



# ST. PAUL'S UNIVERSITY

*The University of Choice!*

# THE ANNUAL INTERNATIONAL RESEARCH CONFERENCE (SPUAIRC), 2025

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*Conference Report*

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**DATE: 1<sup>st</sup> -3<sup>rd</sup> October 2025**

**TIME: 8:30 am – 4:30 pm**



## ST. PAUL'S UNIVERSITY POST-CONFERENCE REPORT

### Annual International Research Conference (SPUAIRC) 2025

**Theme:** *Re-Conceptualizing Sustainable Development Goals for Today's Challenges and Tomorrow's Possibilities*

**Dates:** 1st – 3rd October 2025

**Venue:** St. Paul's University, Limuru Campus (Blended: Physical and Virtual)

### Executive Summary

The St. Paul's University Annual International Research Conference (SPUAIRC) 2025 was a vivid, intellectual, and spiritual journey that redefined the meaning of academic engagement in the modern world. Held from the 1st to the 3rd of October 2025, this year's conference brought together over 250 delegates scholars, policymakers, researchers, students, clergy, and practitioners from more than 15 countries, all converging under the resonant theme "*Re-Conceptualizing Sustainable Development Goals for Today's Challenges and Tomorrow's Possibilities.*"

More importantly, the three-day blended event was not just a conference it was a living dialogue of minds and hearts. Participants explored how humanity can chart a more inclusive and sustainable future by aligning faith, technology, justice, and education. The sessions were rich with debates, reflections, laughter, and moments of deep contemplation. Keynotes from luminaries such as Prof. Karuti Kanyinga, Prof. Esther Mombo, Dr. Haron Mwangi, and Chief Justice Martha Koome transformed what could have been an ordinary academic gathering into a vibrant, intellectually charged, and spiritually grounded experience.

Additionally, by the time the conference concluded with a cake cutting ceremony that symbolized both celebration and shared purpose there was a palpable sense that St. Paul's University had once again lived up to its mission: to produce transformative servant leaders equipped not just with knowledge, but with wisdom, compassion, and conviction.



## SPUAIIRC 2025 Conference 1<sup>st</sup>- 3<sup>rd</sup> October 2025

### **Introduction**

To begin with the SPUAIIRC 2025 Conference was a moment of reflection, reconnection, and reawakening. Organized by the Directorate of Research and Innovation, it provided a platform for interrogating how far the world has come in achieving the Sustainable Development Goals (SDGs) and, more importantly, how far it still needs to go.

In a world shaken by pandemics, economic instability, climate change, and the dizzying pace of artificial intelligence, this conference dared to ask bold questions: Can development be truly sustainable without justice? Can technology serve humanity without compromising dignity? Can faith and reason walk hand in hand toward a common good?

The answers came, not as abstract theories, but as passionate discussions, grounded case studies, and human stories that connected research to real life.

### **Opening Devotion and Ceremony**

The conference began with a profound word of prayer and sermon from Reverend Stella Mwiti, who drew from *Ecclesiastes 3:1* and *Isaiah 43:19*. Her message was both poetic and prophetic. “There is a season for everything,” she reminded the audience, “and this conference is a fertile ground to plant seeds of wisdom, courage, collaboration, and transformation.” With her calm but commanding tone, she likened the gathering to “a laboratory of ideas where relationships will be nurtured and visions will bloom.” By the time she concluded, the atmosphere was already charged with anticipation a feeling that something meaningful was about to unfold.

Dr. Boniface Kiula, the DVC of Finance and Administration, followed with a thought-provoking challenge: “We must share and challenge ideas so that we change society for the better.” He urged participants to imagine what the world would look like beyond the SDGs, humorously wondering aloud what kind of “future society” awaits us if we do not start asking hard questions today.



Next came Prof. Abraham Waithima, the DVC for Academic Affairs, who's witty yet pointed remark drew laughter: "Unemployment in Kenya is something we can talk about until the cows come home!" Beneath the humor lay a sober reminder progress on SDGs has been made, but re-conceptualization is overdue.

Finally, Rev. Canon Prof. James Kombo, Vice-Chancellor of St. Paul's University, delivered an inspiring address. He noted that the SDGs were conceived by people who "went across valleys and continents to imagine a better world." Yet, he lamented, many of those dreams remain unrealized. "Development cannot happen in silos," he declared. "We must work together." His statement set the tone for a conference grounded in collaboration and a shared sense of purpose.

### **Day One Keynote Address — Prof. Karuti Kanyinga**

The first keynote speaker, Prof. Karuti Kanyinga, addressed the subtheme *Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Peacebuilding, and Integral Ecology*.

He began by acknowledging with both humility and humour that it was his first time speaking at a faith-based university, joking that he had "finally come to the right place." He then posed a question that lingered in the air like a moral challenge: "*Why do some countries grow while others stagnate?*"

In a sweeping analysis that combined economic history, governance, and cultural critique, Prof. Kanyinga reminded the audience that development is not a mystery it is the logical outcome of good governance, coherent policies, and committed leadership. "You cannot develop," he said, "if you do not commit to credible policies."

He painted vivid contrasts: how public schools once outshone private ones, how Kenya moved from rejecting "Made in China" products to embracing them, and how corruption, if unrestrained, can either build or break a nation. He warned that short-term, elite-driven politics has kept many African nations trapped in cycles of stagnation. "Some cultures support development," he noted, "while others sabotage it."



With wit and clarity, he concluded that education remains the heartbeat of development, yet poor governance and low research visibility have crippled universities. “Predatory journals,” he joked, “are the academic version of fake news or term papers” The audience erupted in laughter, but the message was clear serious scholarship must aim for global visibility and impact.

### **Day One Second Keynote — Prof. Esther Mombo**

The second keynote of the day, delivered by Prof. Esther Mombo, was a refreshing blend of theology, ethics, and humor. Speaking on *Faith-Based Perspectives on Artificial Intelligence and Biotechnology*, she warned against blind optimism about technology. “I cannot be impressed by technology,” she said with a mischievous smile, “unless it helps me download food.”

Her remarks triggered waves of laughter, but also deep thought. She argued that artificial intelligence must always be valued from the standpoint of human dignity. Hunger, she reminded the audience, is not just a biological problem it is a gendered, political, and moral issue. She challenged scholars to pursue holistic approaches to justice, insisting that faith and science must work together to feed both the body and the soul.

### **Day Two Reflections and Keynote Highlights**

The second day opened with renewed energy and sharper focus. Dr. Boniface Kiula urged participants to “reimagine development beyond the SDGs,” while Prof. Waithima emphasized the importance of partnerships (SDG 17) and good governance (SDG 16), noting with concern how political instability disrupts progress.

The University Chancellor, Prof. Margaret Kobia, posed a bold question: “Knowledge has become cheap how will universities remain relevant?” She warned that with the rise of online learning and artificial intelligence; universities must redefine their purpose. Her question was as sobering as it was humorous: “If knowledge is everywhere, what will make parents still trust us?”



Then came the moment many were waiting for the keynote address by Hon. Chief Justice Martha Koome, Chief Justice and President of the Supreme Court of Kenya. The Chief Justice began by applauding St. Paul's University for its faith-based foundation, noting that "service to God and humanity" remains its greatest distinction. In her eloquent, passionate style, she declared, "The world is not on track to achieve the SDGs. We must reimagine the future, or the future will reimagine us."

She suggested that SPU should evolve from "*The University of Choice*" to "*The University of the Future*", and half in jest, half in sincerity pledged to become an honorary "St. Paulian." Her speech was a tour de force of ideas: she spoke of justice as the backbone of development, the rule of law as the heart of progress, and inclusivity as the soul of sustainability. "Development," she said, "is about people, planet, and peace."

She quoted the Constitution's 17 mentions of "public participation," underlining that citizen must be consulted in shaping their destinies. She warned that corruption erodes trust, poor governance erodes accountability, and climate change amplifies insecurity. Her conclusion was deeply memorable: "Without peace, you cannot move anywhere. Begin with those furthest behind, and you will move everyone forward."

The audience gave her a standing ovation. It was not just respect it was resonance.

### **Day Three — Dr. Haron Mwangi**

The final day featured Dr. Haron K. Mwangi, whose keynote, *Leveraging Strategic Communication, Emerging Media Technologies, and AI Governance*, was both analytical and urgent. He lamented that African countries often borrow public policies "pre-packaged from outside," shaped more by politics than by people's needs. He called for the decolonization of communication systems, urging Africans to author their own narratives and reclaim their intellectual sovereignty.

His speech struck a chord with young scholars. "The problem," he quipped, "is that we are too busy quoting thinkers from the Global North, when we should be becoming thinkers ourselves." His words drew knowing laughter and nods of agreement.



## Closing Ceremony

The closing ceremony was less of an ending and more of a joyful send-off. Dr. Petronilla Otuya, Chair of the Conference Committee, thanked all participants and reminded them that SPUAIRC was not a one-time event but a continuing journey of research and faith. Dr. Mwirigi Kiula, Prof. Abraham Waithima and Rev. Canon Prof. James Kombo each delivered heartfelt remarks celebrating the conference's success and reaffirming SPU's commitment to thought leadership.

The climax was the symbolic cake-cutting ceremony led by Mrs. Jane Vanes and Ms. Bahati Gatere a moment of laughter, photography, and a few too many selfies. As one participant whispered, "Even scholars need sugar for sustainability."

## Conclusion

As the final curtain fell on the St. Paul's University Annual International Research Conference (SPUAIRC) 2025, one could almost feel the collective hum of enlightenment reverberating through Limuru's serene hills. What began as a modest gathering of thinkers, researchers, and dreamers blossomed into a symphony of ideas, laughter, faith, and intellectual renewal.

For three unforgettable days, the conference was less an academic event and more a living organism breathing debate, exhaling wisdom, and occasionally giggling at a clever punchline. Between Reverend Stella Mwiti's spiritual charge, Prof. Kanyinga's sharp reflections on governance, Prof. Mombo's witty "download food" challenge, and Chief Justice Koome's rallying call for justice and inclusivity, one truth emerged clearly: *St. Paul's University doesn't just host conferences it cultivates revolutions of thought with a touch of divine humour.*

If conferences were graded, SPUAIRC 2025 would easily earn an A+, with extra credit for sincerity, laughter, and perfectly timed coffee breaks. Participants left not only with notebooks full of insights but also hearts full of hope and perhaps a few calories from that symbolic closing cake.



Indeed, SPUAIRC 2025 reminded us that sustainable development isn't just about data, policies, or PowerPoint slides. It's about people daring to think differently, to dream boldly, and, occasionally, to laugh while doing it. In the end, the conference achieved what every great conversation should: it opened minds, stirred consciences, and left everyone eagerly waiting for the next chapter of the St. Paul's story where faith meets intellect, and serious scholarship never forgets to smile.

**Summary:**

<b>Category</b>	<b>Details</b>	<b>Implications / Action Points</b>
SPU Identity & Moral Purpose	St. Paul's University's Christian foundation service to God and humanity was reaffirmed as its greatest distinction in academia and development dialogue. This spiritual identity guided all sessions and reflections.	Maintain SPU's Christian-based education model; integrate ethics and service-learning into curricula; promote faith-informed leadership and public service.
Conference Theme Relevance	The theme "Re-Conceptualizing Sustainable Development Goals for Today's Challenges and Tomorrow's Possibilities" was described as timely and transformative, given current global regression in SDG achievement.	Use the conference theme to guide future institutional research, workshops, and publications; align SPU's academic agenda with SDG challenges and opportunities.
Global SDG Progress	Delegates noted that "the world is not on track to achieve the SDGs," emphasizing the urgency for local action and African contextualization.	Develop community-based SDG monitoring projects and research partnerships focusing on localized, realistic solutions to global development gaps.
Constitutional Reflection	The conference coincided with the 15th anniversary of Kenya's 2010 Constitution, celebrated for promoting public participation but criticized for uneven implementation.	Advance civic education, policy literacy, and constitutional accountability through student outreach and research.
Governance and Human Rights	Human rights and the rule of law were cited as central to governance, peace, and sustainable development.	Foster collaboration with legal institutions and civil society; integrate human rights education and constitutional studies in all faculties.
Sustainability in Practice	Participants questioned whether development initiatives are truly sustainable, urging long-term planning beyond short-term goals.	Conduct sustainability assessments for SPU programmes; align university projects with SDG and environmental impact standards.
Meaning of Development	Development was defined as multi-dimensional beyond GDP growth to	Encourage interdisciplinary collaboration and research linking social justice, economic





	include education, equity, justice, and environmental care.	empowerment, and ecological health.
People-Centered Development	“Development is about people,” noted several speakers, citing that the Constitution mentions public participation 17 times.	Institutionalize participatory research and community engagement; promote citizen involvement in all SPU policy-related projects.
People, Planet, and Peace	Development must integrate social wellbeing, environmental sustainability, and peacebuilding.	Expand peace education and green-campus initiatives; include environmental ethics
Climate Change Risks	Climate change was highlighted as a major threat causing instability, poverty, and inequality; it must move “from the margins to the center.”	Mainstream climate resilience education and sustainable energy practices within the university and partner institutions.
Inequality and Inclusion	Equality cannot be achieved by words alone participants stressed “beginning with those furthest behind.”	Develop inclusive policies, scholarships, and programmes targeting marginalized groups and vulnerable communities.
Corruption and Governance Failures	Corruption and weak governance remain barriers to development humorously noted that “Kenyans contribute to corruption even under posters reading ‘This is a corruption-free zone.’”	Strengthen transparency and integrity systems; introduce compulsory ethics and leadership training for students and staff.
Technology and Institutional Lag	Rapid technological advances in AI, biotechnology, and digital innovation are outpacing institutional preparedness.	Build digital readiness programs; train faculty and students in emerging technologies while emphasizing ethical standards.
Technology and Human Dignity	Technology should serve human dignity and not ruin it; innovation must prioritize moral responsibility.	Establish a Centre for Technology, Ethics, and Society; host annual forums on faith, AI, and human values.
Peace, Accountability, and Governance	“Without peace, you cannot move anywhere. Take care of your neighbours. Deal firmly with corruption. Strengthen governance and institutions.”	Promote peacebuilding initiatives, local partnerships, and accountability workshops; support integrity-driven governance education.

***Divina Gekonge***

*Department of Social Sciences, St. Paul's University*

*Member SPUIARC 2025 Planning Committee*

***Date: 9th October 2025***



# Conference Program

## CONFERENCE THEME

RE-CONCEPTUALIZING SUSTAINABLE DEVELOPMENT GOALS FOR TODAY'S CHALLENGES AND TOMORROW'S POSSIBILITIES

## CONFERENCE SUB-THEMES

### Sub-theme 1:

Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peacebuilding, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.

### Sub-theme 2:

Leveraging Strategic Communication, Emerging Media Technologies, and AI Governance in Shaping the Future of Education, Work, and Sustainable Development Goals

### Sub-theme 3:

Innovative business Leadership Strategies for Sustainable Development in a Dynamic World

### Sub-theme 4:

Faith-based perspectives on Artificial Intelligence, Biotechnology, and their role in advancing the SDGs

### Sub-theme 5:

Advancing SDGs through Universal Health Coverage, Infectious Disease Preparedness, and Non-communicable Diseases (NCD) Prevention





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## About St. Paul's University

St. Paul's University is a Private Chartered Christian institution of higher learning guided by the Vision "the Transformative Christian University of Excellence for Global Service." The Mission of the University is "to Develop Transformative Servant Leaders through Innovative Teaching, Learning, Research, and Spiritual Formation." The University's Core Values are: Ecumenism, Service, Teamwork, Professionalism, Accountability, Unity, Leadership and Stewardship.

In its commitment to equity, SPU upholds the right to quality education of every person and offers opportunities to work and study on an equitable basis in an environment that is free of prejudice and discrimination. The University offers about 80 scholarships to needy students every year to ensure equal access to quality education.

The University has an estimated student population of about 6,000 and 300 full-time and part-time staff. The main campus is located at Limuru, with campuses in Nairobi and Nakuru. The university students' community has an international outlook with students drawn from over 23 countries. SPU has five schools, namely, the School of Theology, the School of Business and Leadership Studies, The School of Communication and Computer Studies, The School of Education and Social Sciences and the School of Health Sciences. The University also has four Directorates that include: Research and Innovation, Quality Assurance, Postgraduate Studies, and Open Distance and E-Learning (ODEL). The University has 6 centers namely, St. Paul's Institute of Lifelong Learning and Leadership Development Centre; Centre for Integral Mission; Centre for Bible Translation; Centre for Christian Muslim Relations; Center for Ethics, Integrity and Governance; African Centre for Biblical Equality.

Since its inception, we have graduated over 22,737 students at certificate, diploma, undergraduate and postgraduate levels. The alumni of St. Paul's University serve in diverse positions in leadership and governance, research, academia and business, among others. SPU's research strength is largely in the areas of Theology, Social Sciences and Humanities, Business, Communication and Health Sciences.





## Historical Background

The institution has a prestigious history spanning over one hundred and twenty years. The origin of the University goes back to the early years of missionary work in East Africa. In 1875 the Church Missionary Society (CMS) founded a settlement for freed slaves at Frere Town, near Mombasa. In 1888, the Rev. E.A. Fitch began a Divinity class designed to offer some practical skills and Christian leadership training to these freed slaves. Later in July 1903, the Rev. H.K. Binns laid the foundation stone of St. Paul's Divinity School at Frere Town, Mombasa.

This stone can be seen on the front of the present Chapel at Limuru to where the original Divinity school was transferred in January 1930. The Divinity School continued as an Anglican Institution until 1949 when the Presbyterian Church of East Africa and the Methodist Church in Kenya joined and brought in their ministerial candidates for training.

In 1954 the transitional union was accomplished when the three Churches formed a College Council to run the affairs of the College; and on the 1<sup>st</sup> January 1955, the CMS St. Paul's Divinity School became St. Paul's United Theological College.

In 1973 the Reformed Church of East Africa formally joined the other three Churches as the fourth Participating Partner.

In 1993, the National Council of Churches of Kenya in its corporate identity was admitted by the Governing Council as the fifth Participating Partner in the ownership of the College.

In 1989, St. Paul's received the certificate of registration to operate as a University and on September 14, 2007, the University was awarded a Charter to become St. Paul's University. SPU maintains its ecumenical nature and has over twenty six Christian denominations represented in the community and also has students from other religious traditions including Islam and Hindu.

## Our Objectives

- To provide directly or in collaboration with other institutions university education which leads to intellectual maturity and Christian spiritual formation of the students.
- To guide students to understand their individual needs and talents and to develop their potential for productive life and service.
- To preserve, produce, process, transmit and disseminate knowledge and stimulate the intellectual life and culturally relevant development of society.
- To conduct research and encourage the conduct of research which enhances human knowledge and promotes quality service to humanity.
- To play an effective role in the development and expansion of Christian university education in Kenya and Africa.
- To develop in students a deeper understanding of traditional and modern Africa, and to equip them effectively to provide a Christian approach to the social, economic and political development of the African continent.



## Governance Structure

The University is based on the Union of the four Participating Churches and one corporate body. These trustees are Anglican Church of Kenya (ACK), Presbyterian Church of East Africa (PCEA), Methodist Church in Kenya (MCK), Reformed Church of East Africa (RCEA) and the National Council of Churches of Kenya (NCCK). These institutions provide governance through the Board of Trustees and University Council.

## Management Structure

University operations are managed by the University Board of Management (UBM) which comprises of various officers heading key departments. These are:

- Vice Chancellor
- Deputy Vice Chancellor (Academic Affairs)
- Deputy Vice Chancellor ( Finance and Administration)
- Finance Manager
- Registrar, Administration
- Registrar, Academics
- Corporate Affairs Manager
- Dean Joshua & Timothy School of Theology
- Dean School of Education and Social Sciences
- Dean School of Business & Leadership Studies
- Dean School of Communication and Computer Studies
- Dean School of Health Sciences
- Dean of Students
- Principal, Nairobi Campus
- Coordinator, Nakuru Campus
- Internal Auditor
- Human Resources Manager
- ICT Director
- University Chaplain





## MESSAGE FROM THE VICE CHANCELLOR



**Rev. Canon  
Prof. James Kombo,**  
Vice Chancellor,  
St. Paul's University

It is with great pleasure that I welcome you to the St. Paul's University Annual International Research Conference (SPUAIRC), 2025. This year's theme, "Re-conceptualizing Sustainable Development Goals for Today's Challenges and Tomorrow's Possibilities," invites us to reflect deeply on how the SDGs can be reimagined in light of emerging global and local realities. The sub-themes of this conference remind us that the journey toward sustainable development requires integrated approaches - bringing together education, equity, environment, justice, peacebuilding, mental well-being, and security. We are also called to examine the ethical role of technology, harness the power of communication, nurture innovative leadership, and strengthen health systems through universal coverage and preparedness. As a faith-based university, we believe sustainable development must be holistic and value-driven, balancing science and ethics, innovation and human dignity. This conference offers an important platform to share knowledge, build partnerships, and shape practical pathways for a just and sustainable future. I wish you fruitful deliberations and meaningful engagements in this year's conference.



**Dr. Mwirigi Kiula**  
Deputy Vice Chancellor,  
Finance and Administration



**Prof. Abraham Waithima**  
Deputy Vice Chancellor,  
Academic Affairs



## ABOUT THE CONFERENCE

St. Paul's University is hosting its 5<sup>th</sup> Annual International Research Conference (SPUAIRC), 2025. The conference theme is "RE-CONCEPTUALIZING SUSTAINABLE DEVELOPMENT GOALS FOR TODAY'S CHALLENGES AND TOMORROW'S POSSIBILITIES". It will be held physically at St. Paul's University, Limuru Campus and virtually.

