

DEPARTMENT OF COMMERCE



Name of Staff: Prof. Peter Mwaura Njuguna

Designation/Rank: Associate Professor of Marketing

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PERSONAL DETAILS

A Educational Background/Qualification

1. PhD in Business Administration (Marketing), Jomo Kenyatta University of Agriculture and Technology (JKUAT), Kenya (2015)
2. Master of Business Administration (MBA) in Marketing Management, Egerton University, Kenya (2006)
3. Bachelor of Commerce (Business Administration option) University of Nairobi, Kenya (1994)

B Brief Auto-biography

Prof. Peter Mwaura is an Associate Professor of Marketing at Laikipia University. He is a dedicated and enthusiastic individual with outstanding communication, organizational, and people skills with a passion for teaching, research, and consultancy. Peter has over twelve years of experience teaching at the university level. As a faculty member of the commerce department, he is involved in academic advising, student mentorship, curricula development, consultancy work, and community service/outreach activities. Peter, who currently serves as the Dean of the School of Business and Economics, has, among other responsibilities, been a chair of the department, programmes coordinator, and graduate school representative. He has supervised the completion of many theses and research projects at the doctorate and master's levels. Peter has authored a university-level scholarly book, published many articles in peer-reviewed journals, and participated in several international conferences. He has served as an external examiner for various

public and private universities. Peter has participated in several trainings, seminars, and workshops to build capacity and enhance professional development. He has been appointed to various university committees/taskforces and was mainly instrumental in the formulation of several university policies and the development of the Laikipia University Strategic Plan and Farm Business Plan. As a professional, Peter is an active member of the Marketing Society of Kenya (MSK) as well as the Education and Social Sciences Research Association of Kenya (ESSRAK).

C Area of Specialization

Marketing Management and Strategy

D Research Interest

1. Digital and Social marketing
2. Corporate and Business Strategy
3. Consumer Analysis and Consumerism

E Research Publications

1. Koros, B.K., Gesimba, P. & **Mwaura, P.** (2024). Dynamics of Accountability on Sustainable Resource Management in County Government of Kericho, Kenya. *International Journal of Research and Scientific Innovation (IJRSI)*, 6(8), 557-571, ISSN No. <https://doi.org/10.51244/IJRSI.2024.1108045>
2. Kathari, D.N., Gesimba, P. & **Mwaura, P.** (2024). Influence of Organizational Roles on Administrative Performance of Public Secondary Schools in Nakuru County. Kenya. *Rigorous Journal of Research and Development*, 2(6), 82-93. ISSN (Online) 2790-3362. <https://doi.org/10.70255/RJRD/v2i6/110>
3. Wahome, G. N, & Gichuhi, D., & **Mwaura, P.** (2024). Effect of public information access on completion of development projects in Nairobi County, Kenya. *The Strategic Journal of Business & Change Management*, 11 (4), ISSN 1234 – 1246. <http://dx.doi.org/10.61426/sjbcm.v11i4.3152>
4. Koros, B.K., Gesimba, P. & **Mwaura, P.** (2024). Dynamics of Public Participation on Sustainable Resource Management in County Government of Kericho, Kenya. *Rigorous Journal of Research and Development*, 2(6), 24-33. ISSN (Online) 2790-3362. <https://doi.org/10.70255/RJRD/v2i6/104>

