


Daystar University Staff Profile Template

1. Name:	<ul style="list-style-type: none">• Samuel Muiruri Muriithi• Doctor, Management (PhD)• Head of Department (HOD), School of Business and Economics
2. Passport photo:	
3. Job Title and Responsibilities:	<ul style="list-style-type: none">• Head of Department, Commerce, School of Business and Economics• Responsibility:<ul style="list-style-type: none">○ Department leadership○ Planning and budgeting○ Programme development○ Course projections and implementation○ Timetable development○ Class management and supervision○ Manage and supervise lecturers○ Student management (diploma, undergraduate and post graduate)○ Organize students meetings and respond to academic issues○ Student consultation/advising/mentorship○ Conflict resolutions
4. Biography:	<p>Dr. Muriithi is currently a Senior Lecturer and the Head of Commerce Department (HOD/Chair), School of Business & Economics (SBE). Dr. Muriithi lectures in Strategic Management, Cross-cultural Management courses at both undergraduate and postgraduate level. As an individual he has supervised and co-supervised over seventy theses in various academic fields in management related subjects.</p> <p>Dr. Muriithi holds a PhD degree in Management from Rhodes University (South Africa), Masters of Arts (MA) degree in Communication (Wheaton Graduate School, USA); Master of Business Administration, MBA (Seattle Pacific University, USA); and B degree in Business</p>

Administration and Management (Messiah College, USA).

Besides lecturing, Dr. Muriithi is the Lead Consultant (Coordinator) in charge of Daystar - National Environmental Trust Fund (NETFUND) Partnership. NETFUND is a government body dealing with environmental management. He mostly coordinates NETFUND Green Innovation Award (GIA) Program. The program identifies and equips environmental friendly businesses through offering appropriate skills; incubation and networking. The program is in its third phase with Daystar partnership having lasted for the last four years.

Dr. Muriithi has also consulted for Export Processing Zone (EPZ) in areas of cross-cultural management; Kenya Posta and Agora Enterprises (USA). He also worked as a lecturer for the Australian Study Institute (AUSI) an affiliate of ECU for 11 years.

Dr. Muriithi has been an Executive Director of the Fellowship of Christian Communicators in Africa and Madagascar (FOCCM), a non-profit making Christian organization. This is a job he held from 1997 to 2000. As the Director, Dr. Muriithi oversaw effective running of the organization with major responsibility being administration, funding and publications. The organization as also involved in training of Christian communicators in Africa, publications, research, consultancy, and organizing international conferences.

Before joining FOCCAM, Dr. Muriithi lectured at Daystar University in Nairobi (Kenya) where he taught for six years. His areas of concentration included management, economics, business ethics, human resource management and entrepreneurship. Dr. Muriithi has also held several positions on acting capacity or on appointment. He also acted as Head of Commerce Department twice, participated in Daystar Master of Business Administration (MBA) research as theses coordinator in charge of overseeing MBA thesis students.

Academically, Dr. Muriithi is a reviewer of various academic programmes. Besides being in the SBE review team to review MBA, undergraduate and diploma programmes. He recently reviewed United States International University (USIU) Doctorate of Business Administration (DBA) Program. Dr. Muriithi is also an external examiner for different universities in Kenya, among them St. Paul University and Pan African University (PAC). Internationally, he is an external examiner for Rhodes University PhD program. He is also a reviewer for several journal among them KCA Journal of Business Management and South African Journal of Economics and Management Sciences. Dr. Muriithi has also attended several conferences, among them The 4th International Conference on HRM and the Management of Organizations in Africa, The Southern Africa Institute for Management Scientists (SAIMS) and International Communication Association (ICA). He is also a member of *International Association for Media and Communication Research*, *ICAfrica* and *The Southern Africa Institute for Management Scientists*. He is currently a visiting Professor at the University of Kigali.