## Conference Participants

The conference has attracted Participants globally and this year, the university will play host to presenters from countries such as Nigeria, Uganda, Rwanda, Malawi, India, USA, Zimbabwe, Philippines, Tanzania, South Africa, Sri Lanka, Romania, Sweden, Chad. Participants will be drawn from universities such as Catholic University, Jomo Kenyatta University of Agriculture and Technology, Masinde Muliro University, Laikipia University, Daystar University, University of Garissa, Pwani University, Pan Africa Christian University, Chuka University, University of Embu, Kenya Methodist University, Mount Kenya University, Kabarak University, University of Nairobi, Dedan Kimathi University of Technology, Bomet University, International Leadership University, Kirinyaga University, United States International University – Africa, Kenya College of Accountancy University, the private sector, and Professional bodies both local and international.

## Why SPUAIRC conference?

The global landscape is undergoing rapid transformation driven by technological advancements, climate change, health crises, and shifting socio-political dynamics. The Sustainable Development Goals (SDGs), envisioned as a universal blueprint for a better future, must now be re-conceptualized to remain relevant and impactful amidst today's complex challenges and tomorrow's uncertainties. This conference provides a timely platform to explore integrated, faith-based, technological, and business-driven approaches that can sustain human dignity, social equity, environmental stewardship, and global peace.

By bringing together scholars, faith leaders, innovators, policymakers, and practitioners, the conference fosters interdisciplinary dialogue and co-creation of solutions that go beyond traditional paradigms. It seeks to unpack critical issues such as the ethical use of artificial intelligence, health resilience, emerging business leadership models, and strategic communication for societal transformation. Ultimately, this gathering is not just about reflecting on progress—it is about re-imagining pathways toward a sustainable and inclusive future that meets the aspirations of all. How will the conference be conducted?

The conference will be blended in nature. There will be plenary and three break away sessions based on the sub-themes of the conference. The Plenary sessions will include presentations from the invited guests. The virtual attendees will be given a link for the session that they will participate in. The virtual links will be provided for the attendees in the course of the programme.



## Participants Selection Process

The organizing committee invited abstracts of about 300 words long from the potential participants. The abstracts were peer reviewed and only those selected were slotted for presentation. Abstracts were drawn from the following sub-themes:

**Sub-theme 1:** Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.

**Sub-theme 2:** Faith-based perspectives on artificial intelligence, Biotechnology, and their role in advancing the SDGs.

**Sub-theme 3:** Leveraging Strategic Communication, Emerging Media Technologies, and AI Governance in Shaping the Future of Education, Work, and Sustainable Development Goals.

**Sub-theme 4:** Innovative business Leadership Strategies for Sustainable Development in a Dynamic World.

**Sub-theme 5:** Advancing SDGs through Universal Health Coverage, Infectious Disease Preparedness, and Non-communicable diseases (NCD) Prevention.

## Expected outputs

At the end of the conference there will be publication of the papers in a peer reviewed and indexed journal. The SPU African Multidisciplinary Journal of Research .  
(<https://journals.spu.ac.ke/index.php/amjr>)

## SPUAIRC 2025 - CONFERENCE PLANNING COMMITTEE

- Dr. Petronilla Otuya – (Chair) Dean, School of Education and Social Sciences
- Dr. Daniel Nzengya- Director, Research & Innovation
- Dr. John Muhoho – Director, Board of Postgraduate
- Prof. Milcah Ajuoga – Head of Department, Education
- Ms. Maryann Mwangi – (Conference Secretary) Department of Social Sciences
- Ms. Emmah Kirwa – Head of Department, Social Sciences
- Dr. Nason Vundi – Head of Department, Social Sciences
- Dr. Antony Odek – Department of Social Sciences
- Dr. Lisy Mutua – Department of Business
- Mr. Joel Kwemei – Corporate Affairs Department
- Mr. Apollo Warui – ICT Department
- Ms. Ruth Gichanga – Research & Innovation Directorate
- Dr. Wamuyu Wachira – Department of Social Sciences
- Dr. Zebedi Muga – School of Theology
- Mr. Divina Gekonge – Department of Social Sciences
- Dr. Peter Koome – Department of Social Sciences
- Ms. Margaret Thuo – Finance Department
- Dr. Gladys Muasya – Department of Communication Studies
- Ms. Nancy Mugo - Department of Health Sciences
- Ms. Cathleen Karianjahi - Department of Education



### CHIEF GUEST:

#### **Hon. Justice Martha Koome, EGH, Chief Justice and President of the Supreme Court of Kenya**

The Hon. Chief Justice Martha Karambu Koome, EGH, is Kenya's 15<sup>th</sup> Chief Justice and the first woman to hold that office. Chief Justice Martha Koome's journey is one of trailblazing leadership, combining a distinguished legal career with passionate advocacy. She continues to spearhead transformative reforms in Kenya's judiciary, particularly enhancing access to justice for women, children, and vulnerable communities.

### KEYNOTE SPEAKERS



#### **Haron K. Mwangi, Ph.D**

Haron Mwangi, Ph.D is a lecturer at Maseno University and a distinguished Communication, Media Policy and Governance expert and the immediate former Chief Executive Officer (CEO) of the Media Council of Kenya (MCK).



#### **Prof. Emmah Matheka**

Prof. Emmah Kanini Matheka is an Associate Professor and Chairperson in the Department of Nursing Sciences at the University of Nairobi. She is also a faculty member within the School of Nursing at the University of Nairobi, located in Nairobi, Kenya. Prof. Matheka has held leadership positions within the university, including serving as the Thematic Head for Nursing Education & Administration from 2021 to date. Her research interests include areas such as neonatal morbidity and mortality, empowering adolescent mothers through health education, and maternal medical conditions associated with birth asphyxia. She has co-authored several publications on these and related topics.



### **Prof. Esther Mombo**

Prof. Esther Mombo is a distinguished Theologian and a Full Professor at St. Paul's University in Limuru, Kenya, where she has also served in senior management positions including Academic Dean and Deputy Vice-Chancellor Academic Affairs. She holds a PhD from the University of Edinburgh, an MPhil from Trinity College, Dublin, and a Bachelor of Divinity from St. Paul's University.

Her research and teaching interests are broad, encompassing Church History (with a focus on Mission History), Interfaith Relations, and Theology & Gender Studies, particularly African women's Theologies. Prof. Mombo is known for her work in bringing issues of gender disparity and justice to the forefront in both Church and society. She has been a visiting professor at numerous international universities and has served on various ecumenical committees, including co-chair of the Commission of Education and Ecumenical Formation of the World Council of Churches.

Prof. Mombo is a founder member of the Tamar campaign in Kenya, which addresses gender-based violence, and the St. Paul's chapter of the Circle of Concerned African Women Theologians. She has also received honorary doctorates for her significant contributions to Theology and gender equality.



### **Prof. Karuti Kanyinga**

Prof. Karuti Kanyinga is a Research Professor at the Institute for Development Studies (IDS), University of Nairobi. He is an accomplished development researcher and scholar with extensive international experience and exposure. He has carried out many research programs and projects in Kenya and several countries in Africa for about 30 years. He has published extensively on development and governance and is renowned for his contributions to scholarship and knowledge in governance and politics of development in Kenya and Africa in general. Prof. Kanyinga is renowned particularly for his extensive research and publications on ethnicity and inequality in Kenya, devolution and development; and politics of development in general.



# Programme

**Coordinator: Dr. Wanjiku N. Kinyanjui**

**Day One - Wednesday, 1<sup>st</sup> October 2025**

8.30 am - 8.40 am	Admission and registration	<b>Person in charge:</b> <ul style="list-style-type: none"> <li>▪ Carol Wambua</li> <li>▪ Damaris Wambugu</li> <li>▪ Margaret Thuo</li> </ul>
<b>SESSION ONE</b> <b>Opening Ceremony</b> <b>Physical: Amphitheatre</b> <b>Virtual: <a href="#">Click HERE</a> for Google Meet Link</b>		
8.40 am -9.00 am	Devotion and prayer University Chaplain Rev. Canon Samuel Githinji	
9.00 am – 9.05 am	Remarks by the 2025 Conference Planning Committee Chairperson: Dr. Petronila Otuya	
9.05 am – 9.10 am	Deputy Vice Chancellor, Academic Affairs: Prof. Abraham K. Waithima	
9.10 am – 9.20 am	Official Opening of the Conference by the Vice Chancellor: Rev. Canon Prof. James Kombo	
9.20 am – 10.00 am	<b>First Keynote Address:</b> Prof. Karuti Kanyinga <b>Subtheme</b> - Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peacebuilding, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World <b>Session Chair:</b> Prof. Milcah Ajuoga <b>Rapporteur:</b> Dr. Antony Odek	
10.00 am – 10.20 am	<b>HEALTH BREAK</b>	
10.20 am – 11.00 am	<b>Second Key Note Address- Prof. Esther Mombo</b> <b>Subtheme - Faith-based perspectives on artificial intelligence, Biotechnology, and their role in advancing the SDGs</b>  Venue: Amphitheatre Google Meet joining info <a href="#">Click HERE for Video Call Link</a>  <b>Session Chair: Dr. Zebedi Muga</b> <b>Rapporteur: Rev. Rowland Vanes</b>	



Session 2 Break Out Sessions			
<p>11.00 am - 12.30 pm</p>	<p><b>Sub-theme 1:</b> Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.</p> <p><b>Break Out Room 1</b> <b>Venue:</b> Virtual Campus Board Room</p> <p>Session Chair: Dr. Nason Vundi Rapporteur: Ms. Emmah Kirwa</p> <p>Click <a href="#">HERE</a> to Join the break session</p> <p>Room pass: 1@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Mercy Wambui Rurii</b> - A Scoping Review of Adoption of Climate Smart Agricultural Technologies and Impact on Smallholder Farmers</li> <li>▪ <b>Lydia Mwikali Kaleli</b> - Access to Clean Water and Its Impact on Menstrual Hygiene Practices among Girls and Women: A Review Paper</li> </ul>	<p><b>Sub-theme 1b:</b> Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.</p> <p><b>Break Out Room 1b</b> <b>Venue:</b> Virtual Campus Remote &amp; Teaching Centre</p> <p>Session Chair: Dr. Antony Odek Rapporteur: Ms. Jane Van Es</p> <p>Click <a href="#">HERE</a> to Join the break session</p> <p>Room pass: 1b@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Rotich John Kipkemoi</b> - A Systematic Review of Adoption of Agroforestry Farming Among Smallholder Farmers-physically</li> <li>▪ <b>Stanley Muriithi Nyaga</b>- Perceived influence of personal guidance and counseling services on dropout risk factors in public secondary schools in Mbeere North, Embu County, Kenya - physically</li> </ul>	<p><b>Sub-theme 2:</b> Leveraging Strategic Communication, Emerging Media Technologies, and AI Governance in Shaping the Future of Education, Work, and Sustainable Development Goals</p> <p><b>Break Out Room 2</b> <b>Venue:</b> JSOT – Translation Room</p> <p>Session Chair: Dr. Susan Mwangi Rapporteur: Dr. Gladys Muasya</p> <p>Click to Join the break session</p> <p>Click <a href="#">HERE</a> to Join the break session</p> <p>Room pass: 2@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Ann Ndirangu</b> - Timing and Transparency in Crisis Communication Management: Enhancing Public Perception within Public Institutions in Kenya, A Case Study of Kenya Agricultural and Livestock Research Organization (KALRO - physically</li> </ul>



	<ul style="list-style-type: none"> <li>▪ <b>Dennis Gachuri Njenga</b> - A Scoping Review of Devolved Governance and Sustainability of Urban Solid Waste Management - virtually</li> <li>▪ <b>Fredrick Kamau Gacheru</b> - A Scoping Review of the Contribution of Microfinance on Women Empowerment in Low-and-Middle Income Countries</li> <li>▪ <b>Richard Mwaniki Njue</b> - Pesticide Residues and Exposure Risks in Muguka (<i>Catha edulis</i>): First Validated GC-MS/LC-MS Evidence from Kenya – physically</li> <li>▪ <b>Kelvin Vundi</b> - Active Nonviolence and Elections Integrity: Strengthening Community Peace Structures in Kenya Hotspot Regions – Physically</li> <li>▪ <b>Aminu Datti</b> - An Empirical Study of Using Plastic Debris as Igniting Agent in Traditional Stoves for Cooking</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Marie-Therese Kiago</b> - The Determinants of Relapse in Addiction Clients Soon After Rehabilitation: A Case Study of Selected Rehabilitation Centres in Nairobi - physically</li> <li>▪ <b>Peter Njiru Muriithi</b> - The Influence of David Livingstone's 3 Cs on the Growth of Christianity in Kenya During the Mau Mau Insurgency (1952-1960): A Case Study of the Mount Kenya Region – virtually</li> <li>▪ <b>Leting Nelsah</b> - Effect of Employee Performance Monitoring on Teachers' Performance in Public Secondary Schools in Nakuru West Sub-County</li> <li>▪ <b>Joshua Olumide</b> - Intersection of Culture and Human Rights in Traditional Peacemaking in South-West, Nigeria</li> <li>▪ <b>Martin Mutungi</b> - A Scoping Review of Youth Economic Empowerment Interventions and Youth Employment Outcomes</li> <li>▪ <b>Taye Amssalu Tesso</b> - Multilevel Governance, Localization, Stakeholders' Engagement and Implementation of SDG in Oromia, Ethiopia - virtually</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Thomas Kariuki</b> - Social Media Coordination as a Strategic Asset for Political Advocacy in Kenya: A Case Study of Kenya's Gen Z uprising in 2024</li> <li>▪ <b>Rahab Kamotho</b> - Strategic Communication and Emerging Technologies: Reimagining SDG Progress in Inclusive Education and Employment in Kenya - virtually.</li> <li>▪ <b>Ali Diba</b> - The Utility of a Community Radio in Mitigating Drought Effects-Online</li> <li>▪ <b>Margaret Chege</b> - Motivations for Religious Content Selection Among Nairobi Youth</li> <li>▪ <b>Dr. Winnie Ndeta</b> - Digital Media's Role in Stakeholder Interaction at Radio Africa Group</li> <li>▪ <b>Irine Jebet Bartonjo</b> - The Impact of Social Media on Identity and Mental Health among Generation Z Students: A systematic Review of Literature - physically.</li> <li>▪ <b>Alfred Mbai</b> - African Storytelling as a Pathway for Reimagining Strategic Communication in Faith-based Contexts using the SDGS</li> </ul>
<p><b>11.00 am</b> – <b>12.30 pm</b></p>	<p><b>Sub-theme 3:</b> Innovative business Leadership Strategies for Sustainable Development in a Dynamic World</p>	<p><b>Sub-theme 4:</b> Faith-based perspectives on artificial intelligence, Biotechnology, and their role in advancing the SDGs</p>	



**Break Out Room 3**

**Venue:** JSOT – Board Room

**Session Chair:** Dr. John Muhoho

**Rapporteur:** Dr. Joyce Mbaya

Click [HERE](#) to Join the break session

Room pass:  
3@spuairc2025

**Presenters**

- **Mary Wangui Mbugua** - Corporate Governance, Corporate Social Responsibility and Performance of Commercial Banks in Kenya - physically
- **Grace Naipei Mpaayei** - Influence of Human Resource Competency on Implementation of Electronic Logistics in FMCG Manufacturing Firms in Nairobi County
- **Mary Kamaara** - Innovative Business Leadership strategies and sustainable development in Kenya's manufacturing sector- virtually
- **Newton Wakanyi** - Effect of Capital Expenditure Planning Practices on Budget Absorption in the County Government of Nakuru – virtually
- **Zachariah Mburu** - Examining the Effect of Management Committee Governance Practices on Sustainable Financing in Dairy Cooperative Societies in Kenya - physically

**Sub-theme 5:**

Advancing SDGs through Universal Health Coverage, Infectious Disease Preparedness, and Non-communicable diseases (NCD) Prevention

**Break Out Room 4**

**Venue:** SPUEU Tana Room

**Session Chair:** Dr. Zebedi Muga

**Rapporteur:** Ms. Nancy Mugo

Click [HERE](#) to Join the break session

Room pass: 4@spuairc2025

**Presenters**

- **Davis Onyango Okombo** - Health funding models for maternal health in European Countries: Challenges and best practices - Virtually
- **Kyakimwa Metrice Mbangi** - Caring for a Child with Cerebral Palsy: Experiences of Primary Caregivers from a Tertiary Hospital in Kenya - virtually
- **Caroline Ng'ang'a** - African Education in The Artificial Intelligence Age: Faith-Based and Indigenous Strategies for SDG 4
- **Mathu Levis K.** - Imago Dei and Artificial Creation: An Old Testament Theology of Humanity from Genesis 1: 26–27 And Psalm 8 For Sustainable Development
- **Dr. Phyllis Muturi** - Ethical Pathways in Innovation: Religion and the Future of Biotechnology - physically.
- **Skonje Ntandazo** - Good Governance and Management for a Sustainable Future of the Church: Exploring Ubuntu as a Framework of Necessity



12.30 -1.30 pm	<b>LUNCH BREAK</b>		
<p>1.30 pm – 4.00 pm</p>	<p><b>Sub-theme 1:</b> Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.</p> <p><b>Break Out Room 1</b> <b>Venue:</b> Virtual Campus Board Room</p> <p><b>Session Chair:</b> Dr. Nason Vundi Rapporteur: Emmah Kirwa</p> <p>Click <a href="#">HERE</a> to Join the break session</p> <p>Room pass: 1@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Kimoni Marrietar Ndinda</b> - A Systematic Literature Review of Climate Change and Adaptation Strategies Amongst Smallholder Farmers</li> </ul>	<p><b>Sub-theme 1b:</b> Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.</p> <p><b>Break Out Room 1b</b> <b>Venue:</b> Virtual Campus Remote &amp; Teaching Centre</p> <p><b>Session Chair:</b> Dr. Antony Odek Rapporteur: Ms. Jane Van Es</p> <p>Click <a href="#">HERE</a> to Join the break session</p> <p>Room pass: 1b@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Pauline Kariuki, Milcah Ajuoga &amp; Monicah Odero</b> - Education and Climate Change: Contribution of the Institutions of Higher Learning in the Climate Crisis.</li> <li>▪ <b>Monicah Odero</b> - Education and gender equity: Place of Secondary Schools in Inculcating Gender Equity</li> </ul>	<p><b>Sub-theme 2:</b> Leveraging Strategic Communication, Emerging Media Technologies, and AI Governance in Shaping the Future of Education, Work, and Sustainable Development Goals</p> <p><b>Break Out Room 2</b> <b>Venue:</b> JSOT – Translation Room</p> <p><b>Session Chair:</b> Dr. Susan Mwangi Rapporteur: Dr. Gladys Muasya</p> <p>Click <a href="#">HERE</a> to Join the break session</p> <p>Room pass: 2@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Chege Samuel Karanja</b> - The Role of Digital Corporate Communication in Enhancing Customer Engagement and Building Trust: A Case Study of Kenya Power and Lighting Company</li> <li>▪ <b>Jane Muthanwa</b> - Effects of Crisis Communication Strategies on Public Perception of Nyandarua County Government, Kenya - virtually</li> </ul>





	<ul style="list-style-type: none"> <li>▪ <b>Margaret Wanjiru Kiniaru</b> - Risks of Drug and Substance Abuse Among Students, Youth and Adolescents: A Review Paper</li> <li>▪ <b>Rugut Kemboi Chelagat Grace</b> - A Scoping Review of Proliferation of Small Arms and light Weapons and Gender-Based Violence (GBV)</li> <li>▪ <b>Isaac Ruto Katialem</b> - Rethinking Autonomy in Entrepreneurial Orientation: Implications for MSME Growth and Sustainable Development in Kenya – Physically</li> <li>▪ <b>Fridah Muthue Kaviti</b> - Maintaining the Kimbeere Language in Embu County, Kenya: A Pathway to Social Equity and Cultural Sustainability</li> <li>▪ <b>Cathleen Karianjahi</b> - Linguistic Equity for Sustainable Development: A Critical Analysis of Augmentative and Alternative Communication, Language Policy and Sustainable Development Goals in Kenya.</li> <li>▪ <b>Dennis N. Mwangi</b> - Financial Incentives and Youth Participation in the Gig Economy: Evidence from Embakasi Sub-County, Nairobi County, Kenya</li> <li>▪ <b>Barlet Colly Jaji</b>- Advancing Social Equity and Elderly Well-being Through Integrated Social Protection</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Pauline Kariuki &amp; Monicah Odero</b> - Performing Arts Education in Higher Learning Institutions: A powerful Tool for Promoting Sustainable Development Goals in Kenya. (SDGs 4,5and 10)</li> <li>▪ <b>Judah Kapanga</b> - Exploring the Intercommunal Conflict Mitigation Strategies: The Case of the Pokomo and the Orma in Tana Delta, Kenya – physically</li> <li>▪ <b>Collins Obiora</b> - The Role of School Environment in Shaping Academic Outcomes of Students in Public Secondary Schools in Rivers State, Nigeria, Education System</li> <li>▪ <b>Gladys Nangila Hopillo</b> - Cultural Food practices, Socioeconomic Status and Food Insecurity Among Marachi Smallholder Farmers in Butula Sub-County</li> <li>▪ <b>Hilary Onyango Oluoch</b> - Modelling Informal Economy Participation for Urban Refugees and Its Impact on Social Inequalities: A Literature Review</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Shadrack M. Mwanthi</b> - Miscommunication and Missed Opportunities: Rethinking Conflict Resolution through Shakespeare’s Julius Caesar” – virtually</li> <li>▪ <b>Elizabeth Gitonga</b> - The Influence of Stakeholder Feedback on Image Management of Organizations; A Case Study of the Nakuru County Government - virtually</li> <li>▪ <b>Wekesa Nafula Ameda</b> - A Strategic Communication on the Move: Leveraging Multi-semiotic Practices, Emerging Media, and AI in Nairobi’s Public Transport for Advancing the SDGs</li> <li>▪ <b>Rufus Nyaga</b> - The Role of Government Policies in Interoperability Standards for Laboratory Information Systems: A Bibliometric Analysis Literature Review – physically</li> <li>▪ <b>Charles Kuria</b> - Executive Leadership Communication and Its Influence on Internal organizational Culture: A Case Study of ICEA LION Group Kenya - virtually</li> <li>▪ <b>Simanton Kamaamia</b> - Effect of Strategic Communication on the Performance of Constituency Development Funds in Narok North, Kenya</li> </ul>
	<p><b>Sub-theme 3:</b> Innovative business Leadership Strategies for Sustainable Development in a Dynamic World</p>	<p><b>Sub-theme 4:</b> Faith-based perspectives on artificial intelligence, Biotechnology, and their role in advancing the SDGs</p>	