5. Gachie, R.N., **Njuguna, P.M.**, Gakobo, T. (2024). The Influence of Managerial Skills on Implementation of Strategic Plans at NHIF, Kenya. *European Journal of Business and Management*, 16 (7), 64-71, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online).
<https://iiste.org/Journals/index.php/EJBM/article/viewFile/62579/64643>
6. Loriono, H.K., **Mwaura, P.**, Opondo, F. (2024). Influence of Employee Skills and Competencies On Effective Implementation Of Learning Agility Strategy at Ken-Gen, Kenya. *International Journal of Economics, Commerce and Management*, United Kingdom, 12 (10) ISSN 2348-0386.
<https://ijecm.co.uk/wp-content/uploads/2024/10/12106.pdf>
7. Senelwa, WM., Nyaberi, D., & **Mwaura, P.** (2023). Service Responsiveness and Customer Satisfaction among Public Transportation Saccos Service Providers in Nakuru Kenya. *The International Journal of Business Management and Technology*, 7 (4), 270-281. ISSN: 2581-3889. <https://www.theijbmt.com/archive/0952/223725779.pdf>
8. Nyamu, E.M., Gichuhi, D., & **Mwaura, P.** (2023). Influence of public sensitisation and awareness on service delivery of land registries in the Rift Valley Region, Kenya. *Journal of Policy and Development Studies* 2(1), 146–156, ISSN 2958-1141.
<https://doi.org/10.51317/jpds.v2i1.437>
9. Oloo, A.A., Gichuhi, D., & **Mwaura, P.** (2023). Influence of professionalism on organisational performance of Christian Organisations Research Advisory Trust of Africa (CORAT Africa), Kenya. *Journal of Policy and Development Studies (JPDS)*, 2(1), 137–145. ISSN 2958-1141, <https://doi.org/10.51317/jpds.v2i1.432>
10. Audi, Z.O., Okirigiti, C.A., & **Njuguna, P.M.** (2022). Influence of Financial Restructuring on Performance of Non-Financial Firms listed in Nairobi Securities Exchange, Kenya. *Journal of International Financial Management*, 3 (1), 18 - 28, ISSN 2663-127X.
<https://www.reviewedjournals.com/index.php/Finance/article/view/37>
11. Wanjiku, D.K., Gichuhi, D., & **Mwaura, P.** (2022). Effect of team diversity on team cohesion in faith-based organizations: A case of St. Martin catholic social apostolate in Nyahururu, Kenya. *International Journal of Research in Business and Social Science (IJRBS)*, 11(6), 201-208, ISSN: 2147-4478.
<https://www.ssbfnnet.com/ojs/index.php/ijrbs/article/view/2029>

12. 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. *IOSR Journal of Economics and Finance (IOSR-JEF)*, 13(3), 39-46. e-ISSN: 2321-5933, p-ISSN: 2321-5925.
<https://www.iosrjournals.org/iosr-jef/papers/Vol13-Issue3/Ser-1/E1303013946.pdf>
13. Muchiri, G.G., Kibati. P., & **Mwaura, P.** (2021). Customer Analysis Strategies and Performance of Small-Scale Trading Enterprises in Kenya: A Survey of Nakuru, Nyandarua and Kitui Counties. *International Journal of Business Management and Processes (IJBMP)*, 5 (5), 1-22. ISSN 2616-3209.
<http://journals.essrak.org/index.php/Business/article/view/212>
14. Kiptui. P., **Mwaura, P.**, & Gichuhi, D. (2021). Influence of social protection on access to health care among elderly persons in informal settlements in Nakuru Town, Kenya. *Research in Business & Social Science (IJRBS)*, 10(7), 310-318, ISSN: 2147-4478.
<https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/1395>
15. Madara, J.A., **Mwaura, P.**, & Gichuhi, D. (2021). Influence of post-merger restructuring on organizational development: A case of Stanbic Bank Kenya Limited. *Research in Business & Social Science (IJRBS)*, 10(7), 363-369, ISSN: 2147-4478.
<https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/1408>
16. Muchiri, G.G., Kibati. P., & **Mwaura, P.** (2021). Analysis of Competitor Factors Affecting Sales Performance of Small-Scale Trading Enterprises in Kenya. *International Journal of Business Management and Processes (IJBMP)*, 5 (5), 23-41. ISSN 2616-3209.
<http://journals.essrak.org/index.php/Business/article/view/216/206>
17. Kisa, D., **Mwaura, P.**, & Tanui, J. K. (2021). The Influence of Marketing Mix Strategies on the Sales Performance of Small Scale Bixa Ollerana Farmers in Kwale County, Kenya. *Kabarak Journal of Research & Innovation*, 11(1), 69-84.
<https://journals.kabarak.ac.ke/index.php/kjri/article/view/95>
18. Mworia, L.N., Wanjugu, W., & **Mwaura P.** (2021). Job Autonomy and Employee Performance in The County Government of Isiolo, Kenya. *European Journal of Social Sciences Studies*, 6 (6), 23-37, ISSN: 2501-8590.
<https://oapub.org/soc/index.php/EJSSS/article/view/1129>