Dr. Muriithi has authored several books among them: *Africa Crisis: Is there Hope?* and *African Development Dilemma: The Big Debate*; and *The Secret of Passing Exams*. He has

also authored many articles and a book chapter.

Dr. Muriithi's interests are in the areas of strategic management, cross-cultural management and research.

5. Academic Qualifications:

- Your academic qualifications, year of award, awarding institution, title of postgraduate theses

Degree	University	Year attained
PhD	Rhodes University (SA)	2015
PhD Thesis	The relationship between Leadership and organisational effectiveness among Kenyan indigenous banks.	
MBA	Seattle Pacific University (USA)	1994
MA	Wheaton Graduate School (USA)	1991
BA	Messiah College (USA)	1990

Title of Post Graduate Theses Supervised:

2014-2018

Gathara, M. W. (2018). Effect of organisational culture on the performance of family owned businesses in Kenya: A case of Chandaria Industries Limited, Nairobi.

Kurgat, W.K (2018). Business strategies employed by formal small and medium sized enterprises in charcoal industry to enhance growth: A case of Kibra sub-county, Nairobi County.

Otieno, K. A. (2018). The role of changing management implementers on the performance of state corporation on Kenya.

Ndegwa, N. J. (2018). Effect of information communication technology based innovations on organisation performance: A case of GENTHIS capital investment bank.

Ahmed, A. (2017). The strategic effect of Central Bank monetary policy on financial performance of Tier I commercial banks in Kenya.

Akinyi, L. C. (2017). Role of culture in enhancing effective strategic leadership in public sector: A case of Kisumu County Government, Kenya.

Kibogy, J. C. (2017). The effect of corporate environmental responsibility strategies on organisational performance: The case of Bumbari Central Limited.

Muigai, R. (2017). Effects of motivation strategies on employee performance: A case of study of IBM Kenya.

- Odhingo, R. (2017). The effects of strategic leadership on organisational growth at alexander Forbes Financial Services (East Africa) Limited.
- Charles Mwaniki Theuri (2016). Effect of strategy implementation challenges on organizational performance: A case of the capital markets authority of Kenya.
- Lorian Egesa. (2014). An Assessment Of The Role Of Strategic Leadership On Strategy Implementation Among Non-Profit Making Organizations; A Case Of PATH Kenya.
- Alambo Abraham(2015). The Role Of Strategic Leadership On Organizational Performance In Ethiopia: A Case Study Of Ethiopian Kale Heywet Church.
- James Yugusuk (2015). The Effect Of Corporate Governance Practices On The Performance Of Selected Oil Marketing Companies In South Sudan.
- Lilian Machasio (2015). Core Competencies As A Strategic Tool To Gain Competitive Advantage.
- Becky Mungai (2015). The Role Of Celebrity Endorsement On Consumer Brand Preference.
- Risper Ntauti (2015). The Impact Of Transformational Leadership On Employees Performance Of Cement Industries In Kenya.The Case Of East Africa Portland Cement.
- Josephine Nthenya (2015). The Effects Of Occupational Stress And Its Impact On Employee Job Satisfaction In International Organisations. A Case Of Save The Children International.
- Cliff Moracha (2015). The Effect Of Mobile Marketing On Business Competitive Advantage: A Case Study On Hellofood Kenya.
- Grace Nyawira Muriuki (2015). The Effect Of Mobile Banking On Enhancing Organization Competitiveness In Eco Bank Kenya.
- Emmanuel Wanjala (2015). Effects Of Leadership Style On Organizational Performance. A Case Study Of National Environment Management Authority(NEMA)
- 2013-2014:**
- Judith A Omolo. (2013). An Assessment Of Strategies Employed In The Cleaning Industry In An Effort To Attain Sustainable Competitive Advantage: A Case Of Parapet Cleaning Services.
- Jackline Mageto (2013). Investigating the impact of corporate culture on organizational performance: A case study of Ketepa Limited.
- Irene Ndinda Mwanja (2013). A Study Of Effectiveness Of Sustainability Strategies On Organizational Sustainability: A Study Of Aids Services Ngos In Kenya.