**Break Out Room 3**

**Venue:** JSOT – Board Room

**Session Chair:** Dr. John Muhoho

**Rapporteur:** Dr. Joyce Mbaya

Click [HERE](#) to Join the break session

Room pass:  
3@spuairc2025

**Presenters**

- **Belvin Keitany** - The Influence of Stakeholder Engagement on Service Delivery of County Governments in Kenya - virtually
- **Ngatia Susan Njeri**- Effect of Managerial Capability on Growth of Micro-Finance Banks in Kenya - physically
- **Gladys Karanja** - Effect of Managerial Capability on Growth of Microfinance Banks in Kenya
- **Mbugua Mary Wangui** - Innovative Business Leadership Strategies for Sustainable Development in a Dynamic World – physically
- **Dorcas Mugo** - Re-imagined SDG Framework (Equity-First, Tech-Enabled) Business Leadership

**Sub-theme 5:**

Advancing SDGs through Universal Health Coverage, Infectious Disease Preparedness, and Non-communicable diseases (NCD) Prevention

**Break Out Room 4**

Venue: SPUEU Tana Room

**Session Chair:** Dr. Zebedi Muga

**Rapporteur:** Ms. Nancy Mugo

Click [HERE](#) to Join the break session

Room pass: 4@spuairc2025

**Presenters**

- **Pamela Amadi** - World War Effects on African Christianity in Contemporary Africa - virtually
- **Mathu Levis K.**- From Eden to Ethics: African Theological Perspectives on Genesis 1–3, Artificial Intelligence, and the SDGS
- **Humphrey Buradi Zaddock** - Children Health Outcomes Associated with Access to Water, Sanitation and Hygiene: A Review Paper - virtually
- **Edith Wamuyu** - Implementation of Preterm Birth Interventions among Health Care Providers During Provision of Intrapartum and Perinatal Care in Embu County
- **Annastacia Munzi** - Factor Influencing Diabetes Foot Preventive Practices Among Patients Attending Embu and Kerugoya Level Five Hospitals, Kenya
- **Emily Onyango** - Integrated Approaches to Sustainable Development
- **Maryann Mwangi** – Femicide in Kenya: A Sociological Analysis of Gender Inequality and Societal Failure to Achieve Sustainable Development Goal 5



**Day Two - Thursday, 2nd October 2025**

**Coordinator: Dr. Petronilla Otuya & Mr. Michael Mungai**

8.30 am - 8.40 am	Admission and Registration		Person in charge: Caroline Wambua Janet Njora
<p><b>Session 4</b></p> <p><i>Plenary</i> <b>DAY 2 SESSION SPUAIRC 2025</b> Google Meet joining info Click <a href="#">HERE</a> for Video Call Link</p>			
8:40 am 9:00 am	Devotion and prayer University Chaplain Rev. Canon Samuel Githinji		
9:00 am 9:50 am	<p><b>Third Key Note Address:</b> Prof. Emmah Matheka Subtheme - Advancing SDGs through Universal Health Coverage, Infectious Disease Preparedness, and Non-communicable diseases (NCD) Prevention <b>Session Chair:</b> Ms. Susan Wanja <b>Rapporteur:</b> Ms. Nancy Mugo Google Meet joining info Click <a href="#">HERE</a> for Video Call Link</p>		
09.50 am – 10.20 am	<b>HEALTH BREAK</b>		
<p><b>Session 5</b></p> <p><i>Break Out Sessions</i></p>			
10.20 am - 11.45 am	<p><b>Sub-theme 1:</b> Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.</p> <p><b>Break Out Room 1</b> <b>Venue:</b> Virtual Campus Board Room</p>	<p><b>Sub-theme 1b:</b> Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.</p> <p><b>Break Out Room 1b</b> <b>Venue:</b> Virtual Campus Remote &amp; Teaching Centre</p>	<p><b>Sub-theme 2:</b> Leveraging Strategic Communication, Emerging Media Technologies, and AI Governance in Shaping the Future of Education, Work, and Sustainable Development Goals</p> <p><b>Break Out Room 2</b> <b>Venue:</b> JSOT - Translation Room</p> <p><b>Session Chair:</b> Dr. Winnie Ndeta <b>Rapporteur:</b> Ms. Roselyne Njenga</p>



**Session Chair:** Dr. Peter Koome

**Rapporteur:** Ms. Pauline Kariuki

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Room pass: 1@spuairc2025

**Presenters**

- **Suleiman Mwangi, Kairu** - Secondary School Education Preservice Teachers Experiences with Context-Based Structured Reflective Practice: A Case Study at St. Paul University, Kenya.
- **William Wanyonyi Wamalwa** - Holistic Pathways to Resilience: Integrated Approaches to Sustainable Development in Western Kenya - virtually
- **Rohin Onyango** - Disability and Climate-Smart Agriculture: Smallholder Farmers' Experiences in Mt. Kenya East - physically
- **Milcah Ajuoga** - Foundational Literacy, Numeracy and Life Skills for Sustainable Development Education in Fragile Contexts with a Focus of Kenya's Education System
- **Mochere Joyce Mudengani** - The Symbiotic Curriculum: A Conceptual Framework for Integrating the SDGS through Transformative Eco-Pedagogy – virtually
- **Bernice Wanjiru Kariuki-Gender** and Leadership Styles in Higher Learning Institutions: A Systematic Literature Review
- **Miriam Wangechi Mutuku** - Adolescent Motherhood and Its Influence on Parenting Practices and Childcare challenges: A Review Paper
- **Philip Abiel Nyok Awol** – Inflation and Wage Equity among Government Employees in East Africa - virtually

**Session Chair:**

Dr. Wamuyu Wachira

Rapporteur:

Ms. Cathleen Karianjahi

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Room pass: 1b@spuairc2025

**Presenters**

- **Sigu Pavel** - Implications of Dusk-to-Dawn Curfews on Spatio-Temporal Crime Displacement in North-Rift Counties of Kenya - virtually
- **Samson Gachathi** - A Systematic literature Review on Adaptation to Climate Change and Impact on Smallholder Maize Producers - physically
- **Dr. James Muthomi Rintaugu** - Reintegration Strategies for Juvenile Learners in Juvenile Schools in selected Counties in Kenya: Pathways Towards Sustainable Social Inclusion
- **Daniel Thathi Mwanja** - A Scoping Review of Socio-Economic Status and Livelihood Strategies of Widows in Low-and-Middle Income Countries- virtually
- **Joel Kinyanjui** - The Role of Household Access to Water for Livelihood on Sustained Service from Community-Managed Supply in Nakuru County, Kenya
- **Joel Kinyanjui** - Socioeconomic and Sociodemographic Factors Associated with Household Sustained Access to Domestic Water from a Community Managed Water Service in Nakuru County, Kenya
- **Dishon Gathome Kihuria** - A Scoping Review on Faith Based Education Institutions and its Impact on Academic Performance

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Room pass: 2@spuairc2025

**Presenters**

- **Naftali Thaithi** – The Effects of Digital Learning on International Schools' Curriculum in Kenya -virtually
- **Ruth Gichanga** - Strategic Quality Management Practices and Academic Performance of Universities in Kenya
- **Elizabeth Kimaru** - Opportunity Recognition and Sustainable Competitive Advantage of Small and Medium Food Manufacturing Enterprises in Kenya - virtually
- **Humphrey Mwangi** - Impact of Distribution (Place) Strategies on Growth of Local Sales among Tea Manufacturers in Kenya - virtually
- **Humphrey Mwangi** - Influence of Selected Positioning Strategies on Growth of Local Sales among Tea Manufacturers in Kenya - virtually
- **Stanley Munga Ngigi**- Ensemble Model Using Gradient Boosting and Neural Networks for Predicting Learner Attrition in Online Learning - virtually
- **Keegan Kamau** - The Relationship Between Social Media Community and Perceived Support among Generation Z in the Global South: A Systematic Review of Literature



**Sub-theme 3:**

Innovative business Leadership Strategies for Sustainable Development in a Dynamic World

**Break Out Room 3**

**Venue:** JSOT – Board Room

**Session Chair:** Dr. Paul Gesimba

**Rapporteur:** Dr. James Njau

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Room pass: 3@spuairc2025

**Presenters**

- **Mercy Wanjiru Ngundo** - Effect of Search Engine Optimization and Competitiveness among Selected Online Market Player in Kenya
- **Wanzala Duncan Tangara** - Stakeholder Engagement and Completion of Funded Healthcare Projects in Kenya
- **Wanzala Duncan Tangara** - Supplier Performance as a Mediator in the Completion of Funded Healthcare Projects in Kenya
- **Kenneth Njoroge** - Influence of Financial Literacy on Financial Performance Among Small and Medium Enterprises: A Study of Licensed Hardware Stores in Kasarani Sub-County - physically

**Sub-theme 4:** Faith-based perspectives on artificial intelligence, Biotechnology, and their role in advancing the SDGs

**Sub-theme 5:** Advancing SDGs through Universal Health Coverage, Infectious Disease Preparedness, and Non-communicable diseases (NCD) Prevention

**Break Out Room 4**

**Venue:** SPUEU Tana Room

**Session Chair:** Dr. Daniel Nzenya

**Rapporteur:** Ms. Susan Wanja

Click [HERE](#) to Join the break session  
Room pass: 4@spuairc2025

**Presenters**

- **Karen J. Elliot** - What Does Athens Have to Do with Abuja? Why a Christian Liberal Arts Education is Appropriate for and Essential to African Church Schools – Virtually
- **Jecinta Nyambura Waweru** - Depression and Stress Coping Strategies and Academic Performance of Single-Parent Household High School Students in Nakuru West, Nakuru County, Kenya
- **Agnimel Sess** - Uncovering Adaptation Pathways of Human Resources for Health in LMICs Using Machine Learning: Evidence from Cameroon.
- **Dr. Anna Agn  Sess Adiabouah** - Health Financing Volatility and the Limits of Absorptive Capacity in West African Universal Health Coverage
- **Scholar Kiilu** - Faith-Based Perspectives on Artificial Intelligence, Biotechnology, and Their Role in Advancing the SDGs
- **Elizabeth Mafu** - Enhancing Contact Tracing with AI: A Study on Improving Public Health Response to Infectious Disease



12.10 pm - 12.20 pm	National Anthem & East African Anthem: Rev. Dr. Zebedi Muga
12.20 pm - 12.25 pm	<ul style="list-style-type: none"> <li>▪ Choir Presentation - Rev. Dr. Zebedi Muga</li> <li>▪ Presentation by Limuru Girls High School Band</li> </ul>
12.25 pm - 12.30 pm	Welcome note by the 2025 SPUAIRC Conference Chairperson
12.30 pm - 12.35 pm	Deputy Vice Chancellor, Academic Affairs: Prof. Abraham K. Waithima
12.35 pm - 12.40 pm	Remarks by the Vice Chancellor: Rev. Canon Prof. James Kombo
12.40 pm - 12.45 pm	Remarks by the Chancellor: Hon. Prof. Margaret Kobia
12.45 pm - 1.30 pm	Keynote Address by the Chief Guest: Hon. Justice Martha Koome, EGH, Chief Justice and President of the Supreme Court of Kenya
1.30 pm - 1.40 pm	Group Photo – Corporate Affairs Department
1.40 pm - 2.40 pm	LUNCH BREAK
<b>PANEL DISCUSSION</b>	
2.40 pm - 4.30 pm	<p>PANEL DISCUSSION ON THE CONFERENCE THEME</p> <p>Prof. Macharia Munene – Professor of History and International Relations United States International University</p> <p>Dr. Enock Alumasi – National Chairman – Protective and Safety Association of Kenya (PROSAK)</p> <p>Dr. Monica Kimeu – Secretary General, Women and Safety, Excellence</p> <p>Dr. David Kuria – Kiambu County (CE) County Executive in Charge of Water and Natural Resources</p> <p>Ms. Susan Wanja – Dean, School of Health Sciences</p> <p>Mr. Paul Ruto – Research Fellow, St. Paul's University</p> <p>Venue: Virtual and Amphitheatre</p> <p>Join the Plenary Session: <a href="#">Click HERE for Video Call Link</a></p>
4.30 pm - 5.00 pm	4 O'CLOCK TEA



**Day Three - Friday, 3rd October, 2025**

**Coordinator: Dr. Julius Kahuthia**

<p>8.30 am – 8.45 am</p>	<p>Admission and registration Person in charge: Caroline Wambua Mary Wanjiku Lucy Nduta</p>		
<p>8.45 am - 9.00 am</p>	<p>Devotion and prayer University Chaplain Rev Canon Samuel Githinji</p>		
<p><b>DAY 3 SPUAIRC 2025 CONFERENCE PLENARY SESSION</b> Google Meet joining info Video call link: <a href="https://meet.google.com/zsq-qeee-jzr">https://meet.google.com/zsq-qeee-jzr</a></p>			
<p>9.00 am - 10.00 am</p>	<p><b>Fourth Key Note Address:</b> Dr. Haron K. Mwangi <b>Subtheme</b> - Leveraging Strategic Communication, Emerging Media Technologies, and AI Governance in Shaping the Future of Education, Work, and Sustainable Development Goals  <b>Session Chair:</b> Dr. Susan Mwangi <b>Rapporteur:</b> Dr. Ukaiko Ujiambo <b>Venue:</b> Virtual and Amphitheatre</p>		
<p>10.00 am – 10.30 am</p>	<p><b>HEALTH BREAK</b></p>		
<p>10.30 am - 12.00 pm</p>	<p><b>Sub-theme 1:</b> Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.  <b>Break Out Room 1</b> <b>Venue:</b> Virtual Campus Board Room</p>	<p><b>Sub-theme 1b:</b> Integrated Approaches to Sustainable Development: Education, Social Equity, Environment, Justice, Active Nonviolence, Peace building, Integral Ecology, Rethinking Africa Security and Mental well-being and Resilience in a Changing World.  <b>Break Out Room 1b</b> <b>Venue:</b> Virtual Campus Remote &amp; Teaching Centre</p>	<p><b>Sub-theme 2:</b> Leveraging Strategic Communication, Emerging Media Technologies, and AI Governance in Shaping the Future of Education, Work, and Sustainable Development Goals.  <b>Break Out Room 2</b> <b>Venue:</b> JSOT – Translation Room  <b>Session Chair:</b> Jackson Mulwa <b>Rapporteur:</b> Ms. Roselyne Njenga</p>



	<p><b>Session Chair:</b> Dr. Peter Koome <b>Rapporteur:</b> Ms. Pauline Kariuki</p> <p>Click <b>HERE</b> to Join the break session</p> <p>Room pass: 1@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Valentine Ngalame Alobwede</b> - Climate-Smart Agriculture Adoption as a Pathway to Food Security Among Smallholder Farmers: A Systematic Review</li> <li>▪ <b>Emma Lager, Nora Nur Khaire, Pelin Anatolia Uzun</b> - The Swedish Welfare State, the Social Services Act, and Youth Gang Crime – Protecting Children in a Changing Society</li> <li>▪ <b>Leah Kimotho</b>- Assessing the relevance of human capital to economic growth and development in Sub-Saharan Africa (SSA) countries from 1990 to 2020 - Physically</li> <li>▪ <b>Helen Musyoka</b> - Foundational Literacy, Numeracy and Life Skills for Sustainable Development Education in Fragile Contexts with a Focus of Kenya's Education System - Physically</li> </ul>	<p><b>Session Chair:</b> Dr. Wamuyu Wachira <b>Rapporteur:</b> Ms. Cathleen Karianjahi</p> <p>Click <b>HERE</b> to Join the break session</p> <p>Room pass: 1b@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Mercy Ngugi</b> - A systematic review of the implications of alternative rites of passage on youth transition</li> <li>▪ <b>Elvis Washington</b> - Effects of Insecurity on Community Well-Being: A Case Study of Peri-Urban Communities Near St. Paul's University in Kiambu, Kenya - physically.</li> <li>▪ <b>John Gakinya Kigamba</b> - Impact of Corrupt Practices to Kenyan Citizens Against Kenya Vision 2030 and Sustainable Development Goals (SDGs) Convicted by Micah Chapter Three</li> <li>▪ <b>Susan Kemigisha</b> - Reimagining Sustainable Futures: Integrating AI-Driven Solutions and Inclusive Communication Strategies for Accelerated Progress toward the SDGs – virtually</li> <li>▪ <b>Eunice Kinya</b> - Trends in Social Work Policy and Practice: Implications for Youth Rehabilitation in Kenya - virtually</li> </ul>	<p>Click <b>HERE</b> to Join the break session</p> <p>Room pass: 2@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Dr. Ezekiel Akwalu</b> - Inflated Demand and Entrance of Counterfeits Pharmaceutical Products into the Legitimate Supply Chain in Kenya</li> <li>▪ <b>Isaiah Were</b> - Leveraging Corporate Communication Strategies to Enhance Research Visibility and Uptake in Advancing Sustainable Development Goals in Higher Education Institutions: A Case Study of KCA University</li> <li>▪ <b>John Sawe</b> - Impact of Social Media as Political Activism Tool During the June 2024 Youths' Protests in Kenya</li> <li>▪ <b>Samantha Machayo</b> - Aligning Internal Communication and Innovative Leadership Strategies for Successful Mergers and Sustainable Growth</li> <li>▪ <b>Gladys Muasya</b> – Reading corporate voice: a textual phenomenological inquiry into sustainability Communication in Kenyan media.</li> </ul>
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	<p><b>Sub-theme 3:</b> Innovative business Leadership Strategies for Sustainable Development in a Dynamic World</p> <p><b>Break Out Room 3</b> <b>Venue:</b> JSOT – Board Room <b>Session Chair:</b> Dr. Paul Gesimba <b>Rapporteur:</b> Dr. James Njau</p> <p>Click <a href="#">HERE</a> to Join the break session Room pass: 3@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Heshbon Wainaina Ngugi</b> - Influence of National Government Constituency Development Fund Projects Strategic Planning on School Performance: A Case of Public Primary Schools in Kiharu Constituency, Murang'a County</li> <li>▪ <b>Alex Mutinda</b> - Influence of Resource Allocation on the Performance of Chicken Farming Projects in the Mwala Sub-County, Machakos County</li> <li>▪ <b>Tabithah W. Kimani</b> - Transformational Leadership and Employee Green Behaviour: A Systematic Review of Literature</li> <li>▪ <b>Edward Gikaara</b> - Influence of Environmental Corporate Social Responsibility on the Performance of Commercial Banks in Nairobi County, Kenya</li> </ul>	<p><b>Sub-theme 4:</b> Faith-based perspectives on artificial intelligence, Biotechnology, and their role in advancing the SDGs &amp;</p> <p><b>Sub-theme 5:</b> Advancing SDGs through Universal Health Coverage, Infectious Disease Preparedness, and Non-communicable diseases (NCD) Prevention</p> <p><b>Break Out Room 4</b> <b>Venue:</b> SPUEU Tana Room</p> <p><b>Session Chair:</b> Dr. Daniel Nzengya <b>Rapporteur:</b> Ms. Susan Wanja</p> <p>Click <a href="#">HERE</a> to Join the break session Room pass: 4@spuairc2025</p> <p><b>Presenters</b></p> <ul style="list-style-type: none"> <li>▪ <b>Dr. Daniel Nzengya</b> - Stakeholders' Perspectives of Factors Influencing Adolescent Sexual Reproductive Health in Kenya: Findings of Explorative Learning in select counties - virtually</li> <li>▪ <b>Clemence Nishimwe</b> - Critical analysis of the implementation process of the Maternal and Newborn health care program in selected District Hospitals in Rwanda - virtually.</li> <li>▪ <b>Mueni Nzeva</b> – Innovative management Practices and Growth of Building Construction Firms in Machakos County, Kenya</li> <li>▪ <b>Kirleen Athiambo</b> - Exploratory Study of Factors Associated with Child Marriage in Marsabit County, Kenya.</li> <li>▪ <b>Catherine Thiong'o</b> - The Influence of Perceived Behavioural Control on Green Entrepreneurial Intentions: Evidence from Undergraduate Students in Selected Universities in Kenya</li> </ul>	
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**Conference Closing Ceremony**

12.00 pm – 1.30 pm	Join the Closing Ceremony Session: <a href="#">Click HERE for Video Call Link</a>
	<p><b>Master of Ceremony – Corporate Affairs Manager, Mr. Michael Mungai.</b></p> <p>Perspectives &amp; Way forward for 2025 conference Dr. Petronilla Otuya</p> <p>Remarks by DVCF&amp;A, Dr. Mwirigi Kiula</p> <p>Remarks by DVCAA, Prof. Abraham Waithima</p> <p>Remarks by Vice Chancellor, Rev. Canon Prof. James Kombo</p> <p>Cake Cutting- Mrs. Jane Vanes &amp; Ms. Bahati Gatere</p> <p>Closing Prayer - University Chaplain Rev. Canon Samuel Githinji</p>
1.30 pm	<b>LUNCH</b>





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- Masters in Theology

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- Bachelor of Arts in Social Work
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- Bachelor of Science in Nursing (Regular)



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- Computer Science
- School Chaplaincy
- Theology
- Leadership and Management
- Counseling Psychology
- Community Development
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- Criminology and Security Management
- Social Work
- Education (Arts)
- Kenya Sign Language Interpretation
- Christian Mission
- Christian Ministry and Civic Responsibility
- Chaplaincy

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- Business and Information Technology
- Business Management
- Community Development
- Criminology and Security Management
- Theology (Offered by Affiliate Colleges)
- Sacred Ministry
- Christian Mission
- Communication
- Computer Science

### Entry Requirements

**Doctor of Philosophy Programmes:** A relevant Master's Degree or equivalent academic qualifications from an accredited University.