19. Kamau, E.W., & **Njuguna, P.M.** (2020). Effect of Marketing Intelligence on Sales Performance of Commercial Banks in Kenya. *The International Journal of Business Management and Technology*, 4 (5), 20-32, ISSN: 2581-3889.
<https://www.theijbmt.com/archive/0935/968385361.pdf>
20. 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 Management*, 12 (30), 74-79, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online). <https://iiste.org/Journals/index.php/EJBM/article/download/54397/56210>
21. 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* 10 (10), 58-64, ISSN 2224-607X (Paper) ISSN 2225-0565 (Online).
<https://www.iiste.org/Journals/index.php/DCS/article/view/54371>
22. Kenda, G., **Mwaura, P.**, & Kiprop, S. (2020). The Effect of Program Pricing on Market Performance of Privately Owned TVET Colleges in Kenya. *International Journal of Economics, Commerce and Management* 8(4), 446-458. ISSN 2348-0386.
<http://ijecm.co.uk/wp-content/uploads/2020/04/8428.pdf>
23. Kenda, G., **Mwaura, P.**, & Kiprop, S. (2020). Effect of College Branding on Market Performance of Privately Owned TVET Colleges in Kenya. *The Strategic Journal of Business & Change Management*, 7(2), 259 – 269. ISSN 2312-9492.
<http://strategicjournals.com/index.php/journal/article/view/1625>
24. Bore, C.L. & **Mwaura, P.** (2020). Influence of Logistics Outsourcing Services on Supply Chain Performance in Commercial State Corporation in Nandi County, Kenya. *The International Journal of Business Management and Technology*, 4 (3), 332-348, ISSN: 2581-3889. <https://www.theijbmt.com/archive/0933/582942766.pdf>
25. Wahu, M., Wamuyu, T.W., & **Mwaura, P.** (2020). Influence of children characteristics on the performance of juvenile rehabilitation centres in Nakuru County, Kenya. *International Journal of Research in Business & Social Science*, 9 (5), 374-386, ISSN: 2147-4478.
<https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/834>
26. Kabui, B.N., Gakobo, T., & **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*, 11 (24), 94-108, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online). <https://www.iiste.org/Journals/index.php/EJBM/article/view/49277>
27. Jemaiyo, B., **Mwaura, P.**, & Kamau, G. G. (2019). Influence of Customer Emotions on Customer Loyalty among Star-Rated Hotels in North Rift, Kenya. *British Journal of Marketing Studies* 7(4), 22-23. ISSN 2321–8916. ISSN 2053-4043(Print), ISSN 2053-4051(Online). <https://ejournals.org/bjms/vol-7-issue-4-2019>
 28. Jemaiyo, B., **Mwaura, P.**, & Kamau, G. G. (2019). Relationship between Service Quality and Customer Loyalty: Evidence from Star-Rated Hotels in North Rift, Kenya. *The International Journal of Business and Management* 7(7), 324-335 ISSN 2321–8916. <https://www.internationaljournalcorner.com/index.php/theijbm/article/view/147427>
 29. Nderitu, R., **Mwaura, P.**, & Gichuhi, D. (2019). Management Commitment Influence On Implementation Of Occupational Health And Safety Policies In Water and Sanitation Companies in Nyeri County, Kenya. *International Journal of Research in Business and Social Science* 8(6), 321-330. ISSN: 2147-4478. <https://www.ssbfnnet.com/ojs/index.php/ijrbs/article/view/569>
 30. Cheruiyot, D.K., **Mwaura, P.**, & Tanui, J.K. (2019). The Mediating Influence of Bixa Ollerana Value Chain Government Policy on the Relationship between Product Strategy and Sales Performance. *The International Journal of Business and Management* 7(7), 216-225 ISSN 2321–8916. <https://allstudiesjournal.com/assets/archives/2019/vol4issue4/4-4-21-799.pdf>
 31. Cheruiyot, D.K., **Mwaura, P.**, & Tanui, J.K. (2019). The Moderating Influence of Bixa Orellana Value Chain Government Policy on the Relationship between Promotion Strategy and Sales Performance. *International Journal of Academic Research and Development* 4 (4), 85-93, ISSN: 2455-4197. <https://allstudiesjournal.com/assets/archives/2019/vol4issue4/4-4-21-799.pdf>
 32. Kimno, W.K., & **Njuguna, P.M.** (2019). Influence of Programmes Differentiation on Performance of Private Universities in Kenya. *American Based Research Journal* 8(2), 9-17, ISSN (2304-7151). <https://www.abrj.org/publications-of-abrj/article/337/>
 33. Wacira, A.W., **Mwaura, P.**, & Tanui, J. (2019). An Examination of Influence of Competition on Destination Marketing Performance by Public Organizations in Kenya.