Elizabeth Ndanu Toma (2013). Effects Of Performance Contracting On Service Delivery In The Kenyan Public Sector :Acase Study Of Teachers Service Commission Secretariat.

Sylvia Njoroge (2014). The influence of donor funding on employee motivation amongst selected NGOs in Nairobi city to the influence of donor funding on organizational staffing: A case of family health international and pathfinder international.

2012-2013:

Melvin Asava (2012). The effect of air passenger tax incidence on air travel demand and specific airline performance and strategic response: A case of selected airlines in Kenya.

Beatrice Njeri Chuchu. (2012). An Assessment Of Effectiveness Of Strategies Used To Manage Diversity In An Organisation: A Case Study Of UAP Insurance Co Ltd.

Juliet W Karanja (2012). The Role Of Information In Evaluation Of Strategies Employed By Investors To Enhance Performance: A Case Study Of The Real Estate Sector In Nairobi Kenya.

Teresia Karanja (2012). An investigation into factors influencing investment in both high risk and low risk assets: A focus on the real estate industry in Mombasa County.

Odhiambo Owino (2012). An assessment of the role of strategic planning in business entrepreneurial growth and enhancement of corporate social responsibility.

Mercy Mbochu (2012). A survey of challenges facing co-guarantee mechanism among Microfinance institutions and their strategic responses: A case of Kenyan coast MFIS.

Brenda Kihara (2012). An investigation into the level of corporate social responsibility involvement among clearing and forwarding companies and its implication to performance and competitiveness.

Beatrice Njeri Chuchu. (2012). An Assessment Of Effectiveness Of Strategies Used To Manage Diversity In An Organisation: A Case Study Of UAP Insurance Co Ltd.

George Matete (2012). The effects of quality management practices on employees' performance: A case study of Kenya Ports Authority.

Irene Kibara (2012). The impact of strategic alliance of NGOs with the Ministry of Health to improve healthcare in Mombasa County.

Akoth Jacqueline (2012). The role of ICT as a strategy for enhancing competitive positioning in the manufacturing industry: A case of selected companies in Kenya

Vertu G. Kioosi-Mikala. (2012). An Assessment Of Growth Strategies Employed By Small And Medium Enterprises In Nairobi City, Kenya.

- Thomas D. Mwakwida. (2012). An Assessment Of Strategies Influencing Competition In Funds Transfer: A Case Of Safaricom Kenya Ltd Money Transfer: (Focus On Daystar University Students)
- Samuel Mukala. (2012). Knowledge Management As A Strategic Tool For Sustainable Competitive Advantage: A Case Of Kenya Electricity Generating Company Limited.
- Anne Muthinzi. (2012). Assessing Activity Based Costing As A Cost Leadership Strategy: A Case Study Of Nyumbani Cogri Hiv/Aids Program.
- Joyce Wanjiku Nderitu (2012). Evaluation Of Strategies Adopted By Christian Universities To Gain Sustainable Competitive Advantage: A Case Study Of Pan Africa Christian University.
- Muthoka Nthenya Eunice (2012). The Impact Of Performance Appraisal On Employee Productivity: A Case Study Of British American Tobacco, Kenya (Bat, K)
- Ruth M. Njiru. (2012). A Study On An Evaluation Of Strategies Used By Daystar University To Market Its Academic Programs
- Rita Njiru. (2012). The Impact Of The Cost Sharing Strategy On Provision Of Services In Government Hospitals In Kenya: A Case Of Nakuru Level-Five Hospital
- Njoki Ndungu. (2012). The impact of communication strategies and their implications on organizational performance and reputation: A case of privately owned security firms in Kenya.
- Sarah Ngugi (2012). An Assessment Of The Role Of Human Resource Management In Managing Strategic Change And Its Impact On Employees In The Corporate World In Kenya: A Case Study Of Kenya Power.
- Sheila Jepkemboi Chepsiror (2012). An Evaluation Of Human Resource Strategies In The Realization Of Vision 2030: A Case Study Of Selected Corporations In Kenya.
- Beryl R.A. Simba (2012). Effects Of Transformational Leadership Style On Organizational Performance: A Case Study Of Uchumi Supermarkets Limited.
- Rabera Nyanchama Onyango (2013). An Assessment Of Outsourcing As A Strategy For Sustaining Competitive Advantage In Adventist Universities In Kenya.
- Lydia Wamuyu (2012). An investigation into the extensive expansion of Equity
- Kithinji Kimathi (2012). ISO certification in the service sector and its effect on Kenyan Firms