**Masters Programmes:** A Bachelor's Degree with at least an Upper Second Class Honors or Second Class Lower Division with two (2) years working experience.

**Postgraduate Programmes:** A Bachelor's Degree with at least an Upper Second Class Honors or Second Class Lower Division with two (2) years working experience.

**Undergraduate Programmes:** KCSE Mean Grade of C+ (Plus) and above or its equivalent OR, relevant Diploma from a recognized institution.

**Bachelor of Science in Nursing (Regular):** KCSE Mean Grade of C+ (Plus) , C+ in English or Kiswahili, C+ in Chemistry or Physical Sciences, C+ in Mathematics or Physics, C+ in Biology or Biological Sciences.

**Education Programmes (Blended Learning & Regular):** KCSE Mean Grade of C+ (Plus) and C+ (Plus) in the two teaching subjects selected or their equivalent.

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**Mode of Study:** The University has an array of modes of study that is flexible and fits to the student's schedule. These include modular, day, evening, weekend and Distance & E-Learning

**International Outlook:** The University has students from over 19 nationalities pursuing various academic programmes from our three campuses in Limuru, Nairobi & Nakuru.

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**Research & Innovation:** The University has established itself as a center of excellence in Research & Innovation regionally

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**World Class Facilities:** The University boasts of a modern library, laboratories, student center, hostels and lecture halls that provide the much needed ambiance for studying.

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<b>HRMPED (IHRM)</b>	<b>Course</b>	<b>Duration</b>	<b>Examining Body</b>	<b>Entry Requirements</b>
	Certified Human Resource Professional (CHRP)	18 Months	HRMPEB	KCSE Mean Grade C+ (Plus), or Equivalent Diploma or Degree
	Diploma in Human Resource Management (CBET)	18 Months	HRMPEB	KCSE Mean Grade C+ (Plus), or Equivalent Diploma or Degree
<b>KISEB (KISM)</b>	Certified Procurement & Supply Chain Professional (CPSP)	18 Months	KISEB	KCSE Mean Grade C+ (Plus), or Equivalent Diploma or Degree
	Diploma in Supply Chain & Procurement (APS-K)	18 Months	KISEB	KCSE Mean Grade C- (Minus) C Plain, OR Equivalent Diploma or Degree
<b>KASNEB DIPLOMA</b>	Diploma in Data Management & Analytics (DDMA)	18 Months	KASNEB	KCSE Mean Grade C- (Minus) C Plain, OR Equivalent Diploma or Degree
	Diploma in Computer Networks and Systems Administrator (DCNSA)	18 Months	KASNEB	KCSE Mean Grade C- (Minus) C Plain, OR Equivalent Diploma or Degree
<b>KASNEB CERTIFICATE</b>	Certified Forensic and Fraud Examiner (CFFE)	18 Months	KASNEB	CPA, CIFA or Equivalent Professional Qualification
	Certificate in Accounting & Management Skills (CAMS)	18 Months	KASNEB	KCSE Mean Grade D+ (Plus) or Equivalent Vocational Certificate
	Certified Public Accountant (CPA)	18 Months	KASNEB	KCSE Mean Grade C+ (Plus) or Equivalent Diploma or Degree



**TVET Courses**

Campus	Course	TVET/Level	Duration	Fees Per Term	Entry Requirements	Mode of Study
<b>Limuru</b>	Home Care Management	Level 4/Artisan Certificate	4 Terms	22,500	KCSE Certificate or Level 3 Qualification	Regular (Face-To-Face)
	Information Communication Technology	Level 5/Craft Certificate	5 Terms	26,000	KCSE Mean Grade D or Level 4 Qualification	Regular (Face-To-Face)
	Social Work	Level 5/Craft Certificate	5 Terms	26,000	KCSE Mean Grade D or Level 4 Qualification	Regular (Face-To-Face)
<b>Nairobi</b>	Information Communication Technology	Level 4/Artisan Certificate	4 Terms	20,000	KCSE Certificate or Level 3 Qualification	Regular (Face-To-Face)
	Social Work	Level 4/Artisan Certificate	4 Terms	20,000	KCSE Certificate or Level 3 Qualification	Regular (Face-To-Face)
	Information Communication Technology	Level 5/Craft Certificate	5 Terms	23,500	KCSE Mean Grade D or Level 4 Qualification	Regular (Face-To-Face)
	Social Work	Level 5/Craft Certificate	5 Terms	23,500	KCSE Mean Grade D or Level 4 Qualification	Regular (Face-To-Face)
<b>Nakuru</b>	Counseling Psychology	Level 5/Craft Certificate	5 Terms	20,000	KCSE Mean Grade D or Level 4 Qualification	Regular (Face-To-Face)
	Information Communication	Level 5/Craft Certificate	5 Terms	20,000	KCSE Mean Grade D or	Regular (Face-To-

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## **What Does Athens Have to Do with Abuja? Why a Christian Liberal Arts Education is Appropriate for and Essential to African Church Schools**

**Karen Elliott, Rafiki Foundation**

### **Abstract**

*This paper addresses several concerns regarding the value of the liberal arts for church education systems in the African continent. Are the liberal arts universal or have relevance only for the west? Is not a vocational education more useful? The paper contends that a liberal arts education is not only appropriate for Africa but essential for its future development. It is the best education for cultivating human beings, developing free societies, and unifying and strengthening the continent through the church. Plus it cultivates great carpenters, engineers, farmers, artists, as well as theologians. Drawing from classic works from the Greeks and Romans, medieval scholars, theologians from the past two millennia, biographical sketches of Africans, and recent research, this article covers these issues under six major areas: theological, historical, philosophical, political, biographical, and practical.*

**Keywords: Athens, Abuja, Christian, Liberal**

## **Effect of Managerial Capability on Growth of Micro-Finance Banks in Kenya**

**Ngatia Susan Njeri<sup>1</sup>, Dr. Julius Kahuthia<sup>2</sup>, Dr. Joyce M. Mbaya<sup>3</sup>**

**St. Paul's University**

### **Abstract**

*Microfinance banks play a significant role in the Kenyan economy, contributing to increased financial inclusion, particularly among low-income populations and underserved small businesses. However, despite their importance, microfinance banks in Kenya continue to face persistent growth challenges. According to the Central Bank of Kenya, the number of licensed microfinance banks declined from 13 in 2018 to 9 in 2022, with several banks either merging, converting into credit-only institutions, or being liquidated due to operational inefficiencies and capital constraints. In response to these challenges, the study sought to assess the effect of managerial capability on the growth of microfinance banks in Kenya. The study was anchored on institutional theory and adopted a positivist research philosophy, employing both descriptive and explanatory research designs. The target population comprised 14 licensed Microfinance banks in Kenya. Given the relatively small and manageable size of the target population, the study employed a census technique, allowing data to be collected from the entire population of 183 respondents without the need for sampling. Data was collected using semi-structured questionnaires, which were distributed through the drop-and-pick-later method. The analysis involved the use of both descriptive and inferential statistics to summarize, interpret, and draw conclusions from the*



*data with multiple linear regression models employed to assess relationships among variables. Diagnostic tests included linearity, normality, homoscedascity and multicollinearity. Based on the findings, the study concluded that managerial capability has a statistically significant effect on the growth of Microfinance Banks in Kenya. In light of the findings, the study recommends that microfinance banks in Kenya prioritize the development and enhancement of managerial capability as a strategic lever for growth. Specifically, Microfinance Banks should invest in continuous professional development programs for both executive leadership and board members. **Keywords: Managerial, Capability, Micro-Finance, Banks, Growth, Kenya***

## **Reintegration Strategies for Juvenile Learners in Juvenile Schools in selected Counties in Kenya: Pathways Towards Sustainable Social Inclusion**

**Dr. James M. Rintaugu**  
**Karatina University**  
**Email: Muthomirintaugu@gmail.com**

### **Abstract**

*The best and practical way to guide learners with Emotional and Behaviour Disorders (EBD) to achieve and thrive in society in a sustainable way remains as a Global, regional and Kenyan challenge. The study examined how reintegration avenues (Independent Variable) influenced the behaviour change of juvenile learners (JL) (Dependent variable) in Juvenile Schools (JS) in selected Counties in Kenya. The study was guided by social learning theory. A cross-sectional descriptive research design was adopted. The study had a target population of 646 respondents classified as learners and their managers in the selected schools in Kenya. That is; 466 boys, 160 girls and 20 managers in Kabete, Getathuru, Wamumu, Dagorreti and Kirigiti Juvenile Schools. Probabilistic sampling-stratified random sampling technique was used for the learners with EBD in each school and their managers in terms of gender and duration of interaction with the rehabilitation programme. Yielding a 23% sample size. That is 147 Participants (6 managers (4 males, 2 female), 93 boys and 48 girls). Validity and reliability of research instruments were tested during a pilot study conducted in Othaya JS. Questionnaires, interview schedules, focus group discussion, document analysis and observation schedules were used for data collection. Quantitative data collected was entered, coded and analysed using descriptive statistics and presented graphically, while qualitative data was coded, reviewed for patterns and emerging themes and reported narratively. The main study finding indicated that there was no existing functional transition program, guide or follow up strategies yet learners with EBD were periodically transitioning from the JS to the society. The study recommends development of a functional reintegration policy for sustainability as a link between JS, Learners incarcerated for behaviour change, Regular Schools Administration and other relevant societal actors. **Key words: Reintegration, Juvenile learners, Juvenile Schools, Social inclusion, Recidivism***

## **The Role of School Environment in Shaping Academic Outcomes of Students in Public Secondary Schools in Rivers State, Nigeria, Education System**

**Collins Obiora Onuzulike<sup>1</sup> Bashir Abbas Abdulganiyu<sup>2</sup>**

**Dept. of Civil and Environmental Engineering, Air Force Institute of Technology (AFIT),  
Kaduna State, Nigeria**

**Corresponding Author email: collinsonuzulike@gmail.com**

### **Abstract**

*This study examines the role of the school environment in shaping the academic outcomes of students in public secondary schools in Rivers State, Nigeria, addressing a critical gap in understanding how contextual school factors influence educational performance. A survey research design was adopted, involving 180 senior secondary students selected through a multi-stage random sampling process from three public schools. Data were collected using a validated 17-item questionnaire and analyzed using descriptive statistics and independent t-tests at a 0.05 level of significance. Findings indicate that various aspects of the physical learning environment, such as classroom congestion and the availability of key learning facilities, including libraries, laboratories, and workshops, have a significant impact on students' academic performance. Additionally, the effective use of instructional materials and the quality of interpersonal interactions among teachers, students, and school leadership were found to have a positive influence on learning outcomes. The study highlights the crucial role of both infrastructure and social dynamics in promoting student achievement. It recommends targeted government investment in modern educational facilities and instructional resources to enhance the learning environment in public secondary schools across Rivers State, Nigeria. **Keywords: School Environment, Academic Performance, Learning Facilities, Public Secondary Schools, Rivers State***



## Influence of National Government Constituency Development Fund Projects Strategic Planning on School Performance: A Case of Public Primary Schools in Kiharu Constituency, Murang'a County

Heshbon Wainaina Ngugi<sup>1</sup>, Dr. Julius Kahuthia<sup>2</sup>, Dr. John Muhoho<sup>3</sup>

St. Paul's University

Email: [mbanrb409221@spu.ac.ke](mailto:mbanrb409221@spu.ac.ke)

### Abstract

*This study investigated the influence of strategic planning on school performance in public primary schools in Kiharu Constituency, Murang'a County, with a specific focus on National Government Constituency Development Fund (NG-CDF) projects. Using a descriptive correlational design, the study employed a census sampling approach, surveying 100 head teachers from a population of 112 schools. Data were collected through structured questionnaires, with a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), and analyzed using descriptive statistics, Spearman's correlation, and regression analysis. The study is grounded in Total Quality Management (TQM) and Goal Setting Theory, focusing on three key dimensions of strategic planning: clarity of project objectives, comprehensiveness of planning, and alignment with stakeholder needs (students, teachers, and the community). The findings revealed a strong positive correlation ( $r = 0.819$ ,  $p < 0.01$ ) between strategic planning and school performance, explaining 78% of the variance in school outcomes. Strategic planning elements, including clarity of project objectives ( $M = 3.87$ ,  $SD = 1.219$ ), comprehensiveness of planning ( $M = 3.69$ ,  $SD = 1.243$ ), and alignment with stakeholder needs ( $M = 3.59$ ,  $SD = 1.217$ ), were found to significantly contribute to academic achievement, student engagement, teacher effectiveness, and administrative efficiency. Of particular note, the objectives of NG-CDF projects were reported as clearly defined ( $M = 3.87$ ) and well-aligned with school goals ( $M = 3.87$ ), although challenges in maintaining ongoing stakeholder involvement were noted. Despite the positive influence of NG-CDF projects on infrastructure and educational resources, the study identified limitations related to the periodic review of strategic plans and the need for improved communication with stakeholders. This suggests that while the planning process is well-defined, there is a need for greater adaptability and continuous stakeholder engagement to ensure long-term success. The study recommends enhancing capacity building for school leaders in strategic planning, institutionalizing regular plan reviews, and integrating strategic planning more thoroughly into NG-CDF project implementation frameworks. Enhancing stakeholder engagement, especially from teachers, parents, and the local community, is essential for ensuring the long-term sustainability of the positive influence generated by NG-CDF-funded projects. These findings offer significant contributions for policymakers, educational leaders, and scholars engaged in the fields of educational management and strategic planning, providing a foundation for informed decision-making and further research.* **Keywords: Strategic planning, school performance, NG-CDF, Public Primary Schools, Stakeholder Engagement, Total Quality Management, Goal Setting Theory, Kenya.**



## Level of Depression and Stress, Coping Strategies, and Academic Performance of Single-Parent Household High School Students in Nakuru West, Nakuru County, Kenya

Jecinta Nyambura Waweru<sup>1</sup>, Jane Ngure<sup>2</sup>, J. Njeri Gacohi<sup>3</sup>

St. Paul's University

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### Abstract

*Single parenthood can have profound psychological effects on both parents and their children. For single parents, the challenges of managing household responsibilities alone can lead to increased stress, anxiety, and feelings of isolation. The purpose of this study was to evaluate how single parenthood affects high school students' academic performance in Nakuru West, Nakuru County, Kenya. It specifically sought to determine the coping mechanisms these students use to deal with their emotional difficulties. The study was guided by Social Learning and Ecological Systems Theories. A descriptive research design incorporating cross-sectional and mixed-methods was adopted. The target population comprised of 3803 students from selected secondary schools in Nakuru West with sample size 110 and 32 for questionnaires (including DASS 21 tool) and interviews, respectively. A total of 101 students participated in the main study while 26 took part in the interviews. The respondents were assured that the study was only conducted for academic purposes. The data was analyzed using SPSS (Statistical Package for Social Sciences) software and presented by Means and standard deviations for descriptive statistics, while p values and t-tests and ANOVA from regression evaluation were used for inferential statistics and hypothesis testing. Data was presented in tables, pie charts and bar graphs. Level of depression and stress is a significant predictor of the academic performance of students from single-parent families in Nakuru West Sub County ( $\beta = -.514$ ,  $t = -5.957$ ,  $p < 0.05$ ). The study found that coping strategies was not a significant predictor of the academic performance of students from single-parent families in Nakuru West Sub County ( $\beta = .072$ ,  $t = 0.719$ ,  $p = 0.474 > 0.05$ ). The study recommends providing students with training on effective mechanisms such as emotion-focused coping strategies. The research enhances the creation of educational and psychological support policies for better academic achievement.* **Keywords: Coping strategies, single parenthood, academic performance, depression and stress.**

## An Empirical Study of Using Plastic Debris as Igniting Agent In Traditional Stoves for Cooking: Case Study Conducted in the Dakata Community in Nassarawa L.G.A Kano State, Nigeria.

Aminu Datti Kabara<sup>1</sup>, Alawiyya Musa Baba<sup>2</sup>, Nazifi Umar<sup>3</sup>

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Ministry of Environment and Climate Change Kano State, Nigeria<sup>2</sup>

Dept of Geography, Northwest University, Kano State Nigeria<sup>3</sup>

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### Abstract

*The utilization of igniting agents to initiate combustion for culinary and other applications is*

prevalent in numerous households within rural and semi-rural regions of developing nations, including kerosene, paper, and plastic refuse. The plastic refuse, locally referred to as *Ayafa* in the Dakata community, is renowned for its high calorific value and its capacity to rapidly ignite wood and charcoal fires, sustaining them for extended durations. The study attempted to assess the impact of utilizing *ayafa* as igniting agent for cooking as well as identifying the gases emitted. The Dakata community was specifically chosen for the research because of its proximity to one plastic recycling site where *ayafa* is purchased cheaply. This study made use of questionnaire, hand held GPS, air quality Analyzer (SKY8000-AQ) for data collection. 100 copies of questionnaire were distributed and 10 houses were randomly selected within the study area where the sample of the gases emitted was collected. The findings indicated that all participants used igniting agents to start fires, and 91% of them used *Ayafa*. However, 60% of those who used *Ayafa* were unaware of the risks associated with its use. The findings also showed that because *ayafa* is inexpensive, readily available, and high in calories, households in the Dakata community employ it as an igniting agent. The gases discovered to be released when *ayafa* was used as an igniting agent include NO<sub>2</sub>: The average NO<sub>2</sub> released is 0.73 which is more than recommended concentration by WHO of 0.053ppm, and the study revealed that, the concentration of Pm is found to be more than the WHO threshold of 35µg/m<sup>3</sup>. According to the study's findings, *ayafa* is often used as an igniting agent in the study area, and most households experience health issues like breathing difficulties and eye sores as a result of the gases released while burning *ayafa* with wood or charcoal. The study suggests educating the Dakata people about the drawbacks of utilizing *ayafa* as an ignition ingredient. The report also suggests that the people should utilize clean stoves for their cooking activities. **Keywords: Plastic Debris; Impacts; Igniting Agent**

## **Collective Bargaining Agreements and Teachers' Productivity in Kenya's Education Sector: Advancing Sustainable Development Goal 4 For Future Resilience By 2030**

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### **Abstract**

*Collective Bargaining Agreements (CBAs) are a cornerstone of labor relations in education, with direct implications for Sustainable Development Goal 4 (Quality Education) while marking the SDGs by the 2030 deadline. This study assessed the impact of three central CBA provisions—wages and compensation, working hours and workload regulation, and negotiation capacity of unions—on teacher productivity in Kenya's education sector. Employing a descriptive survey research design, the study targeted 4,291 union officials and teachers, achieving an 82% response rate (n = 3,510) across KNUT, KUPPET, UASU, and three counties: Nairobi, Kiambu, and Machakos. Quantitative data were analyzed using descriptive statistics, correlation, regression, and ANOVA techniques. The findings revealed consistently high mean scores across all three CBA areas (M = 4.0–4.2; SD = 0.4–0.6), reflecting broad consensus on their positive contribution to teacher productivity. Correlation results showed significant positive associations: wages and compensation (r = .59, p < .001), working hours'/workload regulation (r = .52, p < .001), and negotiation capacity (r = .63, p < .001). Regression analysis indicated that these three CBA aspects jointly explained 58% of the variance in teacher productivity (R<sup>2</sup> = .58, p < .001), with negotiation capacity emerging as the strongest predictor (β = .39, p < .001),*

followed by wages and compensation ( $\beta = .28, p < .001$ ) and workload regulation ( $\beta = .22, p < .01$ ). ANOVA results further confirmed significant group differences ( $F(2, 3507) = 14.05, p < .001$ ), with UASU members recording the highest proportion of high productivity (56%) compared to KNUT (49.3%) and KUPPET (50.2%). The study concludes that CBAs that secure fair wages, regulate workloads, and enhance negotiation capacity provide an enabling environment for teacher motivation, satisfaction, and performance. Strengthening these three dimensions represents a practical route for aligning union strategies with SDG 4, thereby promoting a resilient and productive education workforce by 2030. **Keywords: Wages, Workload, Negotiation, Teachers Productivity**

## **The Relationship Between Social Media Community and Perceived Support among Generation Z in the Global South: A Systematic Review of Literature.**

**Keegan Kamau and Gladys Muasya**  
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### **Abstract**

Generation Z youths (Gen Z) were born in the era of social media in the mid-1990s and early 2010s and are regarded as digital natives. Gen Z patronizes mostly TikTok, Snapchat, Instagram, and YouTube. These youths belong to social media online communities. Several studies have pointed out the negative effects of social media, such as cyberbullying and negative self-image, as well as the positive effects, like complementing the inaccessible offline social support. Digital kinship allows the digital community to care, and youths informally turn to these digital cultures for support. For instance, in the end, rejecting the Finance Bill 2024, Gen Z protests, Instagram, among other platforms, were used to harness financial and legal support for the affected youths. Instagram story and video sharing features, its wide base of followers coupled with digital influencers, and the ability to support crowdfunding platforms make it an ideal space for Gen Z to rally for support. However, limited studies have been carried out in a non-Western context on how social media offers a platform for community support for emotional well-being among Gen Z youths, and this study attempts to fill this gap. This is a systematic review of literature that seeks to explore the relationship between the Social Media community and perceived support among Generation Z students in the Global South. A sample of 33 articles from the Global South was identified using the PRISMA model. A literature review matrix was used to extract content from the papers, and these results were thematically analyzed. Research findings show that the online community serves a dual role. They offer an environment for self-expression and identity management as well as direct and buffering support. On the other hand, it is a source of stressors such as constant comparison, negative comments, cyberbullying, and fear of missing out (FOMO) that contribute to stress. Furthermore, the digital divide, digital literacy, and membership in minority groups further influenced the outcomes that Gen Z received from these platforms. Recommendations for theory, practice, and further research are provided. **Keywords: Instagram, Generation Z, Community Support, Digital Activism, Digital Communities, Digital Community Support**