Journal of Marketing and Consumer Research 60, 30-39, ISSN 2422-845. DOI: 10.7176/JMCR. <https://iiste.org/Journals/index.php/JMCR/article/view/49567>

34. Kiarie, B., Gesimba, P., & **Mwaura, P.** (2019). Examining the Effects of Income Generating Activities on Physical Infrastructural Development among Public High Schools in Molo Sub-County of Nakuru County, Kenya. *East African Scholars Journal of Education, Humanities and Literature, Kenya* 2 (8), 495-503, ISSN 2617-443X (Print). ISSN 2617-7250 (Online)
https://www.easpublisher.com/media/features_articles/EASJEHL_28_495-503_c_aX4ifKd.pdf.
35. Maranga, B. D., Marima, E., & **Mwaura, P.** (2019). Determinants of sexual abuse among child headed families. A case of Kaptembwo Location Nakuru County, Kenya. *The Strategic Journal of Business & Change Management*, 6 (3), 735 – 745, ISSN 2312-9492.
<https://strategicjournals.com/index.php/journal/article/view/1352>
36. Viata, J., Gesimba, P., & **Mwaura, P.** (2018). The effects of Customer Role Clarity on Emergent Change Preparedness among Firms in the Telecommunication Industry, in Nakuru Sub County, Kenya. *Scholars Bulletin Saudi Middle East Publishers* 4 (7), 551-557, p-ISSN 2412-9771, e- ISSN 2412-897X.
https://saudijournals.com/media/articles/SB_47_551-557_c_y05JTcI.pdf
37. Wambui, W.A., **Mwaura, P.N.**, & Thiga, M. (2018). Role of destination marketing in Tourism: A review of literature. *International Journal of Business Management and Processes (IJBMP)*, 3 (2), 11-19, ISSN 2616-3209.
<http://journals.essrak.org/index.php/Business/article/view/86>
38. **Njuguna, P.M.** (2018). Role effects of demographic factors on Consumerism activity among urban household consumers in Nakuru County. *International Journal of Business Management and Processes (IJBMP)*, 3 (1), 42-50, ISSN 2616-3209.
<http://journals.essrak.org/index.php/Business/article/download/84/81/>
39. Jepkekeny, R. G., **Mwaura, P.**, & Ragama, P. (2018). Effect of Electronic Marketing Practices on Sales Performance Of Youth Led Enterprises In Nakuru County, Kenya. *International Journal of Business Management and Processes* 4(2), 20, ISSN 2616-3209.
<http://journals.essrak.org/index.php/Business/article/view/126>