2010-2011:

Addah Obiero (2011). An Assessment Of The Impact Of Succession Leadership In Parastals In Kenya: A Case Of Kenyatta National Hospital.

Anna Seng'o Otiato. (2011): The Role Of Knowledge Management In Value Creation, Growth And Sustainability Of Selected International Non- Governmental Organizations In Nairobi.

Stacy Nafula Mwangala. (2011). Assessment Of Leadership Challenges Facing Women Leaders In Selected Public And Private Universities In Kenya

Christabellar N. Nyamai (2011). A Survey Of Strategic Management Practices And Their Relationship To Performance: A Case Study Of Deliverance Churches In Nairobi.

Josiah Ole-Kirisuah (2011). An Assessment Of The Business Strategies Adopted By The Pastoralist Livestock Traders Of Kajiado.

Elizabeth Saidimu. (2011). Management Challenges Faced By Savings And Credit Cooperative Societies In Kenya.

Pauline Mwanzia (2011). Management challenges faced by savings and credit cooperative societies in Kenya

Nkoro Morris (2011). The impact of leadership styles on performance of selected companies in Nairobi

Peris Jepkoech Toroitich (2011). The impact of training on teachers handling visually impaired Students on performance: A study of selected provincial schools in Nairobi.

Stephen Kariuki (2011). The effects of corporate governance to the overall strategy of corporation: a case study of Coca Cola Ltd.

Gladys Nzive (2011). Assessing strategy formulation and implementation in parastatals a case of Kenya pipeline company.

Ezekiel Olande. (2011). Assessing the relationship between management theory and practice among top managers.

Olive Mugure Karanja (2011). An investigation on competitive forces that shape strategy in small and medium sized enterprises in Kenya.

Kennedy Gakuru . (2011). Strategic leadership: the case of Daystar University MBA students

Pius Oscar Ilavonga (2011). Credit risk management as applied in the Kenya unsecured lending market and its impact in the banking sector.

Wamuyu, Gatero . (2011). The impact of human resource capital development on the overall development of the Kenyan Economy