## Faith-Based Perspectives on Artificial Intelligence, Biotechnology, and their Role in Advancing the SDGs

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### Abstract

*The rapid convergence of artificial intelligence (AI) and biotechnology presents a paradigm shift with the potential to either accelerate or undermine the achievement of the Sustainable Development Goals (SDGs). This paper argues that faith-based ethical frameworks are critical for guiding the responsible development and application of these technologies to ensure they promote equity, justice, and human dignity. Grounded in the principles of moral theology and distributive justice, this conceptual study examines how religious traditions provide essential guardrails against emerging ethical challenges, including algorithmic bias, data privacy violations, and the inequitable distribution of technological benefits. The primary objectives of this research are to: 1) Analyze the core ethical concerns posed by AI and biotechnology through the lens of key faith traditions; 2) Investigate illustrative case studies where faith-based organizations have integrated these technologies to advance specific SDGs, such as using predictive analytics for disaster response (SDG 13) and biotechnology for clean water initiatives (SDG 6); and 3) Propose a collaborative model for engagement between scientists, policymakers, and religious leaders to co-create ethical governance policies. Preliminary analysis indicates that faith communities act as pivotal intermediaries, advocating for policies that prioritize the common good and the needs of marginalized populations. The study concludes that a synergistic approach, which harmonizes cutting-edge innovation with deeply-held faith-based values, is not merely beneficial but essential for navigating the ethical complexities of the 21st century and forging a sustainable and equitable path toward the 2030 agenda. **Keywords: Faith-based ethics, Artificial Intelligence (AI), Biotechnology, Sustainable Development Goals (SDGs), Ethical governance, Moral Theology.***

## Digital Media's Role in Stakeholder Interaction at Radio Africa Group

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### Abstract

*The proliferation of digital media has transformed organizational communication, necessitating more interactive and audience-centric engagement models, particularly for media houses traditionally reliant on one-way broadcast methods. This study examines how Radio Africa Group (RAG), a leading Kenyan multi-platform media organization, leverages digital media strategies to engage diverse stakeholders including audiences, advertisers, employees, and civil society. Employing a case study design grounded in Innovation Diffusion Theory, Excellence Theory, and Stakeholder Engagement Theory, the research integrates survey data, interviews, and*





content analyses to assess the effectiveness, impact, challenges, and opportunities of RAG's digital engagement. Findings reveal robust adoption of social media and digital content management tools, which have enhanced stakeholder perceptions, trust, and satisfaction, though infrastructural constraints and digital literacy gaps remain significant barriers. Stakeholders recommend expanding interactive content, tailoring messaging, enhancing real-time responsiveness, and promoting inclusivity through localized content and digital literacy initiatives. This study contributes to understanding digital transformation within African media organizations and offers practical recommendations for optimizing stakeholder engagement in rapidly evolving digital landscapes. **Keywords: Digital Media, Stakeholder Engagement, Corporate Communication, Radio Africa Group, Social Media.**

## **The Impact of Social Media on Identity and Mental Health among Generation Z Students: A systematic Review of Literature**

**Irine Jebet Bartonjo<sup>1</sup>, Anna Mueni Mulinge<sup>2</sup>, Zipporah Wayua Mutunga<sup>3</sup>, Joy Wamuhu Kinyuru<sup>4</sup>, Elsie Mwendu Murathi<sup>5</sup> and Gladys Muasya<sup>6</sup>**  
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### **Abstract**

*There is a plethora of Social Media platforms that Generation Z enjoys and are associated with both positive and negative identity formation and mental health outcomes. Generation Z is a group of youths born between 1997 and 2012, and from an early age, are well-versed with Social Media. Social Media offers a global audience where youths can present themselves and it has also been associated with mental health challenges. Thus, an individual's real-life identity may be influenced by the digital persona crafted online. Many studies have focused on identity and mental health as separate topics, but studies show they can influence each other. This paper is a systematic review of literature that uses 27 papers that focus on generation Z mental and identity issues. The team used the PRISMA model to identify papers and refine the final sample of papers for synthesis. The papers were identified from various databases such as Google Scholar, Google Scholar, JSTOR, EBSCOhost, Emerald Insight, AJOL (African Journals Online), Research Gate, Sage, Oxford Academic, Annual Reviews, De Gruyter Brill, Springer and Wiley Themes were extracted. Results show that those studies conceptualize mediated identity differently such as fragmented self, algorithmised self, and distorted self. The visual profiles uploaded were edited constantly and some even had digital masks. The identity online differed from that offline, showing identity was fluid and negotiated. On the other hand, these youths used these identities to communicate in the digital space. They sought validation through likes, comments, and shares, which created self-identity crises that further affected their mental health. The use of social media was associated with positive and negative impacts on mental health. Positive effects may lead to increased connection and self-esteem, while negative effects lead to increased isolation, sadness, stress, and pressure, among other factors. Generation Z youths experiencing higher level of mental health issues face pressure trying to negotiate their identity on the social media platforms, making this relationship between identity and mental health paramount. For those dealing with youth counselling, they should design program that address issues of identity and mental health together as they influence each other. There is need for more theorizing on how the affordances of platforms like Tiktok influence identity and not*



*what a person actually chooses to be. More research should explore the issue of isolation, which some studies show social media increase isolation and others reduce isolation leading to conflicting evidence.* **Keywords: Mental health and wellbeing, Social Media, Identity formation, Generation Z**

## **Reading Corporate Voice: A Textual Phenomenological Inquiry into Sustainability Communication in Kenyan Media**

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### **Abstract:**

*There is a call for corporations to pursue corporate social responsibility initiatives that align with achieving the Sustainable Development Goals. This paper seeks to equip graduate students and young scholars with practical hands-on skills to use a textual phenomenological approach domiciled within hermeneutic phenomenology to unravel the values, meanings, and lived experiences of corporate communication texts embedded in the Kenyan media narratives.*

*Students will be guided on how to craft phenomenological research questions, choose the right paradigms, purposively collect a sample of media stories from leading media outlets, and carry out the analysis and report findings. Moreover, there are many approaches to phenomenology studies, but this study uses the van Manen's phenomenological method, which combines thematic analysis with interpretive reading to extract meaning units from texts. These meaningful units are later grouped into themes/categories that portray how the media texts construct the lived world of corporates' sustainable communication. The paper also explores some of the ethical considerations required in a phenomenological study and how to navigate them and increase the methodological rigor. The Van Manen's method emphasizes orientation, strength, richness, and depths as issues that influence the quality of research. Some of the results reveal how corporates use the concept of sustainability to brand their companies and posit themselves as developmental partners; however, there is a dialectic tension between corporates' portrayal of their brand-making and the genuine corporate responsibility exercised on the ground. How Corporations frame their contribution to sustainable development goals influences public perception, policies, and accountability narratives in Kenya and beyond. Furthermore, the results reveal inconsistencies on issues of inclusivity and authenticity in sustainable corporate communication.*

**Key words: Text Phenomenology, Gadamer, Van Manen, Lived Experience, Sustainability**



## Communication

### **The Swedish Welfare State, the Social Services Act, and Youth Gang Crime –Protecting Children in a Changing Society**

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#### **Abstract**

*This paper critically examines the evolving role of Sweden's welfare state in responding to the increasing challenge of youth gang crime, with a particular focus on the Social Services Act (Socialtjänstlagen) and its implications for child and youth protection. Rooted in the historical and ideological foundation of Folkhemmet the "people's home". Sweden's welfare system aspires to uphold principles of equality, solidarity, and social security for all citizens. The Social Services Act operationalizes these ideals by mandating individualized, needs-based support at the municipal level. However, the paper highlights how growing socioeconomic disparities, weakened inter-institutional coordination, and a crisis of trust between authorities and marginalized communities have exposed critical limitations in the system's ability to address youth gang involvement. Drawing on empirical data and recent policy reforms, the paper identifies key structural and social drivers of youth criminality, including poverty, domestic instability, and institutional disengagement. In response, the authors advance three principal recommendations. First, they emphasize the urgent need for enhanced multi-agency collaboration to ensure early, coordinated interventions across education, social services, and law enforcement. Second, they call for more equitable resource distribution across municipalities to mitigate regional disparities in service provision. Third, they advocate for community-based, culturally responsive engagement strategies to rebuild trust between social institutions and vulnerable populations. By synthesizing historical context, legal frameworks, and current practice, the paper underscores the necessity of a renewed and unified welfare response one that reinforces Sweden's foundational commitment to protecting all children, irrespective of social background. The insights presented offer a critical basis for policy refinement and international dialogue on safeguarding youth and strengthening welfare systems amid shifting societal conditions.*

**Key Words: Swedish Welfare State, Social Services Act, Youth Gang Crime, Social Exclusion, Preventive Social Work**

### **Effects of Crisis Communication Strategies on Public Perception of Nyandarua County Government, Kenya**

**Jane Muthanwa**

**St. Paul's University**



## **Abstract**

*County governments in Kenya are making progress in service delivery, however, public perception is hindered by views of inefficiency, mismanagement, and poor crisis communication. Inconsistent messaging, especially during emergencies, deepens mistrust and disconnect with citizens. This current research assessed the effects of crisis communication strategies on public perception of organizations, using a case of Nyandarua County Government. The specific objectives included: To determine the influence of timely information dissemination, empathetic messaging, audience segmentation and feedback integration on public perception at Nyandarua County Government. The study was anchored on situational crisis communication theory and chaos theory. This study adopted a convergent parallel mixed methods research design to provide a comprehensive understanding of public perception across diverse groups. The study was grounded in the philosophical foundations of pragmatism and constructivism, embracing both practical relevance and socially constructed realities. A qualitative methodology with a descriptive approach was employed to capture detailed insights into crisis communication strategies. The target population consisted of 63 key stakeholders from Nyandarua County Government, including 2 communication directors, 10 representatives from the governor's office, 10 County Executive Committee members, and 41 Members of the County Assembly. Additionally, the study engaged 10 local journalists, 1000 County residents, 60 civil society members, 120 community leaders, and 50 bloggers to broaden the scope of perspectives. Data collection involved both questionnaires and interview schedules. Data was analyzed using descriptive and inferential statistical methods through aid of SPSS. The descriptive analysis findings indicate that crisis communication strategies affects public perception. The correlation analysis shows that timely information dissemination ( $r = 0.261^*$ ;  $p = 0.037$ ) has a weak but significant positive relationship with public perception, while empathetic messaging ( $r = 0.680^{**}$ ;  $p = 0.000$ ), audience segmentation ( $r = 0.600^{**}$ ;  $p = 0.000$ ), and feedback integration ( $r = 0.708^{**}$ ;  $p = 0.000$ ) each exhibit strong and statistically significant positive correlations. As such, these strategies significantly affects the public perception of Nyandarua County Government. Regression analysis results revealed that crisis communication strategies accounted for 61.4% of the variation in public perception. The study concludes that crisis communication strategies play pivotal roles in determining public perception by enhancing trust, clarity, relevance, and responsiveness during crises. It is recommended that the County Government of Nyandarua implement structured updates, human-centered communication, targeted audience approaches, and robust feedback mechanisms to improve public perception. Keywords :*

## **The Influence of David Livingstone's 3 Cs on the Growth of Christianity in Kenya During the Mau Mau Insurgency (1952-1960):**

**Peter Njiru Muriithi**  
St. Paul's University

## **Abstract**

*The Mau Mau insurgency (1952-1960) was a vicious guerrilla war fought between the well-equipped and well-trained British army against the poorly equipped, untrained African guerrillas. By the end of the war, Christianity had gained a firm foothold in the country,*



*especially in the Central region, education had become an important element for social growth, many Africans were involved in businesses, and Kenya gained its political independence in 1963. This paper is historical research which investigated the historical perspectives of development and how the British colonial government operationalized the 3 Cs of David Livingstone (Christianity, Commerce and Civilization) to counter the impacts of the insurgency and for the rapid social growth during the period. The war was fought in the Central region of Kenya where this study was conducted. 139 participants were involved, being those members of society who actually witnessed the insurgency and its social impacts and were at least twelve years of age at the time of the outbreak. These were elderly people and the data was collection through literature review and interviews using an open ended questionnaire. The Independent variable was the 3 Cs of David Livingstone while the dependent variable was the growth of Christianity during the period of the insurgency. The data was analyzed using the Statistical Package for Social Sciences (SPSS) and the results indicated that the 3 Cs had positive impacts on the growth of Christianity in Kenya. **Key words: David Livingstone, Mau Mau, Insurgency, Village Detention.***

**Kelvin Vundi Lenah**

### **Active Nonviolence and Elections Integrity: Strengthening Community Peace Structures In Kenya's Hotspot Regions.**

#### **Abstract**

*The study's objective was to explore the empirical link between active nonviolence and elections integrity, focusing on strengthening community peace structures in Kenya's politically volatile regions, specifically; Nairobi, Kisumu and the Rift Valley. The objective of the study; investigated the effectiveness of local actors in preventing and responding to election related violence. The study directly contributed to the conference sub-theme of "Integrated Approaches to Sustainable Development, Education, Social Equity, Environment, Justice and Security, Active Non-Violence, Peace-Building, Integral Ecology, and Mental Well Being and Resilience in A Changing World." With a particular focus on Social Equity, Justice and Security, Active Non-Violence and Peace-Building, by providing a framework for peaceful political engagement to overcome development obstacles like violent conflicts. The study used qualitative research approach, through semi-structured interviews with 20 grassroots peacebuilders, 5 civil society representatives, 2 government agencies, 4 religious leaders, 13 youth group leaders. Additionally, case studies from the 2007/2008, 2017 and 2022 elections were analyzed to provide a rich context and evidence. Findings revealed that while community peace structures are vital for mitigating violence, their full impact is limited by weak coordination with national institutions, resource constraints and elite interference. The study identified a unique challenge, the rapid spread of political incitement and hate speech via digital platforms, complicating peace efforts but also providing an opportunity for youth driven activism, particularly through Kenya's Gen Z. The study argues that, achieving true electoral integrity requires the deliberate integration of locally rooted nonviolent practices with institutional frameworks. It recommends greater support for community led peace initiatives including; youth engagement and closer collaboration between national electoral bodies and local actors to fulfill the aspirations of Sustainable Development Goal 16 on Peace, Justice and Strong Institutions. By bridging this*



gap, the study provides a practical evidence-based and safeguarding democratic processes in Kenya. **Key Words: Active Nonviolence, Electoral integrity, Community Peace Structures (CPS), Hotspot Regions, Kenya.**

## The Influence of Stakeholder Engagement on Service Delivery of County Governments in Kenya

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### Abstract

*This study examined the influence of stakeholder engagement on service delivery within Kenya's county governments, guided by Stakeholder Theory, which posits that addressing diverse stakeholder interests enhance organizational outcomes. The target population comprised 658 officials from the Finance and Economic Planning departments, including 47 County Executive Committee Members (CECMs), 47 Chief Officers, and 564 support staff actively involved in strategic integrated development planning and service delivery, while excluding officers from other departments and participants in the pilot phase. A stratified random sampling technique was used, with proportional allocation across two strata executive officers and supporting staff yielding a sample of 243 respondents, determined using Kadam (2019) formula with finite population and drawn from 17 systematically selected counties. A sequential explanatory mixed-methods design was adopted, collecting quantitative data through structured questionnaires and qualitative insights through thematic analysis of interviews to contextualize statistical findings. Quantitative analysis employed descriptive statistics, Pearson correlation, and simple linear regression to test the hypothesis that stakeholder engagement significantly influences service delivery. Findings revealed moderately high levels of stakeholder engagement, characterized by inclusive dialogues, transparent communication, and collaborative decision-making. Correlation analysis indicated a strong positive relationship between stakeholder engagement and service delivery ( $r = 0.732$ ,  $p < .001$ ), and regression results confirmed that stakeholder engagement significantly predicted service delivery outcomes ( $\beta = 0.732$ ,  $B = 0.692$ ,  $t = 13.722$ ,  $p < .001$ ), explaining 53.6% of the variance ( $R^2 = 0.536$ ). Qualitative findings supported these results by highlighting contextual factors shaping engagement and service delivery practices. The study concludes that robust stakeholder engagement enhances transparency, responsiveness, and efficiency in county government services, recommending institutionalized engagement frameworks, improved communication strategies, capacity building, and strengthened legal provisions to support participatory governance and sustainable development. **Key Words, Stakeholder, Engagement, Service, Delivery, County, Government***

## A Scoping Review of Devolved Governance and Sustainability of Urban Solid Waste Management

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### **Abstract**

*Urban solid waste management (USWM) is an escalating challenge in developing countries due to rapid urbanization, population growth, and increased consumption, which strain existing infrastructure and governance systems. To address these pressures, many governments have embraced devolved governance frameworks intended to decentralize municipal solid waste management (MSWM) services, enhance accountability, and improve sustainability. The objective of this systematic review was to examine the extent to which devolved governance contributes to sustainable outcomes in USWM. A systematic scoping review approach was adopted, guided by PRISMA-ScR guidelines. An initial pool of 75 peer-reviewed journal articles published between 2018 and 2024 was identified through Scopus, Web of Science, and Google Scholar databases. After applying inclusion and exclusion criteria retaining only empirical, quantitative studies directly addressing devolved governance in urban waste management 16 articles qualified for in-depth content analysis. Data were analyzed using thematic synthesis, ranking outcomes, countries, theories, target populations, and independent variables (IVs) according to frequency of investigation. Findings show that the most researched outcome was waste collection efficiency (87.5% of studies), followed by financial sustainability, institutional capacity, and citizen participation. Least researched outcomes included public health responsiveness and citizen willingness-to-pay. By country, Nigeria emerged as the most studied context, followed by Kenya, Ghana, and India, with outcomes concentrated around efficiency rather than inclusivity. In terms of theory, institutional theory was most utilized, followed by decentralization theory and the sustainable livelihoods framework, though several studies lacked explicit theoretical anchoring. The most researched target population was municipal institutions, followed by households, with community-based organizations and private-sector actors receiving minimal attention. Regarding independent variables, governance structures and financing mechanisms dominated, while technology adoption and cultural factors were least studied. The review exposes significant gaps: theoretically, weak integration of interdisciplinary governance frameworks; contextually, overrepresentation of West African countries and underrepresentation of smaller urban centers in Asia and Latin America; methodologically, reliance on cross-sectional quantitative designs with limited longitudinal or mixed-method approaches; and empirically, neglect of behavioral and socio-cultural determinants of sustainability. The study concludes that achieving sustainable USWM requires shifting emphasis beyond operational efficiency toward governance, inclusivity, and community-driven approaches. Future research should prioritize underexplored outcomes such as public health, citizen engagement, and willingness-to-pay, adopt stronger theoretical foundations, and diversify methodological designs to generate context-sensitive evidence for policy and practice. **Keywords: Urban Solid Waste Management, Devolved Governance, Sustainability, Waste Collection Efficiency, Citizen Participation, Institutional Capacity, Public Health***



## **The Determinants of Relapse in Addiction Clients Soon After Rehabilitation: A Case Study of Selected Rehabilitation Centres in Nairobi**

**Maria-There Kiago**  
**St. Paul's University**

*Since 2019, there has been a significant increase in relapse rates in Kenya, with an increase in substance abuse and recovering addicts relapsing after rehabilitation. Despite the establishment of rehabilitation centers, relapse rates continue to rise. The study investigated the determinants of relapse in addiction clients soon after rehabilitation, focusing on factors such as aftercare activities, financial stability, external support systems, and peer influence. The specific objectives of the study were: to examine the effect of aftercare activities on relapse, to establish the effect of financial stability on relapse, to determine the effect of external support systems on relapse and to ascertain the relationship between peer influence on relapse in selected rehabilitation centres in Nairobi. The theories guiding the study were; Cognitive Behavioural Theory and Strategic Family Therapy Theory. The study was conducted at Joseph Kangethe, Mustakim main rehabilitation on 1 st street, Eastleigh, Ahadi, and Pearl rehabilitation centers in Nairobi. The pilot was conducted at Mustakim day rehabilitation centre 3 rd street, near Mathare Valley. The study used a descriptive research design with a sample size of 200 respondents. The target population comprised 200 clients and 10 staff from the Rehabilitation Centres. The study adopted census sampling technique. An interview guide was adopted to ensure consistency in data collection and minimize possibility of bias. The study employed a questionnaire to the 200 respondents and 10 staff to collect quantitative and qualitative data. Quantitative data was analysed using Statistical Package of Social Sciences version 28, while qualitative data was analysed thematically with findings presented in narration format. The results showed a 99% relapse rate among the respondents, with aftercare activities, financial stability, external support systems, and peer influence significantly influencing relapse in addiction clients soon after rehabilitation. The study recommends inclusion of structured aftercare programs including follow up for financial literacy classes, supportive home environments, and community outreach with a peer drive approach against stigma. Future research should include mandatory follow-up visits by rehabilitation centers up to 6 weeks after reintegration, investigation into policies on coping mechanisms structure in rehabilitation centers, and examining the impact of external support groups on minimizing relapse among re-integrated addicts.* **Keywords: Relapse, Rehabilitation, Addiction, Clients**