40. Wambugu., & **Mwaura, P.** (2018). Effect of Service Quality Dimensions on Customer Satisfaction among Government Huduma Centers in Rift Valley Region, Kenya. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 23 (3) ver 2, 55-62, e-ISSN: 2279-0837, p-ISSN: 2279-0845.
<https://www.iosrjournals.org/iosr-jhss/papers/Vol.%2023%20Issue3/Version-2/K2303025562.pdf>
41. Gituku, J.M. & **Njuguna, P.M.** (2018). Motivation Strategy and Employee Turnover: An Analysis of Career Development Strategy by Commercial Banks in Naivasha, Kenya. *International Journals of Academics & Research 1* (2), 163-167, ISSN: 2617-4138.
https://www.internationaljournalcorner.com/index.php/ijird_ojs/article/download/128944/89498/310239
42. Obande F.C., **Mwaura, P.** & Thuo, J. (2017). The Effect of Competitive strategies on Competitive advantage among Insurance Firms in Naivasha Sub-County, Kenya. *International Journal of Economics, Commerce and Management*, 5 (10), 460-490, ISSN 2348 0386. <https://ijecm.co.uk/wp-content/uploads/2017/10/51028.pdf>
43. Munyao R.M., & **Mwaura, P.** (2017). Impact of New Product Development on Growth of Food Processing Firms: Case Study of Keroche Breweries, Kenya. *International Journal of Economics, Commerce and Management*, 5 (10), 518-529, ISSN 2348 0386. <https://ijecm.co.uk/wp-content/uploads/2017/10/51032.pdf>
44. Karanja, P.M. & **Mwaura, P.** (2017). Influence of knowledge management enablers on KenGen performance: A case study of geothermal development, Naivasha. *International Academic Journal of Human Resource and Business Administration*, 2(3), 702-733, ISSN 2518-2374. <https://www.iajournals.org/index.php/8-articles/265-iajhrba-v2-i3-702-733>
45. Cherono, V., Karugu, W.N., & **Njuguna, P.M.** (2017). Customer Loyalty Initiative and its influence on Customer Satisfaction among Large Retail Supermarkets in Kenya. *Journal of Marketing and Consumer Research* 37, 32-40, ISSN 2422-8451.
<https://iiste.org/Journals/index.php/JMCR/article/view/38061>
46. Nderitu, J., & **Mwaura, P.** (2017). An Assessment of Factors Affecting Implementation of Procurement Plans at County Government of Nakuru, Kenya. *IOSR Journal of Business and Management* 19(5), 79-83, ISSN 2319-7668 (paper), ISSN 2278-487X (online).
<https://www.iosrjournals.org/iosr-jbm/papers/Vol19-issue5/Version-1/L1905017983.pdf>

