


Daystar University Staff Profile Template

1. Name:	<p style="text-align: center;">RICHARD M. MASWILI</p> <p style="text-align: center;">PhD student in Global Marketing at The Open University of Tanzania</p>																		
2. Passport photo:																			
3. Job Title and Responsibilities:	<p>LECTURER</p> <p>Teaching Marketing in Undergraduate and postgraduate, research, theses supervision and mentoring students in the School of Business & Economics.</p>																		
4. Biography.	<p>I have been college tutor in several colleges including Oshwal college, Board Member of governor in Mbuani Secondary school, Deacon Gospel Centers, Chairman Daystar Multi-purpose, I also served in recruitment and marketing of Daystar University. Head of Commerce Department Daystar University and my role was to provide academic leadership, spiritual and professional leadership to the department faculty, organized local, regional and international trips to various countries at least 25. Now serving as chairperson Senior Staff representative in senate and other various forums</p>																		
5. Academic Qualifications:	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Academic Qualification</th> <th style="width: 15%;">Year of Award</th> <th style="width: 20%;">Institution</th> <th style="width: 40%;">Thesis Title</th> </tr> </thead> <tbody> <tr> <td>MBA-Marketing</td> <td>1994-1996</td> <td>Vikram University</td> <td>Strategic Control Marketing Audit: Analyzing and improving marketing performance at Ujjain Milk Cooperative Union Limited. Ujjain, India.</td> </tr> <tr> <td>B.A. in Public Administration</td> <td>1991-1994</td> <td>Punjab University</td> <td></td> </tr> <tr> <td>Professional Certificate The MSM Executive</td> <td>2002</td> <td></td> <td></td> </tr> </tbody> </table>			Academic Qualification	Year of Award	Institution	Thesis Title	MBA-Marketing	1994-1996	Vikram University	Strategic Control Marketing Audit: Analyzing and improving marketing performance at Ujjain Milk Cooperative Union Limited. Ujjain, India.	B.A. in Public Administration	1991-1994	Punjab University		Professional Certificate The MSM Executive	2002		
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	Program in Management			
6. Research Interests:	<p>Competitiveness, Marketing Capabilities, Global, Innovation & entrepreneurial</p> <p>Influence of Marketing Capabilities on International Competitiveness in Diverse Global Industries: A Case of Selected Global Market Leaders in Nairobi, Kenya. Not funded.</p>			
7. Publications:	<p>Invitation (2009) Invited to SIFE Kenya 3 Year Strategic Plan Launch, 27th November 2009 Conferences (2014) Next Level Leadership Conference at Nairobi Gospel Centers International Workshop (2008) Workshop for Chairs of Departments and Internal Quality Assurance Officers, Nairobi, Kenya. (2009) The Inter University Council of East Africa Business Cluster Workshop, Entebbe, Uganda Referred Journals Articles Maswili (2016) The effect of strategic advertising on consumer brand loyalty: A case of Britam Asset Managers Limited, Nairobi, Kenya.</p>			
8. Classes you teach:	<p>Marketing Management, International Business Management, International Marketing, Strategic Marketing, Services Marketing, Principle of Marketing.</p>			
9. Other relevant links:	<p>ResearchGate, Google scholar, etc.</p>			
10. Official Contact Details:	<p>rmawili@daystar.ac.ke & richymaswili@gmail.com</p> <p>+254-722-229-848</p>			