## Gender and Leadership Styles in Higher Learning Institutions: A Systematic Literature Review

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### Abstract

*Leadership styles in higher education institutions (HEIs) significantly shape organizational outcomes. Transformational leadership, in particular, is linked to academic success and institutional effectiveness. However, the influence of gender on leadership dynamics remains underexplored. The purpose of this study was to explore the relationship between gender, leadership styles, and organizational outcomes within HEIs. The study objectives were to examine leadership styles of male and female leaders in Kenyan HEIs, assess how gender influences leadership effectiveness and organizational outcomes, explore socio-cultural and institutional factors that shape leadership styles and to identify gaps in research on gendered leadership dynamics. This study adopted a systematic literature review (SLR) approach, synthesizing empirical and theoretical studies published from 2010 to 2025. The review followed the PRISMA 2020 guidelines, analyzing 36 studies that focus on leadership styles, gender differences, and their impact on institutional performance from an initial record of 122. Sample Size consisted of 36 studies, after quality appraisal were included in the final analysis. Inclusion criteria comprised empirical and high-quality theoretical studies on gendered leadership in HLIs published between 2010 and 2025. Studies were excluded if they were outside HLIs, non-English language studies, and studies lacking sufficient methodological details. Data were extracted into a standardized matrix and analyzed through a thematic synthesis approach, using both inductive and deductive coding. Findings: The most researched country in the area of Performance & Effectiveness were India (15.38%), Indonesia (15.38%), Most utilized theory was Transformational Leadership Theory (80%), Target population was Faculty members/academic leaders (50%), Most researched IV was Gender (45%). Perception & Attitude theme most researched countries were Saudi Arabia (20%), Pakistan (20%), most utilized theory was Gender/Feminist Theories (60%), Target population was Students and faculty members (50%), most researched IV was Gender (50%). Gender & Leadership Dynamics theme, Most researched countries were India (15.38%), Saudi Arabia (15.38%), Most utilized theory was Gender/Feminist Theories (80%), Target population was Women in leadership positions (50%), Most researched IV was Gender (60%). Leadership Characteristics & Quality theme, most researched countries were USA (16.7%), Turkey (16.7%), and Indonesia (16.7%), Most utilized theory: was Transformational Leadership Theory (75%), Target population was Faculty members and academic administrators (50%), Most researched IV was Leadership style (50%). Theoretical Gap identified was Minimal integration of feminist or intersectionality frameworks, Geographical Gaps were research focused on a few countries, leaving gender progressive regions and diverse African contexts underexplored and Methodological Gap was overreliance on cross-sectional surveys and limited use of longitudinal or mixed-methods designs. Recommendations for future research to integrate feminist and intersectional perspectives, explore organizational culture as a mediating factor, and address under-researched geographical contexts.* **Keywords: Gender Leadership, Higher Learning Institutions, Transformational Leadership, Leadership Effectiveness, Gender Bias, Organizational Performance, Systematic Literature Review**



## Adoption of Agroforestry Farming Among Smallholder Farmers: A Systematic Review

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St. Paul's University

### **Abstract**

*This study conducts a systematic review of empirical research on agroforestry adoption among smallholder farmers to identify methodological, theoretical, contextual, and empirical gaps that shape the understanding of adoption dynamics and inform evidence-based agricultural development policies. The methodology involves a comprehensive analysis of 38 peer-reviewed journal articles, selected for their use of quantitative or mixed-methods approaches with inferential statistical analysis, excluding purely qualitative studies, those without inferential statistics, or review papers. The review identifies ten thematic categories of dependent variables, revealing a dominant focus on adoption of agroforestry practices (55.3%, 21 studies), frequently operationalized as a binary outcome (35–42.9%), which oversimplifies the complex, iterative nature of adoption processes. Secondary dependent variables, including agroforestry practice intensity, climate-smart agriculture adoption, and tree planting behaviors (each 10.5%, four studies), are underexplored, with a complete absence of mediation or moderation analyses, limiting understandings into indirect causal pathways and contextual variability. Socio-economic determinants (37.5–40%) and independent variables such as education (30–63.6%) are prioritized, while cultural/indigenous knowledge (5%), biophysical factors (5.6–7%), and policy incentives (3%) receive minimal attention, reflecting a disciplinary bias toward social sciences over ecological or institutional perspectives. The reliance on the Theory of Planned Behavior (30%) and cross-sectional designs (50–100%) further constrains the field, sidelining longitudinal and experimental approaches that could capture temporal dynamics and causal relationships. The target population, predominantly smallholder farmers (60–83.3%) in Sub-Saharan Africa, particularly Ethiopia (35–36.4%), marginalizes other groups like women farmers (5%) and regions such as Latin America. Data collection heavily relies on surveys (50–63.6%), risking self-reporting biases, with limited use of objective methods like remote sensing (3%) or advanced analytical techniques such as structural equation modeling. This skewed research landscape, emphasizing binary adoption over multidimensional aspects like intensity, sustainability, or institutional participation, risks producing interventions that are statistically robust but conceptually incomplete. Policy recommendations include strengthening context-specific extension services, securing land tenure, and promoting environmental incentives to address adoption barriers. Research recommendations advocate for longitudinal designs, interdisciplinary theoretical frameworks, and methodological diversity to integrate cultural, biophysical, and institutional factors, fostering scalable, inclusive strategies for sustainable agroforestry adoption and climate resilience globally. **Keywords: Agroforestry Adoption, Smallholder Farmers, Sustainable Agriculture, Climate Resilience***



## A Scoping Review of Adoption of Climate Smart Agricultural Technologies and Impact on Smallholder Farmers

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### Abstract

*Climate change poses severe challenges to smallholder farmers in the Global South, where reliance on rainfed agriculture heightens vulnerability to erratic weather, yield losses, and food insecurity. In Sub-Saharan Africa, climate-smart agricultural (CSA) technologies are vital adaptation strategies promoted to enhance productivity, resilience, and sustainability, responding also to SDG 13 on climate action to limit and adapt to climate change. The aim of this scoping review is to map empirical evidence, identify gaps and propose future research direction in CSA technology adoption, on outcomes related to productivity, food security, and resilience. The review synthesizes 54 peer-reviewed empirical studies published between 2013 and 2025, selected from an initial pool of 598 articles in June 2025. Inclusion criteria focused on quantitative and mixed-methods studies using inferential statistics; qualitative-only and grey literature were excluded. The PRISMA-ScR framework guided the identification, screening, eligibility, and inclusion phases. Findings reveal that binary adoption is the most researched outcome (52%, n=28), followed by intensity (26%, n=14) and decision-making factors (11%, n=6). For countries of research, Ethiopia (28.6%) and Kenya (25%) dominate binary adoption studies, while Ghana (43%) and Kenya (21%) lead in intensity and decision-making. Least researched countries include Tanzania, DRC, Senegal, Mali, and Vietnam (3.5% each for binary adoption; 7% each for intensity/decision-making in Tanzania, Uganda, and Ethiopia). Technology Adoption and Diffusion theories are most utilized across outcomes (57.5%), followed by behavioral models (22.5%) and economic frameworks (10%). Contextually, the focus on crop-based practices sidelines livestock, gender dynamics, and agroecological diversity, raising questions about their efficacy under escalating climate extremes, and dis-adoption remains underexplored. Theoretically, behavioral, environmental, and gender dimensions, including intra-household dynamics and intersectionality are underrepresented. Methodologically, overreliance on cross-sectional designs limits causal inference. Empirically, geographic concentration in East and Southern Africa restricts generalizability, while assessing outcome measures as yield stability, income, and resilience is a critical gap. Future research should prioritize tracking interventions over time while linking adoption to measurable outcomes, and integrate an intersectional lens, contextual and behavioral dimensions to unlock the transformative potential of CSA technologies.*

**Keywords:** Climate Change, Climate-Smart Agriculture, smallholder farmers, Technology, Agricultural Innovation, Resilience, Sustainability



## An Ensemble Approach to Predicting Learner Attrition in Online Education: Integrating Gradient Boosting with Neural Networks

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### Abstract

*To increase student retention and the success of online learning initiatives, it is critical to make very accurate predictions about learner attrition. In order to put early intervention strategies into place, universities must identify students who are likely to withdraw early. A number of variables, such as academic achievement, demographic traits, and engagement metrics, affect how accurately learner attrition is predicted. Effective prediction models will be developed by analyzing these characteristics using machine learning techniques.*

*This study's main goal is to create an ensemble-based machine learning model that predicts early learner attrition in Kenyan online learning environments by combining XGBoost, Neural Networks Decision Trees (DT), and Random Forests (RF). Learning Management Systems (LMS) secondary data collected from Kenya's five universities will be used in the study. In order to provide a strong framework for the early detection of learners who are at risk, this study describes the technique for data preprocessing, feature selection, model training, and integration.*

*The research's conclusions will help institutions and policymakers enhance online learning platforms, maximise student retention strategies, and tackle e-learning issues. The research intends to aid in the creation of a more effective and inclusive online learning system in Kenya by early detection of students who are at risk. **Keywords: learner attrition, ensemble learning, gradient boosting, neural networks, online education, predictive modeling.***



## **Exploring the Intercommunal Conflict Mitigation Strategies: The Case of the Pokomo and the Orma in Tana Delta, Kenya.**

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**Pwani University, Kilifi, Kenya**

### **Abstract**

*Intercommunal conflict is a challenge to social, economic and political development in Kenya. The Tana Delta region has been experiencing conflicts over the years despite the efforts put in place by various stakeholders in peace building and conflict management among the Pokomo and Orma communities. Hence the need to evaluate the effectiveness of the various approaches employed in conflict management and peace building in the region such as the customary approach, hard power approach, NGOs empowerment model and the community-based approach. This article explores the various strategies employed by stakeholders and peace actors in attaining sustainable peace in Tana Delta, Tana River County, Kenya. The objective of the article is to examine the conflict mitigation strategies used in Tana Delta and assess their effectiveness in peacebuilding and conflict management. It attempts to answer the question, 'how effective are the tools of conflict management employed in the mitigation of the perennial conflict in Tana Delta region?' The article uses the Conflict Theory as developed and applied by Dahrendorf (1959) and Bartos and Wehr (2002). It relies on data collected through qualitative research design comprising of In-depth interviews and FGDs conducted on 83 respondents. The article argues that the most sustainable approach in managing intercommunity conflict was the community-based approach through the development of peace committees followed by hard power approach through the deployment of security forces, then the NGOs empowerment model and the customary approach. Sustainable peace is best achieved through an integrated approach that combines traditional, security, and developmental strategies tailored to local contexts. The study concludes that, the success of such approaches depends on contextual factors, community participation, and the integration of cultural practices, all of which are vital for addressing conflicts in areas like the Tana Delta and beyond. **Keywords: Conflict, Intercommunal, Peacebuilding, Mitigation, Peace Actors, Tana Delta.***

## **A Systematic Review of the Implications of Alternative Rites of Passage on Youth Transitions**

**Mercy W Karanu<sup>1</sup>, Daniel M. Nzengya<sup>2</sup>**  
**St. Paul's University**

### **Abstract**

*Alternative rites of passage (ARPs) have emerged as culturally sensitive strategies designed to replace harmful traditional practices like female genital mutilation with positive, empowering*



experiences. ARPs aim to preserve cultural identity while promoting health, safety, and gender equality. Despite their growing popularity, there is limited understanding of the impacts of ARPs on different outcomes for the youth (10-18 years). This paper utilizes systematic review methodology to assess gaps in literature on Implications of Alternative Rites of Passage on Youth Transitions. A search from databases yielded 115 articles with only a sample of 11 meeting exclusion and inclusion criteria like article type (primary research article), publication language and peer-reviewed articles. Preliminary findings indicate majority of the studies (36.4%, n=4) focused on health-related outcomes, 27.3%, n=3 explore effect on abandonment of harmful practices, 18.2%, n=2 examined ARP adoption while research on ARP impacts on educational and religiosity remain limited at 9.1%, n=1 each. Most of the studies (35.7%) were conducted in Kenya, 21.4% in the United States, 14.3% in Ghana and 7.1% in Papua New Guinea. Majority of the studies (54.5%) did not mention any theory while the remaining 45.5% were anchored in ecological framework (9.1%), Africentric theory (9.1%), life events theory (9.1%), Edwards Wilson's theory of gender (9.1%), human rights approach (9.1%), ritual process paradigm (9.1%), and social cultural theory (9.1%). The most researched target population were girls (72.7%), mixed adolescent sample (54.6%), women (27.3%), and community stakeholders like teachers (36.4%). Overall, findings support the potential of culturally sensitive ARPs as effective, sustainable tools to promote health, deter the proliferation of harmful cultural practices, and promote education and religious participation. This is likely to contribute to development goals aimed at fostering healthier, more equitable societies. The reviewed studies lack a unified theoretical framework, limiting understanding of underlying mechanisms. Contextually, research is concentrated in Kenya and the US, with limited exploration of diverse cultural settings and religious influences, especially on education and religiosity. Methodologically, most studies focus on health outcomes, and few employ longitudinal or mixed-method approaches to assess long-term impacts. Empirically, there is a scarcity of data on effects of ARPs on educational attainment and religious participation, restricting comprehensive evaluation of their broader social implications. Addressing these gaps can enhance culturally tailored interventions and inform policy for sustainable youth development. Future research should further explore education and religious dimensions to strengthen intervention strategies, incorporate comprehensive contextually relevant theories, adopt mixed-method approaches to deepen insights, and expand research to include culturally diverse contexts. **Keywords: Alternative Rites of Passage, Health, Education, Resilience, Culture, Adolescent, Youth**

## Impact of Social Media as Political Activism Tool During the June 2024 Youths' Protests in Kenya

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St. Paul's University<sup>1</sup>  
St. Paul's University<sup>2</sup>  
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### Abstract



*Social media has emerged as a key instrument for political participation in recent years, enabling younger generations to actively interact and impact political processes, leadership, and governmental policy. The Kenyan Gen Z protests in June 2024 against the 2024/2025 Finance Bill exemplified the importance of social media as a tool for political activity. During this protests, Facebook, X (formerly Twitter) and TikTok were utilized to organize protests and promote involvement during the demonstrations. The study's objective is to examine the impact of Facebook, X and TikTok as a political activism tool as political activism tool during the protests. The agenda setting theory, was used to shed light on how social media spread messages and shaped narratives to inspire young people to activism. The theory of social information processing was also applied to shed light on how Gen Z interacted, comprehended, and shared knowledge throughout the protests. The study used qualitative research design and inductive thematic analysis methods to analyse data. The findings indicated that social media was the foundation of young people's political engagement rather than just a tool for protest. The platforms gave common people, particularly Gen Z, a visible voice in governance by promoting courage, togetherness, and solidarity at the society level, the platforms played a significant role as political mobilizing and information dissemination tools. The findings also indicate that there were political, social and policy changes as a result of the platforms' pressure on the political class. The study recommends further research on the long-term political effects of digital activism, to ascertain its influence on election behaviour, political confidence, and governance reforms and whether Kenya's experience is unique or a component of a broader continental and international trend. **Keywords: Political Activism, Social Media, Generation Z, Youth mobilization, Finance Bill***

### **Financial Incentives and Youth Participation in the Gig Economy: Evidence from Embakasi Sub-County, Nairobi County, Kenya**

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**St. Paul's University**

#### **Abstract**

*This study examined the influence of financial incentives on youth participation in the gig economy in Embakasi Sub-County, Nairobi County, Kenya. As flexible employment arrangements gain traction, the gig economy offers young people immediate income opportunities and adaptable work schedules. However, the trade-off includes inconsistent earnings and limited access to social protection. Using a cross-sectional mixed-methods design, the study combined survey data from 399 youth respondents and key informant interviews from major stakeholders such as Uber, Glovo, Bolt, and government agencies. Findings indicated that 39.7% of respondents rely on gig work as their primary income source. Nearly half (47%) reported that gig earnings were higher than traditional employment, and 50.5% describe their income as consistent to some degree. However, 44.4% noted that they struggle to meet financial obligations during slow periods, and 57.5% cannot access health insurance through their gig income. Although 65.4% manage to save for emergencies, concerns over unpredictable income remain a key challenge. The study employed both descriptive and inferential statistics, revealing significant relationships between gig work participation and variables such as income consistency ( $p=.000$ ), financial resilience during slow*



periods ( $p=.002$ ), and motivation for professional development ( $p=.009$ ). Qualitative findings reinforced the appeal of quick payouts and low entry barriers but also underscored concerns about long-term security, rising costs, and inadequate social protections. The research concluded that financial incentives play a dominant role in youth participation in the gig economy, driven by immediate income and flexible work structures. However, sustainable engagement will require targeted reforms, including income guarantees, social safety nets, and financial literacy initiatives. The findings offer valuable insights for policymakers and platform operators to align gig economy structures with the socio-economic realities of the urban youth. **Keywords: Gig Economy, Youth Participation, Financial Incentives, Social Protection, Kenya**

## **Health Funding Models for Maternal Health in European Countries: Challenges and Best Practices for Kenya**

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### **Abstract:**

*Maternal health is a cornerstone of public health, reflecting how effectively a country's health system serves its people. Yet across Europe, outcomes remain uneven despite substantial health spending, exposing persistent gaps in how funding models translate resources into equitable and quality maternal care. This study examines how five European countries, Germany, Sweden, France, Romania, and Italy, fund maternal healthcare, using the Control Knob Framework to assess which financing approaches perform best and where weaknesses persist. The research relied on a qualitative comparative case study design, 120 secondary sources that published from 2021-2023 were thematically analyzed. Sources included policy papers, government reports, datasets from the WHO and OECD, and peer-reviewed studies. The data were thematically analyzed through three lenses identified as financing architecture, governance and accountability and service delivery to identify key challenges, enablers and transferable lessons for Kenya. The results indicate that Sweden, Germany, and France have better maternal health outcomes due to an adequate and sustainable level of public investment, effective regulation, and a more equitable distribution of resources. They are able to achieve this by ensuring universal coverage of services through clear public accountability, community-based programs, and a manageable public-private financing structure. Conversely, Romania and some regions of Italy continue to function on fragmented and inadequate maternal financing, weak governance, and inequitable access to care, particularly with vulnerable populations. Overall, the way funds are organized and how they are managed significantly influences maternal health outcomes, more than the level of total spending. Systems that pool public and private financing under a clear accountability system achieve better coverage and quality services, while fragmented systems create inefficiency and inequities. In the case of Kenya, the findings point toward the potential benefit of a blended funding model, with strong regulatory oversight, clear allocation processes, and targeted investments in local regions to sustain maternal health financing, improve access, and diminish inequities.* **Keywords: Maternal Health, Funding Models, Universal health Coverage, Equity, Governance, Europe.**





## Social Media Coordination as a Strategic Messaging Platform for Political Advocacy in Kenya: A Case Study of Kenya's Gen Z uprising in 2024

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### Abstract

*This study examined the role of coordinated social media as a strategic messaging platform in the 2024 Gen Z uprising in Kenya, specifically focusing on the anti-Finance Bill protests that fundamentally transformed political mobilization patterns in the country. Using a mixed-methods approach, this research analyzes how platforms like TikTok, Twitter (X), and Instagram facilitated political mobilization and advocacy among Kenyan youth, creating what scholars' term "digital-first political expression" that bypassed traditional gatekeeping mechanisms. The study reveals that unlike traditional opposition movements characterized by elite-driven leadership, ethnic mobilization, and hierarchical organization, the 2024 Gen Z uprising demonstrated unprecedented organizational innovation through leaderless structures, distributed coordination across multiple digital platforms, and issue-based mobilization that transcended traditional ethnic and generational boundaries. The findings demonstrate that coordinated digital messaging created network society forms of political organization, where horizontal communication networks enabled direct political participation without traditional intermediaries, ultimately forcing government policy reconsideration through grassroots digital activism. The movement's success in utilizing platform-specific strategies—Twitter for real-time coordination, TikTok for viral content creation, and WhatsApp for logistics—represents a paradigmatic shift from mass society to network society politics. The research reveals diverse motivations for participation, including genuine rights advocacy, accountability-centered engagement, and digitally-mediated collective action that challenged conventional co-optation strategies. These findings underscore the emergence of post-ethnic political mobilization among Kenya's digital natives and highlight how the pervasive influence of social media as a strategic platform fundamentally disrupted traditional political structures while establishing new paradigms for democratic participation in twenty-first-century Africa. **Keywords: Social Media Advocacy, Strategic Platform, Gen Z Activism, Kenya Protests, Digital Mobilization, FOMO, Political Participation***

## The Symbiotic Curriculum: A Conceptual Framework for Integrating the SDGs Through Transformative Eco-Pedagogy

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### Abstract

*The urgency of global challenges necessitates a re-conceptualization of how the Sustainable Development Goals (SDGs) are addressed in education. Current models often treat the SDGs as isolated topics, failing to cultivate the interconnected, critical, and transformative competencies required for a sustainable future. This paper introduces 'The Symbiotic Curriculum', a conceptual*



*framework designed to foster an integrated and holistic engagement with the SDGs. The framework is grounded in a synthesis of Freire's critical pedagogy, Bronfenbrenner's ecological systems theory, and Mezirow's transformative learning theory. This paper employs a conceptual analysis methodology, developed through an integrative review of literature from sustainability science and critical education studies. The framework is built on three core pillars: Inter-Goal Synthesis, which connects multiple SDGs through systems thinking; Place-Based Praxis, which links global challenges to local contexts to foster critical agency; and Futures-Oriented Dialogue, which uses speculative methods to promote perspective transformation. Key findings indicate that: critical praxis is essential for translating SDG knowledge into learner agency; systemic understanding is achieved by connecting macro-level goals to learners' micro-level contexts; and perspective transformation is a prerequisite for envisioning and enacting sustainable futures. The study recommends embedding eco-pedagogy modules in teacher training colleges and redesigning national curricula to foster interdisciplinary, place-based learning in line with SDG Target 4.7. Ultimately, the Symbiotic Curriculum provides a robust pathway for re-conceptualizing education as a central driver for a more just and sustainable future. **Keywords: Sustainable Development Goals (SDGs), Conceptual Framework, Eco-Pedagogy, Critical Pedagogy, Systems Thinking, Transformative Learning, Curriculum Theory.***