47. Cherono, V., Karugu, W.N., & **Njuguna, P.M.** (2016). Influence of Customer Service and Firm-Level Characteristics on Customer Satisfaction among Large Retail Supermarkets in Kenya: Theoretical Framework. *European Journal of Business and Management* 8 (33), 179-194. ISSN 2222-1905 (paper), ISSN 2222-2839(online).
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48. Buluma, F.C.O., Cherere, T.W., & **Njuguna, P.M.** (2016). The Effect of Performance Benchmarks on the Relationship between Service Quality Dimensions and Customer Satisfaction at Eldoret Law Courts. *International Journal of Economics, Commerce and Management* 4 (10), 517-539. ISSN 2348-0386.
<https://ijecm.co.uk/wp-content/uploads/2016/10/41029.pdf>
49. Cherere, T.W., Buluma, F.C.O., & **Njuguna, P.M.** (2016). An Assessment of the Relationship between Service Quality Dimensions and Judicial Performance at Eldoret Law Courts. *International Journal of Economics, Commerce and Management* 4 (10), 725-756. ISSN 2348-0386. <https://ijecm.co.uk/wp-content/uploads/2016/10/41041.pdf>
50. Cherere, T.W., Buluma, F.C.O., & **Njuguna, P.M.** (2016). An Assessment of the Joint Effects of Service Quality Dimensions, and Performance Benchmarks on Customer Satisfaction at Eldoret Law Courts. *International Journal of Economics, Commerce and Management* 4 (10), 1126-1143. ISSN 2348-0386. <http://ijecm.co.uk/wp-content/uploads/2016/10/41064.pdf>
51. **Njuguna, P.M.** (2015). A Comparison of Consumerism activity amongst Household consumers in Nakuru County, Kenya. *European Journal of Business and Management* 7 (29), 1-7. ISSN 2222-1905 (paper), ISSN 2222-2839(online).
<https://iiste.org/Journals/index.php/EJBM/article/download/26288/26932>
52. Osumba, A.O., Ochieng, I., & **Njuguna, P.M.** (2015). Effect of motivation on performance of employees in privately owned firms: A case study of Mt. Longonot Medical Services Ltd, Kenya. *European Journal of Business and Management* 7 (29), 131-149. ISSN 2222-1905 (paper), ISSN 2222-2839(online).
<https://www.iiste.org/Journals/index.php/EJBM/article/view/26308>
53. **Njuguna, P.M.**, Oloko, M., & Oyugi, L. (2015). Effect of Consumer discontent on consumerism in Kenya: A survey of Household consumers in Nakuru County. *European*

Journal of Business and Management Vol. 7, No 5, pp 41-46, ISSN 2222-1905 (paper), ISSN 2222-2839(online).

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54. Kimani, A.M., **Njuguna, P.M.**, & Buluma, F. (2015). Assessment of the contribution of government strategies towards youth self-employment: Case of youth groups in Naivasha Sub County. *European Journal of Business and Management Vol. 7, No 4, pp 29-33, ISSN 2222-1905 (paper), ISSN 2222-2839(online).*

<https://iiste.org/Journals/index.php/EJBM/article/view/20236>

55. **Njuguna, P.M.**, Oloko, M., & Oyugi, L. (2014). Attitudes towards marketing practices and its effect on consumerism in Kenya: A survey of Household consumers in Nakuru County. *European Journal of Business and Management Vol. 6, No 21, pp 23-27, ISSN 2222-1905 (paper), ISSN 2222-2839(online).*

<https://iiste.org/Journals/index.php/EJBM/article/view/14431/14740>

56. **Njuguna, P.M.**, Oloko, M., & Oyugi, L. (2014). Consumer rights awareness and its effect on consumerism in Kenya: A survey of Household consumers in Nakuru County. *European Journal of Business and Management Vol. 6, No 15, pp 13-17, ISSN 2222-1905 (paper), ISSN 2222-2839(online).* <https://iiste.org/Journals/index.php/EJBM/article/view/13311>

F Project/Thesis Supervision

1. Cheruiyot, D.K. (2021). Influence of Marketing Mix Strategies on Sales Performance of Small Scale Bixa Ollerana Farmers in Kwale County, Kenya. Unpublished PhD thesis, Kabarak University.
2. Getachu, G. (2021). Marketing related factors affecting sales performance of Small Scale Enterprises in selected counties, Kenya. Unpublished PhD thesis, Kabarak University.
3. Imamai, B.J. (2021). Role of Relationship Marketing Practices on Customer Loyalty among Star-Rated Hotels in North Rift, Kenya. Unpublished PhD thesis, Kabarak University
4. Wambui, A.W. (2019). Developing a Destination Tourism Model for Performance by Public Marketing Agencies in Kenya. Unpublished PhD thesis, Kabarak University.