	<p>Joseph Muema (2011). The impact of corporate governance on promoting ethical business practice in organizations.</p> <p>Stephen Kengethe (2011). The relationship between corporate strategy and corporate culture: a case of selected companies.</p> <p>Grace Nduta Njenga (2011). Factors affecting the upward mobility of women into management positions in the banking sector in Kenya</p> <p>2009-2010</p> <p>Beatrice Mburu (2010). An Investigation Into The Challenges Facing Small And Medium Enterprises In Kenya In Accessing Credit Facilities From Banks: A Case Study Of Bank Of Africa- Kenya Customers.</p> <p>Irene Odour. (2010). Strategic role of credit risk management in Banking Industry: Case study of KCB.</p> <p>Esther Orimba. (2010). A study of strategy and strategy implementation at Central Bank of Kenya-Performance management and appraisal system approach.</p>																								
<p>6. Research Interests:</p>	<ul style="list-style-type: none"> • Overview – I have much interest in research in areas of small business management, strategy and cross-cultural management. • Title of Main Research Projects <table border="1" data-bbox="407 1119 1365 1535"> <thead> <tr> <th>No.</th> <th>Name of research</th> <th>Funding bodies</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>National Environment Trust Fund (NETFUND)- environmental friendly small businesses (M&E)</td> <td>NETFUND</td> </tr> <tr> <td>2.</td> <td>Plastic paper research</td> <td>Daystar University</td> </tr> <tr> <td>3.</td> <td>Indigenous banks in Kenya</td> <td>Rhodes University</td> </tr> <tr> <td>4.</td> <td>Small Businesses</td> <td>Self-sponsored</td> </tr> <tr> <td>6.</td> <td>Daystar marketing surveys: MBA and School of Law</td> <td>Daystar University</td> </tr> <tr> <td>7.</td> <td>MAL Leadership need assessment</td> <td>Pan African Christian College</td> </tr> <tr> <td>8.</td> <td>Market survey</td> <td>Rosslyn Academy</td> </tr> </tbody> </table>	No.	Name of research	Funding bodies	1.	National Environment Trust Fund (NETFUND)- environmental friendly small businesses (M&E)	NETFUND	2.	Plastic paper research	Daystar University	3.	Indigenous banks in Kenya	Rhodes University	4.	Small Businesses	Self-sponsored	6.	Daystar marketing surveys: MBA and School of Law	Daystar University	7.	MAL Leadership need assessment	Pan African Christian College	8.	Market survey	Rosslyn Academy
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<p>7. Publications:</p>	<p><i>Articles:</i></p> <p>2018: Samuel M. Muriithi, Lynette Louw, Sarah E. Radloff (2018). The relationship between strategic thinking and leadership effectiveness in Kenyan indigenous banks. <i>South African Journal of Economic and Management Sciences</i> 21 (1), a1741 DOI: https://doi.org/10.4102/sajems.v21i1.174</p> <p>2018: Lynette Louw, Samuel M. Muriithi, Sarah Radloff (2018). The relationship between</p>																								

transformational leadership and leadership effectiveness in Kenyan indigenous banks. *SA Journal of Human Resource Management*, 15 (a935) DOI: <https://doi.org/10.4102/sajhrm.v15i0.935>

2018: Muriithi, S. (2018). Small and medium enterprises (SMEs), The heart of Chinese Economic development: What can African governments learn? *European Journal of Research and Reflection in Management Science*. 6(3), 27-40.

2017: Samuel Muiruri Muriithi (2017). The Chinese-African management and cultural relevancy, challenges and the future of Chinese businesses in Africa. *European Journal of Research and Reflection in Management Sciences*, 5 (2), 1-14

2017: Samuel Muiruri Muriithi (2017). Start-up family businesses: lesson from large successful family businesses. *International Journal of Innovative Research and Advanced Studies (IJIRAS)*, 4 (3), 134-140

2017: Samuel Muiruri Muriithi (2017). African Small and Medium Enterprises (SMES) Contributions, Challenges And Solutions. *European Journal of Research and Reflection in Management Sciences* , 1. 5, (1), 26-48

2017: Samuel Muriithi (2017, February 18th). *The Kingdom business influence on culture and transformation of the society*. Key Note Speech. Agora Enterprise Incubation Investor Conference.

2017: Samuel Muriithi (2017). *Business management training*. Netfund Incubation Training Workshop. March 9th, 2018.

2016: Samuel Muiruri Muriithi, Judith Omollo & Muturi Wachira (2016). Strategies Employed In The Cleaning Industry In An Effort To Attain Sustainable Competitive Advantage. *International Journal of Economics, Commerce and Management*, 4(10), 1037-1051

2016: Samuel Muiruri Muriithi & Muturi Wachira (2016). Founders' syndrome, challenges and solutions. *Researchjournali's Journal of Entrepreneurship*, 4(4), 1-11

2016: Samuel Muiruri Muriithi, Veronicah Waithira & Muturi Wachira (2016). Family Business Founders' Influence On Future Survival Of Family Businesses. *International Journal of Economics, Commerce and Management*. Vol. IV, Issue 1, January 2016.