## **The Effects of Digital Learning on International Schools' Curriculum in Kenya**

**Naftali Thaithi**  
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### **Abstract**

*This desktop review reconceptualizes Sustainable Development Goal 4 (quality education) by examining digital learning's impact on Kenyan international schools' curricula. Analysing 15 Kenyan peer-reviewed studies (2019–2024) and OECD reports, we identify cognitive-pedagogical trade-offs: digital tools boost STEM engagement and collaboration (e.g., 25% KCSE gains via hybrid models) but risk fragmenting literacy and critical thinking in humanities due to screen-based distractions. Sweden's evidence-led recalibration—prioritizing print for core literacy/math and digital tools for specialized tasks—reversed comprehension declines by 12%, offering Kenya a model for balancing innovation with foundational skills. Systemic gaps persist in Kenya, including urban-rural access divides, under-resourced teacher training, and low parental digital literacy, which exacerbate inequalities and threaten holistic development. To advance SDG 4 amid today's technological challenges, we propose a participatory hybrid framework: (1) strategic screen-time governance (capping digital exposure at 30% for early literacy), (2) AI-augmented adaptive learning with ethical safeguards, and (3) community co-designed partnerships to align emerging technologies with localized needs. Case studies (e.g., Braeburn School's print-digital scheduling; Trans Nzoia's solar-powered tablets + story circles) demonstrate 15–25% academic gains and 90% student satisfaction when blending low- and high-tech methods. We urge policymakers to leverage strategic communication for stakeholder buy-in, emerging media technologies for equitable resource distribution, and AI governance to ensure tools serve pedagogical—not just technological—ends. Findings advocate for phased hybrid rollouts, teacher capacity building in blended facilitation, and parent-involved digital literacy initiatives to foster inclusive, future-ready education systems that reconcile SDG targets with tomorrow's possibilities.*



**Keywords: Digital Equity, Hybrid Learning, SDG 4, AI Governance, Kenya-Sweden Policy, Participatory Education.**

## **The Influence of Executive Leadership Communication on the Development of Internal Organizational Culture: A Case Study of ICEA LION Group Kenya**

**Charles Kanyingi Kuria**  
**St. Paul's University**

### **Abstract**

*Communication styles and practices employed by executive leaders significantly shape the internal communication culture, influencing how information flows, how employees perceive leadership, and the overall effectiveness of internal communication efforts. The research will investigate how leadership communication influences internal organizational culture within ICEA LION Group, Kenya. Communication styles and practices employed by executive leaders significantly shape the internal communication culture, influencing not only how information flows across departments and hierarchical levels but also how employees interpret and respond to leadership directives. These communication behaviors play a critical role in establishing the tone, transparency, and openness of organizational discourse, which in turn affects employee morale, trust, and alignment with corporate goals. Effective leadership communication fosters a culture of collaboration, inclusivity, and responsiveness, while poor communication can lead to misunderstandings, disengagement, and a breakdown in organizational cohesion. In this context, the research will investigate how leadership communication influences internal organizational culture within ICEA LION Group, Kenya, a leading financial services provider in the region. The study seeks to understand the extent to which executive leaders' communication choices—ranging from the channels they use to the tone and frequency of their messaging, impact employee perceptions, engagement, and loyalty. By examining the interplay between leadership communication and organizational culture, the research aims to uncover patterns that either enhance or hinder internal cohesion and performance. The study will be guided by the Media Richness theory and the leader-member exchange theory. The study sample will include 10 executive leaders at the ICEA LION Group head office and 40 employees in the head office. The study will adopt a mixed-methods approach and data will be collected through employee surveys and in-depth interviews of the executive leaders. It is anticipated that the findings of the research study will provide actionable insights for ICEA LION Group and other corporate organizations seeking to enhance their internal organizational culture through strategic leadership communication. By understanding the nuances of executive communication and its impact on employee perceptions and behaviors, organizations can cultivate a more open, collaborative, and engaged workforce, thereby contributing to improved organizational performance and overall success.*

**Keywords: Leadership Communication, Internal Organizational Culture, Employees, Staff Engagement, Case Study, Internal Communication, Corporate Culture**



## The Role of Digital Corporate Communication in Enhancing Customer Engagement and Building Trust: A Case Study of Kenya Power and Lighting Company

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### Abstract

*Digital transformation has made it necessary for corporate communication in organizations to shift in a bid to enhance customer engagement with brands. For companies providing essential services, such as electricity, like the Kenya Power and Lighting Company (KPLC), strategic and effective communication is not merely a branding exercise; it is a crucial element of ensuring operational efficiency, mitigating potential crises, and maintaining a positive relationship with the customers and communities they serve. The objectives of the study included: to examine the types of digital platforms used by KPLC and the influence they have on customer engagement on the Company's products and services, to find out the impact of the digital communication strategies used by KPLC on customer satisfaction, and to assess the digital communication reach of KPLC communication channels and the influence it has on customer experience. The study adopted KPLC as a case study and was guided by the Uses and Gratifications Theory complemented by the Social Exchange Theory. The study adopted a quantitative methods approach of data collection and analysis. The study sample included 50 targeted customers who have engaged with the organization on digital media. The findings demonstrate that SMS remains a vital communication channel for Kenya Power customers, aligned with global trends in utility sectors where rapid transactional updates are essential. However, the uneven user experience across channels suggests a gap in integrated digital communication management, echoing literature advocating for a unified digital customer service framework to enhance satisfaction and trust. It is expected that the findings of this study will have far-reaching benefits for the Kenya Power and Lighting Company (KPLC) by providing it with data-driven insights into the effectiveness of its digital communication strategies, enabling the Company to refine its approach, improve customer engagement, and enhance overall operational efficiency as well as KPLC's customer experience. **Keywords: Digital Corporate Communication, Customer Engagement, Customer Satisfaction, Customer Experience, Kenya Power and Lighting Company, Digital Media.***

## Motivations for Religious Content Selection among Nairobi Youth

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### Abstract

*Radio evangelization continues to play a significant role in shaping religious experiences in Kenya, but its effectiveness depends largely on whether its content resonates with the needs and motivations of listeners. This paper examines the motivations behind the selection of religious radio content among youth in Nairobi County. Drawing on the uses and gratifications theory, which is driven by inherent needs to seek specific information to satisfy specific needs, the study*



*applies a descriptive design and mixed-methods approach for data collection. Data were collected through structured questionnaires, complemented by two focus group discussions and semi-structured interviews with radio producers and presenters. Quantitative data were analysed using SPSS, while qualitative data were thematically examined with NVivo. Findings revealed that youth select religious radio content primarily for spiritual inspiration and reinforcement of faith (87%), emotional uplift through gospel music (81%), and practical guidance on contemporary life challenges such as relationships and employment (76%). Social and integrative needs also emerged, with 68% reporting that radio provided a sense of belonging to the wider faith community. Entertainment value, especially through culturally relevant gospel music and youth-friendly segments, was another key motivator. However, barriers such as limited interactivity, language exclusivity, and perceived repetitiveness of content reduced engagement for some listeners. By contextualizing broadcasts to address real-life issues, offering interactive platforms, and diversifying language and content, religious radio can sustain youth interest and participation in religious life. This paper contributes to practical strategies for faith-based broadcasters seeking to deepen youth engagement in Nairobi's rapidly evolving media environment. **Keywords: Radio, Radio Programme, Producer, Digital Media, Motivation, Content***

## **Miscommunication and Missed Opportunities: Rethinking Conflict Resolution through Shakespeare's Julius Caesar**

**Shadrach Mwanthi**  
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### **Abstract**

*Kenya's 2024 Gen-Z protests exposed the fragility of governance when leaders fail to engage citizens meaningfully, a challenge directly linked to SDG 16's goals of peace, justice, and strong institutions. Using Shakespeare's Julius Caesar as a comparative lens, this paper examines how miscommunication, rhetorical strategies, and ignored warnings escalate conflict. Caesar dismisses critical advice, Brutus struggles to win public trust, and Antony stirs the crowd—failures that echo Kenyan youth feeling silenced and marginalized. Combining literary insight, African political contexts, and conflict resolution theory, the study demonstrates that sustainable governance requires transparent, empathetic, and inclusive communication. Literature thus offers practical lessons for building trust, resolving conflict, and fostering peaceful, accountable societies. **Keywords: Miscommunication, Political Communication, Conflict Resolution, Shakespeare's Julius Caesar, Kenya Gen-Z Protests, SDG 16.***

## **Holistic Pathways to Resilience: Integrated Approaches to Sustainable Development in Western Kenya**

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**Masinde Muliro University of Science and Technology (Kenya)**



## Abstract

*This study examines the role of integrated approaches in advancing sustainable development in Western Kenya, with a focus on the interconnections between education, equity, ecological justice, peace, and mental well-being. Employing a mixed-methods design, the research combined household surveys with interviews and focus group discussions to capture both measurable outcomes and community perspectives. The findings reveal that while education and equity remain foundational pillars of development, mental health emerged as the most significant determinant of resilience and progress, underscoring its critical yet often overlooked role. Ecological challenges such as soil erosion and recurrent flooding were shown to exacerbate livelihood insecurity and fuel local conflicts, highlighting the inseparability of environmental sustainability and peace-building. The study concludes that fragmented interventions are insufficient; rather, sustainable transformation requires localized, community-driven strategies that integrate education, equity, ecology, peace, and mental well-being. These insights contribute to Kenya's Vision 2030, the United Nations Sustainable Development Goals, and Africa's Agenda 2063 by providing evidence for holistic and context-specific models of development. **Keywords: sustainable development, western Kenya, social equity, integral ecology, peace-building, education, resilience, non-violence, SDG integration.***

## Aligning Internal Communication And: Innovative Leadership Strategies for Successful Mergers and Sustainable Growth

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## Abstract

*Mergers and Acquisitions (M&A) are widely pursued as strategies for organizational expansion and competitiveness, yet evidence consistently shows that many fail to achieve their intended outcomes. In Kenya's financial sector, where mergers have become increasingly common, these failures are often linked to ineffective internal communication and leadership misalignment. Such shortcomings undermine organizational integration and threaten the achievement of Sustainable Development Goal 8 (Decent Work and Economic Growth), which emphasizes inclusive and sustainable economic progress. This study examined how the synergy between internal communication and innovative leadership strategies can enhance merger success and sustainable growth in the financial sector. The research examined two significant cases: KCB Group's 2019 acquisition of the National Bank of Kenya and Equity Group's 2020 merger with Banque Commerciale du Congo (BCDC). A qualitative descriptive research design was employed, drawing on 15 semi-structured interviews with senior leaders and communication managers, complemented by analysis of internal documents covering the period 2019–2025. Thematic analysis provided insights into how communication reinforced leadership intent and how leadership lent strategic authority to communication practices. Findings revealed that synergy*



*between leadership and communication produced four key outcomes: reduced uncertainty through transparent messaging, stronger trust through alignment of words and actions, enhanced employee engagement through participatory dialogue, and sustained culture through communication-led sensemaking. When communication occurred without strong leadership support, it lacked authority, and when leadership acted without communicative depth, it created disconnect. Effective mergers required the two dimensions working in tandem to maintain continuity and foster confidence. The study advances communication theory by highlighting synergy as a determinant of leadership effectiveness in change contexts. Practically, it recommends embedding communication-leadership taskforces in M&A processes. For policy, it calls for integrating communicative competence into leadership training within financial institutions.* **Keywords: Internal Communication, Mergers, Transformational leadership, Sustainable Growth, Decent work, Economic growth**

## **Influence of Supplier Performance as a Mediator on the Relationship of Project Completion in Kenya**

**Wanzala Duncan Tangara<sup>1</sup>, Mary Karei Kibuine<sup>2</sup>, Akwalu Ezekiel Kirinya<sup>3</sup>  
St. Paul's University**

### **Abstract**

*One of the determining features of project success is supplier performance; this is especially true in the context of healthcare projects in which the on-time delivery, compliance with the quality standards, and adherence to the agreement are directly responsible. This paper defines healthcare projects as formal projects, which have formal budgets and deliverables to enhance service provision in the field of healthcare in Kenya. These were: hospital construction and supplying equipment, disease-specific (HIV/AIDS, TB, malaria, maternal and child health), supply chain, and workforce capacity-building. The criteria were that the funded projects were to be official ones fundable by the national government, county governments, or international donors like USAID, World Bank, and Global Fund, but informal, private, and non-health projects were not eligible. Based on the Stakeholder Theory and the Supply Chain Integration Theory, which jointly account for the enhanced performance of projects using collaboration and coordinated supply chains, the paper discussed the mediating variables of the relationship between stakeholder involvement and project completion in the healthcare sector, which is the performance of the supplier. The descriptive and explanatory design was used, and data were collected on 223 respondents in 47 counties. The data were calculated in the form of descriptive statistics, correlation, and regression formulas. The census method has been taken, and a survey of the 223 funded healthcare projects has been conducted. This method was selected due to the fact that the number of projects was manageable and enabled extensive coverage without minimal errors in sampling, thus having some probability that the results were representative of the healthcare sector in Kenya. The performance of the suppliers was estimated based on the delivery on time, quality of products, adherence to the contract, and readiness to satisfy the project requirements. The results indicated that, as a mediating factor between stakeholder engagement and project completion ( $\beta = 0.317$ ,  $p < 0.05$ ), although stakeholder engagement contributes directly to*



completion, a portion of that contribution is attributed to excellent supplier performance. There were more completion rates, accountability, and sustainability of projects that had reliable suppliers. This research suggests that performance-based systems of supplier assessment and ongoing monitoring mechanisms should be used by implementing agencies with the view of enhancing efficiency and timely delivery of health services. **Keywords: Supplier Performance, Project Completion, Healthcare Projects, Stakeholder Theory, Supply Chain Integration, Stakeholder Engagement**

## **Influence of Stakeholder Engagement on Completion of Funded Healthcare Projects in Kenya**

**Wanzala Duncan Tangara<sup>1</sup>, Mary Karei Kibuine<sup>2</sup>, Ezekiel Kiriinya Akwalu<sup>3</sup>**  
**St. Paul's University**

### **Abstract**

Healthcare programs play a critical role in Kenya to achieve Universal Health Coverage (UHC) as outlined in the Vision 2030 and the Kenya Health Policy (2014-2030). It is recognized that the health sector plays a critical role in achieving equitable access to quality healthcare services, improved social welfare, and national development. A significant amount of sponsored healthcare projects, however, continue to experience challenges, including delays, cost increases, mismanagement of budget, stalled facilities, and unfinished implementation despite the national, local governments, and foreign donations of large amounts. Such inefficiencies often contribute to the waste of resources, poor service delivery, and loss of trust by the citizens in the healthcare system. This research closed empty areas of prior research, which often viewed stakeholder engagement as a symbolic aspect and not a systematic process of governance, by considering the effect of stakeholder engagement on the completion of funded healthcare projects in Kenya. The concept of stakeholder engagement was to be an accountability-based, participatory measure that fosters ownership, inclusiveness, and transparency in project planning and implementation. The research design was a descriptive and explanatory study about 223 funded healthcare projects in all 47 counties in Kenya and anchored on the Stakeholder Theory, Agency Theory, and Institutional Theory. Data were collected through structured questionnaires administered to procurement officers, project managers, suppliers, and monitoring and evaluation staff, representing diverse stakeholder categories. The data were analyzed using descriptive statistics, Pearson correlation, and multiple regression analysis to determine the relationship between stakeholder engagement and project completion. The results revealed that stakeholder engagement has a significant and positive influence on project completion, explaining 32.9% of the variance ( $\beta = 0.547$ ,  $p < 0.001$ ). Projects with higher levels of stakeholder engagement exhibited superior performance in timeliness, budget adherence, quality of output, stakeholder satisfaction, and sustainability. The study identified inclusivity, effective communication, participatory decision-making, transparency, and accountability as critical elements of engagement. However, weak feedback mechanisms were found to limit the transformative and long-term benefits of engagement practices. The research concludes that stakeholder engagement is a measurable, strategic, and policy-relevant factor of successful completion of funded healthcare projects in Kenya. **Keywords: Stakeholder Engagement, Project Completion,**





## Funded Healthcare Projects, Universal Health Coverage, Governance, Public Sector, Institutional Theory, Agency Theory, Stakeholder Theory

### Influence of Human Resource Competency on Implementation of Electronic Logistics in FMCG Manufacturing Firms in Nairobi County

Grace Mpaayei

St. Paul's University

#### Abstract

*Human resource competency is crucial in adopting and implementing electronic logistics (e-logistics) in fast-moving consumer goods (FMCG) manufacturing firms. The Fast-Moving Consumer Goods (FMCG) manufacturing sector significantly contributes to Kenya's economy, accounting for approximately 9.2% of the country's GDP and employing a substantial portion of the workforce in the manufacturing industry. The core of this persistent struggle lies in the weak or inadequate human resource competency that underpin logistics operations. E-logistics. The study objective was to assess the influence of human resource competency on the implementation of electronic logistics in FMCG manufacturing firms in Nairobi. The study used descriptive and explanatory design to achieve the research objectives. The study targeted 309 respondents drawn from logistics, supply chain, procurement, finance, IT, marketing departments of the representative FMCG firms. This research used stratified sampling, and 6 clusters of departments were used to categorize participants, while simple random sampling was utilized to select participants from each individual cluster. The researcher utilized questionnaires as instruments for data collection. The structured questionnaire contained close-ended questions to provide rich quantitative data for quantitative analysis. The researcher used Statistical Package for Social Sciences (SPSS) Version 25 to analyze data. Independent variable was the human resource competency while dependent variable was the implementation of electronic logistics. The survey of 151 respondents revealed mixed readiness in human resource competency for e-Logistics implementation in FMCG firms. While 62.9% agreed employees possess technical skills, 52.3% felt training was inadequate, and 53.7% said staff couldn't troubleshoot basic issues. Although 60.9% acknowledged strong management support, only 38.4% felt capable of addressing technical problems, highlighting a gap between leadership intent and staff execution. Awareness of e-Logistics efficiency was high (58.3%), but 55.6% noted poor investment in continuous skill development. Motivation remained low, with only 36.5% feeling encouraged, and 61.6% citing weak HR policies. These findings suggest the need for ongoing, practical training, policy reform, and employee incentives to fully harness e-Logistics' potential. Regression analysis revealed that by increasing Human Resource Competency by 0.894. **Keywords: Institutional Capabilities, Human Resource Competency, Electronic Logistics***

### Influence of Selected Positioning Strategies on Growth of Local Sales among Tea Manufacturers in Kenya

Humphrey M Mwangi<sup>1</sup>, Prof. Lily Njanja<sup>2</sup>, Dr. Hellen Mugambi<sup>3</sup>



## **St. Paul's University**

### **Abstract**

*This study analysed the influence of selected positioning strategies on growth of local sales among tea manufacturers in Kenya, within the framework of sustainable development and innovative business leadership. Tea plays a critical role in Kenya's socio-economic development, yet the majority, over 90% of the tea produced in the country is exported leaving only 10% for domestic sales. The implication is excessive reliance on external markets which exposes the industry to global price volatility. As such, strengthening the local market is vital for the sustainability of the industry. The research focussed on four positioning strategies; product attributes, product user-based positioning, quality, and competitor-based positioning. The anchoring theory was the Resource Based View Theory. The study was guided by the positivist paradigm utilizing the descriptive survey design to analyse quantitative data. The population comprised 319 tea manufacturers registered with the Tea Board of Kenya (TBK), encompassing 98 tea factories and 221 tea packers. The Krejcie and Morgan (1970) table was applied to select a sample size of sample size of 175 participants. Self-administered questionnaires were used to collect primary data which was analysed using SPSS to generate descriptive and inferential statistics. Simple linear regression evaluated the influence positioning strategy, while multiple regression tested their combined effects. The findings showed that the selected positioning strategies collectively explained 25.9% of the variance in the growth of local tea sales (Adjusted  $R^2 = 0.259$ ). The regression model was statistically significant ( $F = 11.230$ ,  $df = 4, 113$ ,  $p < 0.001$ ), and each of the four positioning strategies had a significant positive effect on local sales. From the above findings, positioning strategies that focus on quality and beating competition were found to be most effective in boosting local tea sales. These findings reiterate the need to focus on innovative marketing, strategic brand positioning, and market-responsive leadership in the agricultural sector.*

**Keywords: Strategic Marketing, Local Sales Growth, Tea Industry, Business Innovation, Sustainable Development, SDGs, Kenya**

## **Impact of Distribution (Place) Strategies on Growth of Local Sales among Tea Manufacturers in Kenya**

**Humphrey M Mwangi<sup>1</sup>, Professor Lily Njanja<sup>2</sup>, Dr. Hellen Mugambi<sup>3</sup>**

**St. Paul's University**

### **Abstract**

*This study examined the impact of place (distribution) strategies on the growth of local sales among tea manufacturers in Kenya. Tea contributes 23% of the country's foreign exchange earnings and supports livelihood of over 600,000 smallholder farmers and five million Kenyans along the value chain. According to Omari (2015), Kenya exports over 90% of the total tea production leaving less than 10% for domestic market sales which exposes tea manufacturers and small-scale farmers to worldwide price fluctuations, unlike other leading tea-producing nations. Strengthening the local market sales is important economic resilience and long-term sustainability. The study focused on three distribution (place) strategies; intensive distribution,*