5. Cherono, V. (2018). Perceived influence of customer service and firm-level characteristics on customer satisfaction among Large Retail Supermarkets in Kenya. Unpublished PhD thesis JKUAT.
6. Mwaniki, M.M. (2021). The Effect of Employee Welfare on Employee Commitment at Judicial Service Commission. Unpublished MBA research project, Laikipia University.
7. Nyaga, J.W. (2021). Determinants of Employee Job Satisfaction in Public Service Commission. Unpublished MBA research project, Laikipia University.
8. Nderitu, R. (2019). Factors influencing implementation of occupational health and safety policies in water and sanitation companies in Nyeri County, Kenya. Unpublished MBA research project, Laikipia University.
9. Kiarie, K. (2019). Effects of resource mobilization activities on physical infrastructural development among public high schools in Molo Sub-County, Nakuru County, Kenya. Unpublished MDS dissertation, St. Paul's University.
10. Karemeri, M.W. (2019). Influence of Conflict management strategies on employee productivity: A case of Rift Valley Institute of Science and Technology. Unpublished MDS dissertation, St. Paul's University.
11. Maranga, B.D. (2019). Determinants of sexual abuse among child headed families: Case of Kaptembwo Location, Nakuru County, Kenya. Unpublished MDS dissertation, St. Paul's University.
12. Ndururu, V.W. (2019). Effect of Magistrates' court service charter on service delivery in subordinate courts in Nakuru County, Kenya. Unpublished MDS dissertation, St. Paul's University.
13. Lemarleni, J.E. (2018). Influence of resource allocation on strategy implementation at Kenya Police Service in Nairobi County. Unpublished MBA research project, Laikipia University.
14. Karanja, P.M. (2018). Influence of knowledge management enablers on Kengen performance: A Case study of Geothermal Development, Naivasha. Unpublished MBA Research project, Laikipia University.

15. Keya, M.A. (2018). Influence of Resource Based View Model on Human Capital Development among Commercial Banks in Kenya. Unpublished MBA Research project, Laikipia University
16. Wachira, J. (2018). Effect of competitive strategies on competitive advantage among Insurance firms in Naivasha Sub-County, Kenya. Unpublished MBA Research project, Laikipia University
17. Ochieng, G.J.A. (2018). Influence of information communication technology adoption as a strategic resource on delivery of public services in Naivasha Sub-County, Kenya. Unpublished MBA Research project, Laikipia University
18. Gituku, J.M. (2018). Effect of motivation strategies on employee turnover among Commercial banks in Naivasha, Kenya. Unpublished MBA Research project, Laikipia University
19. Kamwaro, P.M. (2018). Strategic factors influencing implementation of total quality management among flower farms in Naivasha, Kenya. Unpublished MBA Research project, Laikipia University
20. Wambugu, F. (2018). Effect of Service Quality Dimensions on Customer Satisfaction among Government Huduma Centres in Rift Valley Region, Kenya. Unpublished MBA research project, JKUAT.
21. Nderitu, J. (2017). An Assessment of Factors Affecting Implementation of Procurement Plans at County Government of Nakuru, Kenya. Unpublished MBA research project, JKUAT.

G Scholarly Presentations at Conferences/Workshops/Seminars

1. Kenda, G., **Mwaura, P.**, & Kiprop, S. (2019). The Influence of Competition on Market Performance of Privately Owned TVET Colleges in Kenya. Kabarak University International Research on Business and Economics held from 17th -18th September, 2019.
2. Wacira, A., **Mwaura, P.**, & Tanui, J.K. (2019). An Examination of Influence of Infrastructure on Destination Marketing Performance by Public Organizations in Kenya. Kabarak University International Research on Business and Economics held from 17th -18th September, 2019.

3. Cheruiyot, D.K., **Mwaura, P.**, & Tanui, J.K. (2019). The Moderating Influence of Bixa Ollerana Value Chain Government Policy on the Relationship between Marketing Mix Strategies and sales performance. Kabarak University International Research on Business and Economics held from 17th-18th September, 2019.