

# **CURICULLUM VITAE**

## **BIO – DATA:**

**NAME:** Dr. Evans Silver Kwendo (Mobile No.0721855663)

**DATE OF BIRTH:** 31 / 12 /1958

**GENDER:** Male

**CITIZEN:** Kenyan

**RELIGION:** Christianity

**MARITAL STATUS:** Married

## **ACADEMIC QUALIFICATIONS:**

**2014 TO 2018:** Studied PH.D in Business Administration at Maseno University, specializing in marketing management.

**2003 TO 2007:** Studied MBA (**marketing option**) at the University of Nairobi

**1980 TO 1984:** Studied B.COM (Business Administration option, **majoring in marketing**) at the University of Nairobi and obtained a 2<sup>ND</sup> Class Honours Degree (Lower Division )

**1978 TO 1979:** I joined Ruiru high school for form five and six. I sat for EAACE and scored 14 points, with three principles and one subsidiary.

**1974 TO 1977:** I joined Rosterman secondary school, where I did my EACE and scored a 2<sup>ND</sup> Division.

**1966 TO 1973:** I joined Ebwali primary school where I did CPE and scored 21 points

## **PROFESSIONAL QUALIFICATIONS:**

I hold a professional **post graduate diploma in marketing** examined by the Chartered Institute of Marketing (U.K, 1997).

## **WORK EXPERIENCE:**

**2010 UPTO DATE:** I work as a Lecturer at Masinde Muliro University of Science and Technology in the school of business and economics. I teach marketing, management and purchasing units.

**1995 TO 2009:** I worked as Lecturer at Kenya School of Professional Studies which later was upgraded to Inoorero University. At Inoorero University I taught marketing, management and purchasing units which were examined by KNEC, KASNEB and the University respectively. At Kenya School of Professional Studies, I was promoted and worked as a Head of Department for business and management department.

**1987 TO 1994:** I was employed as a sales supervisor by Kenya Cooperative Creameries limited and rose to the rank of a Depot Manager. At KCC, my main duties and responsibilities were to monitor and ensure that the sales force at my sales depot worked effectively and efficiently to accomplish their assignments.

**1985 TO 1986:** I was employed in the ministry of finance as a price control inspector. My main duty was to ensure that business people do not overcharge customers for all price controlled products in Kenya.

## **SCHOLARLY PUBLICATIONS**

I have published research papers entitled:

- 1) Determinants of audience segmentation practices in radio stations in Kenya.
- 2) An overview of the influence of customer segmentation strategy on performance of commercial banks in Kenya.
- 3) Influence of corporate culture on performance of commercial banks in Kenya.
- 4) Influence of corporate culture on customer segmentation strategy among commercial banks in Kenya.
- 5) Performance reward and employee productivity in the judiciary in kakamega region law courts, Kenya.
- 6) Organizational planning and performance of technical institutions in western Kenya.
- 7) Human resource practices and service delivery in kakamega county, Kenya.
- 8) Effect of enterprise resource planning system on the performance of supermarkets in bungoma county, Kenya.
- 9) Influence of inventory management on organizational performance of sugar factories in western Kenya.
- 10) Stakeholder relationship and performance of state owned sugar manufacturing firms in western Kenya.
- 11) **I have written a Text book entitled “Introduction to business management”**, published by Acrodile publishers limited. I have submitted a copy of this text book to MMUST library.

## **CONFERENCE PROCEEDINGS:**

I have attended and participated in:

- The 1<sup>st</sup> Annual International Conference held at The Sigalagala National Polytechnic, in 2018.
- The 13<sup>th</sup> Multi-Disciplinary International Conference, held at Masinde Muliro University of Science and Technology, between 19<sup>th</sup> -21<sup>st</sup> June 2019.

## **SEMINAR/WORKSHOP FACILITATION:**

I have attended and participated in the following seminars and workshops:

- 1) University multiplication training workshop on curriculum development and review for public universities in Kenya: Implementation and Accreditation.
- 2) Academic staff seminar on "Management of University Teaching and Learning processes".
- 3) Performance Contracting Awareness Session.
- 4) Transition Change and Impact Awareness Training for Implementors (Based on ISO :9001:2015).

Finally, I have also facilitated in several seminars on the following topics:

- Customer service and relations
- Communications in organizations
- Time management
- Public relations
- Sales and Marketing techniques
- Supervisory duties and others

## **OTHER SCHOLARLY CONTRIBUTIONS:**

I have participated in the following:

- 1) I am an examiner with Kenya Accountancy and Secretary National Examination Board (KASNEB).
- 2) I was involved in designing and developing a curriculum for diploma in sales and marketing of the marketing society of Kenya (MSK).
- 3) I was also seconded by Kenya School of Professional Studies to attend a workshop on curriculum review at Kenya Institute of Education for KNEC Diploma in marketing.

- 4) While at Inoorero University, I was involved in designing and developing curriculum for Bachelor of Business and Office Management (BBOM).
- 5) Since 2010, while at MMUST, I have **successfully supervised and graduated eleven (11) Masters students as listed below:**

### **LISTOF MBA STUDENTS SUPERVISED AND GRADUATED SINCE 2010**

SN	REG.NO	NAME OF STUDENT	TITLE OF THESIS	YEAR GRADUATED
1	MBA/G/34/10	RabbeccaOdindo	Effect of Strategy implementation on the performance of Public Health Service Providers in Western Region, Kenya.	2013
2	MBA/G/15/08	FraciaN.Muhoho	The influence of Corporate Social Responsibility on Corporatereputation of Commercial Banks in Kakamega Municipality	2013
3	MBA/G/09/11	Stephen Opiyo	Antecedents of work place Stress on Nurses 'Productivity Health Care Institutions in Kenya	2014
4	MBA/G/63/09	LawranceO.Odallo	Leadership Styles and Teachers Discipline in Private Secondary Schools in Kakamega County,Kenya.	2014
5	MBA/G/46/	Sheila J. Mutai	Customer Service and Performance of Commercial Banks in Kakamega County	2014
6	BHR/G/01/13	Maureen L. Nabibya	Performance Management on Employee Productivity in the Judiciary at Kakamega region law courts.	2017
7	MBA/G/05/12	Dorothy K.Bosire	Effect of Strategic Management on Performance practices on Service delivery in Kakamega County,Kenya	2018
8	MBA/g/44/15	WalubengoK.Wandera	Inventory management Automation and Performance	2018

			of Supermarkets in Bungoma County	
9	MBA/G/49/15	Erick N. Wasilwa	Procurement Practices and Performance of Sugar Factory in Western Kenya	2018
10	MBA/G/75/12	Edith Omukubi	Corporate Governance and Financial Performance of State owned Sugar Manufacturing Firms in Western Kenya	2018
11	MBA/G/62/09	Bernadette N. Canute	Effect of Strategic Management Practices on Performance of Technical Institutions in Western Kenya	2018

## **OTHER RESPONSIBILITIES:**

- 1) Currently, I am the C.O.D, department of business administration and management sciences in the school of business and economics, at Masinde Muliro University of Science and Technology.
- 2) I have served as a departmental examinations and timetable coordinator for department of business management in the school of business and economics.

## **REFEREES**

1. Dr. Mary Nelima L.  
Associate Dean, School of Business  
and Economics, MMUST  
0726503935
2. Dr. Robert Egessa  
Dean, School of Business and Economics, MMUST  
0722672264.
3. Dr. Jairo Kirwa Mise  
Department Of Business Administration (Maseno University)  
Box 333-40105,  
Maseno, Kenya.  
0711417066

### **PREPARED BY:**

**DR. EVANS SILVER KWENDO**