

Email: tgakobo@laikipia.ac.ke

Educational Background:

- PhD (Marketing), Laikipia University, Kenya (2019)
- Masters in. (Business Administration- MBA), United States International University –USIU, Kenya (1999)
- Bachelors of Sc. International Business Administration (IBA) United States International University –USIU, Kenya (2009)

Brief Auto-biography of the Faculty/Staff

Dr. Thomas Gakobo is a lecturer in the Department of Commerce. He joined Laikipia University in 2013 as a lecturer in the Department of Commerce. He has been the Chairman of Commerce Department from 2017 to 2022 and Director for Laikipia University -Nairobi Campus from 2014 - 2017.

Selected Publications

1. Ndirangu M.W, Gakobo T.W & Mwaura P.N, (2022). Corporate Rebranding and Its Effect on Performance of Technical and Vocational Training Institutions in Kenya. OSR Journal of Economics and Finance (IOSR-JEF) e-ISSN: 2321-5933, p-ISSN: 2321-5925. Volume 13, Issue 3 Ser. I (May. – June. 2022), PP 39-46. www.iosrjournals.org
2. Njoroge, V.W., Gakobo, T. W. Ochieng, I. (2021). Influence of Leader of Leadership on Job Satisfaction at Selected Government Organization in Nairobi County.

3. Nyaga, J.W., **Gakobo, T. W.**, Njuguna, P. M., (2020). Effect of Remuneration on Employee Job Satisfaction at the Public Service Commission in Kenya. *Developing Country Studies* Vol.10, No.10, 2020
4. Mwaniki, M.M., Njuguna, P. M., **Gakobo, T. W.** (2020). The Effect of Employee Welfare on Employee Commitment at Judicial Service of Kenya, *European Journal of Business and Manage* Vol.12, No.30, 2020
5. Chacha, P.M., **Gakobo, T.W.**, & Ochieng, I. (2019) Effect of Financial Incentives on Academic Staff Turnover in Public Universities in Kenya. *European Journal of Business and Management*. Vol.11, No.30, pp 21-40.
6. Nderitu M.W., **Gakobo, T.W.**, & Ochieng, I. (2019). Effect of Human Capital Management on Employee Performance at Co-Operative Bank of Kenya. *Human Resource and Leadership Journal* Vol.4, Issue 2, pp 21-40.
7. Irungu, D.M, Kung'u, J. N., & **Gakobo, T.W.** (2019). Influence of Micro-Finance Non-Financial Services on Financial Performance of Small Enterprises in Kenya. *International Journal of Business and Management Review* Vol.7, (No.6), pp.53-66
8. Mbugua, C. N., Kung'u J. N., & **Gakobo T.W** (2019) Effect of Ownership Concentration on Financial Performance of Non-Banking Financial Institutions in Kenya: A Survey of Listed Insurance Firms in Kenya. *Journal of Economics and Finance Volume 10*, (Issue 6) pp 2321-5925
9. Kabui, B.N., **Gakobo T.W.**, & Mwaura, P. (2019). Effect of Single Window System Procedures on Cargo Clearance Efficiency in Kenya: A Case for Mombasa Port. *European Journal of Business and Management*, Vol.11, No.24, 2019.
10. **Gakobo, T.W.**, Ochieng, I. & Nzioki, P.M. (2019) Service Charter and Its Moderating Effect on the Relationship between Tangible Elements of Service and Student Satisfaction at Selected Public Universities in Kenya. *Journal of Education and Practice* Vol.10, No.21, 2019 (pp 54 - 60)
11. **Gakobo, T.W.**, Ochieng, I. & Nzioki, P.M. (2019). Human Elements and their Influence on Student Satisfaction at Selected Public Universities in Kenya. *European Journal of Business and Management*. Vol.11, No.20, (pp 33 - 39)
12. Lubanga, J. M., **Gakobo, T.**, Ochieng, I. & Kimando, L. N. (2017). Factors Influencing Adoption of E-Payment System in Kenyan Public Transport: A Case of Matatu Plying Nairobi-Kitengela

Route. *International Academic Journal of Human Resource and Business Administration*, 2(4), 27-48

13. Lemarleni, J. E., Ochieng, I., **Gakobo, T.** & Mwaura, P. (2017). Effects of resource allocation on strategy implementation at Kenya Police Service in Nairobi County. *International Academic Journal of Human Resource and Business Administration*, 2(4), 1-26
14. Ndegwa, J., **Gakobo, T.W.** & Onyuma, S. (2016). Factors Influencing Performance of Insurance Industry in Kenya: A Case of Small and Medium Insurance Companies in Nairobi County. *International Academic Journal of Human Resource and Business Administration*, Volume 2, Issue 2, pp. 1- 21.
15. Mburu, P., Njoroge, S. & **Gakobo, T.W.** (2016). Influence of Government Support on Performance of Women Run Small Enterprises in Kenya: Langata Sub-Count. *European Journal of Business and Management*, Vol.8, No.21, 2016.
16. **Gakobo, T.** & Mlenga, J. (2016). An application of the theory of planned behavior to predict intention to consume African indigenous foods in Kenya. *British Food Journal*, Vol. 118, No. 5, 2016 pp. 1268-1280.
17. Kosgey, I. S., Anyieni, A. G., Lagat, A. C. & **Gakobo, T. W.** (2014). Role of employee capacity in the strategic positioning of newly chartered public universities in Kenya: The case of Laikipia University. *International Journal of Social Sciences and Entrepreneurship*, 1 (12), 393-403.
18. Kosgey, I. S., Anyieni, A. G., Lagat, A. C. & **Gakobo, T. W.** (2014). Role of Senior Management Support and Leadership in the Strategic Positioning of Newly Chartered Public Universities in Kenya: The Case of Laikipia University. *European Journal of Business and Management*

Research Interest

Marketing