

## Daystar University Staff Profile for Celestine Ngila - Musau

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<b>1. Name:</b>	<b>Celestine Ngila - Musau,, Lecturer - Daystar University. Lecturer in Marketing &amp; Strategy</b>
<b>2. Passport photo:</b>	
<b>3. Job Title and Responsibilities:</b>	<p>Lecturer &amp; Examination Officer, School of Business &amp; Economics, Daystar University</p> <p>Responsibilities Lecturer in Marketing Teaching Marketing and strategy to Undergraduate and Masters</p>
<b>4. Biography (About Me):</b>	<ul style="list-style-type: none"> <li>• Celestine worked with Kenya Wildlife Services as a customer service officer, in Standard Chartered back in direct marketing and customer care department. I was Marketing Manager at the Kenya Institute of Administration (now KSG) from 2003–2007 where I set up the marketing and public relations department. I am a Marketing and Business Consultant and Trainer with Dataline International Ltd since 2007. Since 2010 I am a Lecturer in Marketing and strategic Management in the Department of Commerce .She is also the examination officer in the School of Business and Economics since June 2014.</li> </ul> <p>Member – Professional Trainers Association of Kenya (PTAK) and have trained various institutions in the areas of Strategic Planning, Change Management, Communication, Marketing and Customer care, Public Relations and development of customer service strategy.</p>

5. Academic Qualifications:	Academic Qualification	Year of Award	Institution	Thesis Title
	Pursuing Ph.D in Business Administration (Marketing)	Ongoing	University of Nairobi	Market orientation ,customer satisfaction, customer loyalty and customer retention in Private institutions in Kenya
	MBA, Marketing Management	1992	Poona University, India	Factors determining choice of dairy product brands among the Middle class in Pune city in India.
	Bachelor of Science	1990	Symbiosis University, India	
	Postgraduate Diploma in Public Relations	2007	Kenya Institute of Management	Perception of the Internal Publics on the Roles and Effectiveness of Public Relations Practices in the Public Service Institutions.
	Certificate in Applied Research	2007	Steadman Centre for Applied Research & Strathmore Business School	Anticipated Changes in Media Consumption in the Election Year 2007
6. Research Interests:	<p>Research Interests</p> <p>Marketing, Strategy, Customer Relations Management, Applied Research Projects</p> <ul style="list-style-type: none"> <li>✓ Corporate Governance in the State Corporations for the Inspectorate of State Corporations in Kenya.</li> <li>✓ Anticipated Changes in Media Consumption in the Election Year 2007</li> <li>✓ Perception of the Internal Publics on the Roles and Effectiveness of Public Relations Practices in the Public Service Institutions.</li> <li>✓ Customer and Employee Satisfaction Surveys for various state institutions.</li> </ul>			

<b>7. Publications:</b>	<p>Mukiira Evelyn Maradufu, Celestine Musau, Joseph Munyao (2017) Effect of Experiential Marketing in Building brand equity <i>A case of Unilever Tanzania Brands</i> 2(1)1-37</p> <p>Book Chapter          Developed a chapter on Product Marketing and Customer Service Training Manual for NETFUND Incubatees</p>
<b>8. Classes you teach:</b>	<p>Undergraduate and Masters in Marketing and strategy</p>
<b>9. Other relevant links:</b>	<p>ResearchGate, Google scholar, linkedIn</p>
<b>10. Official Contact Details:</b>	<p><b><i>Type your Official Contact Details here:</i></b></p> <ul style="list-style-type: none"> <li>• Email: cmusau@daystar.ac.ke, cwamusau@gmail.com.</li> <li>• Telephone number 0721 354 751/ 0735 933 366</li> <li>• Social Media details: twitter @Celemusau , Facebook #Celemusau, LinkedIn - Celestine Musau .</li> </ul>