2015: S. M. & L. Louw, S.E. Radloff. (2015). *The relationship between strategic thinking and leadership effectiveness among Kenyan indigenous banks*. The 4th International Conference on HRM and the Management of Organizations in Africa 26 – 28 August, 2015. Nottingham University-Daystar University, Nairobi.

2015: S. M. & L. Louw, S.E. Radloff. (2015). *The Relationship Between Emotional Intelligence And Leadership Effectiveness Among Kenyan Indigenous Banks*.

Proceedings 27th Annual SAIMS Conference 2015. August 30th –September 03, 2015, pp. 1753-1784

2014: Joyce W. Nderitu¹, David Minja, Samuel Muriithi (2014). An investigation of Challenges facing Christian universities in Kenya: A case study of Pan Africa Christian University, Nairobi, Kenya. *International Journal of Management Sciences*, 4 (3), 129-143

2009: Michael Bowen, Makarius Morara, Samuel Mureithi (2009). Management of business challenges among small and micro enterprises in Nairobi-Kenya. *KCA Journal Of Business Management*, 1 (2), 16-31

Books:

Samuel M. Muriithi (1995). *African Crisis: Is There Hope?* Lanham: University Press of America.

Samuel M. Muriithi (1996). *African Development Dilemma: The Big Debate.* Lanham: University Press of America.

Samuel Muriithi (1998). *The Secret Of Passing Exams.* Nairobi: FOCCAM. 1998

Book Chapters

Samuel Muiruri Muriithi and Lynette Louw (2017). The Kenyan banking industry challenges and its sustainability, a book chapter in *Managing Knowledge and Innovation for Business Sustainability in Africa* by Allam Ahmed. University of Sussex, UK: Palgrave MacMillan

Conferences

Muriithi, S., Louw L. and Radolf, S. (2015). The relationship between emotional intelligence and leadership effectiveness among Kenyan indigenous banks. *The 27th, SAIMS Annual Conference Proceedings* (30th Aug-01 Sep 2015). University of Cape Town, SA.

Muriithi, S., Louw L. and Radolf, S. (2015). *The fourth International Conference on HRM and the Management of Organisations in Africa* (August 2015). Nairobi Daystar University.

Muriithi, S. (2017). *The Kingdom business influence of culture and transformation of society.* Nairobi: Agora Enterprise Seminar.

Muriithi, S. at al. (2018). *Towards a Transformed society: The Role of Participatory Communication and Behavior Change Campaigns on Plastic Disposals in Kenya* (June 20-24). Eugene, Oregon, USA.

8. Classes you teach:	<ul style="list-style-type: none"> • Strategic policy management • Cross cultural management • Strategic management seminar • Integrated project/thesis training
9. Other relevant links:	<p>Google Scholar https://scholar.google.co.za/citations?user=pWg54cYAAAAJ&hl=en</p> <p>Google books https://books.google.co.ke/books/about/The_Relationship_Between_Leadership_and.html?id=zYIUQAACAAJ&redir_esc=y</p> <p>Research Gate: https://www.researchgate.net/profile/Samuel_Muriithi4</p> <p>Rhodes University: https://oatd.org/oatd/record?record=handle%5C%3A10962%5C%2Fd1020015</p> <p>Economic Growth and Development in Africa: https://medium.com/ocryptounion/economic-growth-and-development-in-africa-d2fa000ae29e</p> <p>Palgrave Studies of sustainable business in Africa: https://www.wasd.org.uk/books/palgrave-studies-of-sustainable-business-in-africa/managing-knowledge-and-innovation-for-business-sustainability-in-africa/</p>
10. Official Contact Details:	<ul style="list-style-type: none"> • Email: smuriithi@daystar.ac.ke • Telephone number(s): 0722349324 • Social Media details: https://www.facebook.com/samue.muiruri.315