*selective distribution, and exclusive distribution. This study is anchored on the Product Life Cycle concept (PLC). The study adopted a positivist paradigm, a descriptive survey design with a quantitative approach. The target population comprised 319 tea manufacturers registered with the Tea Board of Kenya, comprising 221 tea packers and 98 tea factories. A sample size of 175 was obtained using the Krejcie and Morgan (1970) table. This study used proportional stratified random sampling to ensure equal presentation from the sub-populations. Self-administered questionnaires were used to collect primary data. Data analysis was conducted using SPSS. To analyse impact of distribution (place) strategies on growth of local sales among tea manufacturers in Kenya simple linear regression was used and multiple linear used to test combined effect of intensive strategy, selective strategy and exclusive strategy. The study's outcome indicated that distribution (place) strategies have a significant influence on growth of local sales among tea manufacturers in Kenya ( $\beta = 0.913$ ,  $t = 7.687$ ,  $p < 0.05$ ). The findings indicated place (distribution) strategies collectively explained 45.1% of the variance in the growth of local tea sales. The omnibus  $F$ -test confirmed that the set of predictors significantly improves prediction beyond the intercept alone ( $F(3, 114) = 31.262$ ,  $p < 0.001$ ), indicating distribution (place) is an important determinant of local sales. The study concludes that widespread adoption of distribution strategies, particularly the use of intensive and selective approaches, highlights a strategic inclination toward maximizing market reach while maintaining operational control.* **Keywords: Place Strategies, Strategic Marketing, Local Sales Growth, Tea Industry, Business Innovation, Sustainable Development, SDGs, Kenya**

### **Determinants of Relapse in Addiction Clients Soon After Rehabilitation: A Case Study of Selected Rehabilitation Centres in Nairobi.**

**Marie-Therese Kiago<sup>1</sup>, Alice Omondi<sup>2</sup>, Reuben Gathii<sup>3</sup>**  
**St. Paul's University**

#### **Abstract**

*From 2019, there has been a significant increase in relapse rates in Kenya, with an increase in substance abuse and recovering addicts relapsing soon after rehabilitation. Despite the establishment of rehabilitation centers, relapse rates continue to rise. The study investigated the determinants of relapse in addiction clients soon after rehabilitation in selected rehabilitation centres in Nairobi. The specific objectives were: to examine the effect of aftercare activities on relapse, to establish the effect of financial stability on relapse, to determine the effect of external support systems on relapse and to ascertain the relationship between peer influence on relapse in selected rehabilitation centres in Nairobi. The study used Cognitive Behavioural Theory and Strategic Family Therapy Theory. The study was conducted at Joseph Kangethe, Mustakim main rehabilitation, Ahadi, and Pearl rehabilitation centers in Nairobi with the pilot being conducted at Mustakim day rehabilitation centre 3<sup>rd</sup> street, near Mathare Valley. The study employed descriptive research design and census sampling technique with a target population comprised 200 clients and 10 staff from the Rehabilitation Centres. The study employed a questionnaire to collect quantitative data and an interview guide that collected qualitative data. Quantitative data were analyzed using descriptive such as mean and standard deviation and inferential statistics*



*such as correlation and regression analysis with qualitative analysis analyzed thematically with findings presented in narration format. The results showed a 99% relapse rate among the respondents, with aftercare activities, financial stability, external support systems, and peer influence significantly influencing relapse in addiction clients soon after rehabilitation. The analysis shows majority of respondents 99(52.1%) agreed bad company led respondents to use substances while 101 respondents (53.2%) agreed their families support helped them control their drug urges. The study recommends inclusion of structured aftercare programs including follow up for financial literacy classes, supportive home environments, and community outreach with a peer drive approach against stigma. Future research should include mandatory follow-up visits by rehabilitation centers up to 6 weeks after reintegration, investigation into policies on coping mechanisms structure in rehabilitation centers, and examining the impact of external support groups on minimizing relapse among re-integrated addicts. **Keywords: Relapse, Addiction, Rehabilitation, Substance use, Aftercare, Stigma***

## **Effect of Strategic Communication on the Performance of Constituency Development Funds in Narok North, Kenya**

**Simaton Kamaamia<sup>1</sup>, Prof. Lily Njanja<sup>2</sup>, Dr. Ruth N. Kingoo<sup>3</sup>**  
**St. Paul's University**

### **Abstract**

*The performance of constituency development funds in Kenya has attracted significant attention due to its crucial role in promoting local development. The effective use of constituency development funds has contributed to the construction of essential infrastructure such as schools, roads, and health facilities, thereby improving access to education, transportation, and healthcare services. These developments have enhanced the overall quality of life for many communities. However, despite these positive outcomes, the performance of constituency development funds has been undermined by persistent challenges, including mismanagement of funds, inadequate accountability, and corruption, which have limited its potential to achieve equitable and sustainable local development outcomes. The study established the effect of strategic communication on the performance of constituency development funds in Narok North, Kenya. Strategic management theory anchored the research. The study adopted explanatory research design targeting 219 project managers, committee members and community representatives (village elders and religious leaders) that were involved in the ongoing constituency development funds projects in Narok North constituency for the 2022/2024 financial year. Sample size was 142 respondents obtained using simple random sampling while data was collected using structured questionnaires using drop and pick later method. Data was analyzed using Statistical Package for Social Sciences. Both descriptive and inferential statistics were conducted. Descriptive results showed that the respondents agreed to a great extent that strategic communication affected the performance of constituency development funds in Narok North, Kenya. Regression findings revealed that there was a positive and significant relationship between strategic communication and performance. Furthermore, strategic communication was strongly and positively correlated with performance of constituency development funds. The study concludes that effective communication strategies play a vital role in the successful implementation of constituency development fund projects. Clear, transparent, and consistent communication among stakeholders*



*ensures proper coordination, enhances community participation, minimizes misunderstandings, and promotes accountability, ultimately contributing to the overall success and sustainability of constituency development fund initiatives. Keywords: Strategic communication, performance, constituency development funds, Narok North, Kenya*

## **From Eden to Ethics: African Theological Perspectives on Genesis 1–3, Artificial Intelligence, and the SDGS**

**Mathu Levis K.**  
**St. Paul's University**

### **Abstract**

*In an era defined by rapid technological transformation, the ethical evaluation of artificial intelligence (AI) and biotechnology demands renewed theological reflection grounded in Scripture and contextual African theology. This study explores Genesis 1–3 as a theological framework for assessing ethical boundaries in artificial creation amidst advances in AI and biotechnology. It addresses a critical gap by integrating African theological perspectives into contemporary technology ethics, thereby enriching Sustainable Development discourse with faith-based moral insight. Through exegetical, theological, and ethical analyses informed by development studies, this research proposes a holistic framework for equitable and responsible technological innovation rooted in Scripture and contextual theology. As global technological progress transforms healthcare, agriculture, communication, and governance, many ethical debates remain detached from theological foundations such as imago Dei, divine sovereignty, and the Creator–creature relationship. These doctrines define the permissible limits of human creativity and serve as moral safeguards against technological hubris. Using a historical-critical and theological-ethical approach, Genesis 1–3 is interpreted as a paradigm that affirms human vocation and creativity (Gen 1:28; 2:15) while establishing divine boundaries that restrain moral excess. The Fall narrative (Gen 3) functions as a theological critique of humanity's pursuit of autonomy through forbidden knowledge and unrestrained innovation. Drawing from interdisciplinary perspectives in theology, ethics, and science, this study fosters dialogue between Scripture and contemporary debates on AI and biotechnology. It integrates Christian ethics, African moral philosophy, and the Sustainable Development Goals (SDGs 3, 9, and 10) as frameworks for evaluating just and sustainable innovation. The research proposes a faith-informed ethical model that reinterprets these SDGs through a biblical lens emphasizing justice, stewardship, and human dignity. By balancing human creativity with divine limits and integrating imago Dei, divine sovereignty, and relational accountability, this study envisions a future where technological advancement serves the common good, promotes human dignity, preserves cultural integrity, and fosters global equity in harmony with God's moral order for creation. Keywords: Artificial Intelligence, Biotechnology, Imago Dei, SDGs, Faith-Based Ethics, Genesis 1–3.*

## **Imago Dei and Artificial Creation: An Old Testament Theology of Humanity from Genesis 1: 26–27 and Psalm 8 for Sustainable Development**



**Mathu Levis K.**  
**St. Paul's University**

**Abstract**

*As artificial intelligence (AI) and biotechnological systems increasingly reshape human experience, social relationships, and institutional structures, faith communities are called to articulate robust theological frameworks that affirm human dignity and guide ethical innovation. While contemporary AI ethics often prioritize efficiency, autonomy, and technological advancement, they frequently overlook the deeper insights of theological anthropology, particularly the Old Testament's vision of personhood grounded in covenant, vocation, and divine image-bearing. This study addressed that gap by examining how the biblical concept of imago Dei can inform ethical discernment and theological reflection in the age of machine intelligence. The research focused on Genesis 1:26–27 and Psalm 8, employing historical-critical and canonical approaches to trace their original meaning and ongoing theological trajectory. Genesis 1 was interpreted as a foundational theological text that defines human identity through divine image-bearing, relational stewardship, and moral vocation under God's sovereignty. Psalm 8 was analyzed as a poetic and liturgical affirmation of humanity's covenantal dignity and delegated authority within creation. Together, these texts construct a biblical anthropology emphasizing relational dependence on God and moral responsibility toward creation. Engaging these biblical perspectives with contemporary debates on AI and biotechnology, the study explored their ethical relevance to justice, equity, and sustainability, particularly in light of the Sustainable Development Goals (SDGs 3, 9, 10, and 16). The research argues that the Old Testament offers a distinct theological vision of humanity defined not by technological capacity but by divine calling and relational accountability. This vision provides practical ethical tools, stewardship, justice, and communal responsibility that can guide churches, scholars, and policymakers in assessing the use and moral boundaries of AI and biotechnology. Incorporating African contextual theology, the study applies biblical anthropology to concerns of technological inequality, cultural autonomy, and sustainable human flourishing. Ultimately, it proposes a faith-rooted ethical framework for navigating the theological and moral implications of artificial creation. **Keywords: Imago Dei, Theological Anthropology, AI Ethics, Sustainable Development Goals, African Theology, Human Dignity.***

**Linguistic Equity for Sustainable Development: A Critical Analysis of Augmentative and Alternative Communication, Language Policy and Sustainable Development Goals in Kenya**

**Cathleen Karianjahi**  
**St. Paul's University**

**Abstract**

*This paper employs a qualitative documentary research methodology to conduct a critical analysis of the intersection between language policy, Augmentative and Alternative Communication (AAC),*



*and the implementation of the Sustainable Development Goals (SDGs) in Kenya. It argues that the systematic marginalization of persons with speech, language, and communication needs (SLCN) arises from a profound policy–practice dissonance embedded within Kenya’s development architecture. Using a systematic review and critical discourse analysis of national policy documents (2010–2024), international frameworks, and academic and grey literature, the study identifies a recurring pattern of omission, implicit bias, and strategic ambiguity surrounding issues of communication accessibility. The findings indicate that, while Kenya’s 2010 Constitution and its international obligations—including the UN Convention on the Rights of Persons with Disabilities and the 2030 Agenda for Sustainable Development—provide a strong normative framework for inclusion, sector-specific policies in education, disability, and health do not explicitly mandate, finance, or operationalize AAC provision. This persistent policy silence has produced an unfunded mandate, resulting in fragmented service delivery, limited professional capacity, and minimal institutional coordination across government sectors. Consequently, Kenya’s SDG localization strategies, particularly for Goal 4 (Quality Education), Goal 10 (Reduced Inequalities), and Goal 16 (Peaceful and Inclusive Societies), remain linguistically exclusive and ill-equipped to address the communication rights of persons with SLCN. This exclusion not only reinforces inequality but also undermines the national commitment to “leave no one behind.” The paper concludes that linguistic and communication equity must be recognized as a core pillar of sustainable development. It recommends urgent policy reform, the development of communication-inclusive SDG indicators, dedicated budgetary allocations, and the formulation of a cross-sectoral national AAC strategy to ensure that every Kenyan can participate meaningfully in social, educational, and civic life. **Keywords: Documentary Research, Language Policy, Augmentative and Alternative Communication (AAC), Sustainable Development Goals (SDGs), Kenya, Problem Statement***

## **Re-imagined SDG Framework (Equity-First, Tech-Enabled) Business Leadership**

**Dorcus Watitu Mugo**

**United States International University – Africa**

### **Abstract**

*In an increasingly dynamic and complex world characterized by accelerated technological change and widening social inequalities, business leaders must contend with a twofold challenge - being profitable and socially sustainable. The paper addresses emerging business leadership strategies in mapping organizational goals against the United Nations Sustainable Development Goals (SDGs), with specific focus on marginalized communities such as women, unemployed youth, underprivileged children, and persons abled differently. These groups face systematic exclusion from access to resources, education, employment, and leadership. Business leaders are thus compelled to undertake inclusive, adaptive, and ethical leadership strategies that overtly attempt to overturn these imbalances while converging with global development agendas. In this manner, sustainable development is no longer a corporate obligation but a strategic imperative. Cross-sector collaboration becomes a primary strategy, enabling businesses to co-create impact in collaboration with governments, civil society, and communities. Real-world case studies will demonstrate how businesses can empower vulnerable communities by aligning business strategy with SDGs to deliver concrete social and environmental outcomes while enhancing their*



*competitiveness. Thereby, progressive businesses need to apply tech-enabled innovative solutions and develop inclusive solutions that empower marginalized groups through job opportunities, education, and skills training. These actions foster equity while enhancing organizational performance, demanding innovative business leadership capable of integrating sustainability, equity, and inclusion into organizational strategy and practice. The core argument is that sustainable development is only achievable if business leaders drive equity and innovation—not as peripheral initiatives, but as core leadership imperatives. The paper calls for a leadership paradigm shift that goes beyond tokenism to actually embed equity, empowerment, and sustainability at the core of business strategy. In so doing, leaders can stimulate inclusive growth, create resilience, and contribute meaningfully toward a fair and sustainable world.* **Keywords: Sustainable Development, Business Leadership, Innovation, Inclusion, Marginalized Populations**

## **The Influence of Stakeholder Feedback on Image Management of Organizations: A Case Study of the Nakuru County Government**

<sup>1</sup>Elizabeth Wangui Gitonga

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<sup>3</sup>Shadrach Mwanthi

**St. Paul University  
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### **Abstract**

*In contemporary organizational environments, stakeholder feedback has become indispensable to effective image and reputation management. This study aimed at identifying and categorizing distinct forms of stakeholder input used by the Nakuru County Government in its image management efforts, evaluating the degree of integration of stakeholder input in the Nakuru County Government's image management strategies and assessing the correlation between stakeholder feedback trends and public perception of the Nakuru County Government's image for the past five years. The study was anchored on the public relations theory. The study adopted mixed research design. The research targeted a variety of stakeholder from Nakuru County Government. Stratified Random Sampling and purposive sampling were used. The sample size was 157 respondents. A sample size of 12 key informants who included 6 internal stakeholders (County officials), 6 external stakeholders was also used. There was 1 FGDs involving the three groups of stakeholders. Each group had a total number of ten respondents. Data was collected using questionnaires, interviews and focused group discussions. Quantitative data from questionnaires were analyzed using statistical software using descriptive analysis to get the percentages and frequencies. Qualitative data collected from interviews and focus group discussions was transcribed and analyzed thematically. Results showed that 51.2% of the respondents rated the current image of the Nakuru County Government among the public as fair while 24.4% rated it as good. Further, 75.6% of the respondents indicated that stakeholder feedback has improved the*





County Government's image significantly. The study concludes that Nakuru County's public image is moderately positive, with improvements in services. To enhance perception, it should strengthen responsiveness, transparency, and communication. Implementing structured feedback systems, equitable community engagement, and performance indicators will boost accountability and trust, ensuring inclusive development and a consistently credible public image. **Keywords: Image Management Strategies, Stakeholder Input, Stakeholder Feedback, Public Perception, Nakuru County Government**

## **A Scoping Review of the Contribution of Microfinance on Women Empowerment in Low- and Middle-Income Countries**

**Gacheru Fredrick Kamau**  
**St. Paul's University**

### **Abstract**

*Microfinance is a key strategy in global development, especially in advancing gender equity. Women constitute approximately 81% of microfinance borrowers because of their repayment reliability and prioritization of household welfare. This scoping review assessed the extent to which microfinance contributes to women's empowerment by synthesizing empirical evidence, identifying gaps, and proposing directions for future research. The review followed PRISMA guidelines. Searches were conducted across five databases (PubMed, Web of Science, Scopus, EconLit, and Business Source Premier) using Boolean logic with thematic and geographic filters. From an initial 500 studies, 300 were retained after title and abstract screening, and 150 underwent full-text review. Inclusion criteria included quantitative and mixed methods with inferential statistics, wholly qualitative were excluded and the final draft yielded 28 articles. The review employed descriptive statistics and thematic coding. Findings show that women's empowerment was the most researched outcome (n=20), followed by economic empowerment (n=5), focusing on income, assets, and enterprise sustainability. Social empowerment (n=2) and decision-making power (n=1) were the least examined. Geographically, studies were concentrated in South Asia (Bangladesh, India, Nepal) and East Africa, with Kenya accounting for the highest representation, with 60% occurring in East Africa. The most applied theory was Kabeer's Empowerment Framework, often linked with Feminist Economics for overall empowerment outcomes. Human Capital Theory and the Sustainable Livelihoods Framework were prominent in economic empowerment studies, while Social Capital Theory was used to explain social empowerment. The main target populations were rural and peri-urban low-income women, particularly married women engaged in group-based lending such as Self-Help Groups. For economic empowerment, the population focus was primarily on women microentrepreneurs (60%), with smaller proportions of married women in rural microcredit programs (20%) and women-owned SMEs (20%). Across all outcomes, the most studied independent variable (IV) was access to microfinance or participation in microcredit programs, while other IVs included group lending participation, education, and financial literacy. The review identified some key gaps. Theoretically, there is overreliance on linear empowerment models with little integration of psychological or institutional frameworks, while contextually West and North Africa, Latin America are underrepresented and marginalized groups such as widows and women with*



*disabilities are underexplored. Methodologically, studies are dominated by cross-sectional, self-reported designs with limited longitudinal or quasi-experimental studies, and empirically, there is weakness in tracking sustainability of empowerment gains, especially in political participation and psychological well-being. Future research should adopt mixed-methods and longitudinal designs, expand theoretical foundations to include intersectional and institutional perspectives, and focus on underrepresented populations. Policy interventions should move beyond credit provision to integrate financial services with training, rights awareness, and market linkages that strengthen women's long-term empowerment.* **Keywords: Microfinance, Women Empowerment, Economic Empowerment, Social Empowerment, Decision-Making, Financial Inclusion, Microcredit**

## **Secondary School Education Preservice Teachers' Experiences with Context-Based Structured Reflective Practice: A Case Study at St. Paul's University, Kenya.**

**Mwangi, Kairu Suleiman<sup>1</sup>; Wang'ang'a, Annerose<sup>1</sup>; & Mutwiri, Caroline<sup>2</sup>**  
**St. Paul's University<sup>1</sup>**  
**St. Paul's University<sup>2</sup>**  
**Kenyatta University<sup>3</sup>**

### **Abstract**

*Teacher quality has long been a challenge and a subject of research interest in Kenya. The teacher education models used to train teachers in Kenya have been criticized for failing to produce the caliber of teachers needed in basic education classrooms. The shift from Kenya's 8-4-4 system to Competency-Based Education (CBE) has exacerbated the situation. CBE requires teacher education that can prepare preservice teachers with new approaches that encourage creativity and the relevant skills needed for effective teaching. Reflective practice, known for promoting lifelong learning and professional growth, is inconsistently applied across institutions. This study looked at secondary school preservice teachers' experiences with a Context-based Structured Reflective Practice (CBSRP) model. Twenty-three third-year undergraduates at St. Paul's University filled in reflective diaries for ten weeks and took part in four biweekly focus group discussions. Thematic and narrative analysis, done within an interpretivist framework, showed that CBSRP encouraged professional growth through critical evaluation of teaching strategies, better lesson planning, intentionality, flexibility, responsiveness to learners, critical thinking, communication, subject mastery, teamwork, peer support, and mentorship. The findings emphasize the need for adoption of a well-structured context-based reflective practice model in teacher education, capacity building in reflective practice for secondary school preservice teachers, and Inclusion of a structured and well-planned school mentorship programme for secondary school preservice teachers during TP.* **Keywords: Context-based Structured Reflective Practice Model, Preservice Teachers' Experiences, Preservice Teachers' Perceptions, Secondary School Preservice Teachers, Reflective Practice, and Teaching Practice.**



## The Role of Government Policies in Interoperability Standards for Laboratory Information Systems: A Bibliometric Analysis Literature Review

Rufus Karanja Nyaga<sup>1\*</sup>, Ruth Chweya<sup>2</sup>, Ronald Keng'ara Tombe<sup>3</sup>  
Kisii University

### Abstract

*The are several benefits that Interoperability in Laboratory Information Systems (LIS) in public health has. They include enhanced data management, continuous data exchange, enhanced disease tracking, and better decision-making. Although Policies like the Kenya Health Act, the Data Protection Act, and the Kenya Health Information Systems Interoperability Framework have been developed by the Kenya government to support LIS integration, there are areas such as inadequate execution procedures, and disjointed health information systems, inadequate funding, and privacy concerns still hinder advancement in execution. This approach adopted by study focuses on the role that government policies play in guiding LIS interoperability standards. More so, it assesses international top practices and points out the policy gaps that exist in Kenya and emphasizes any evolving challenges. This research includes a bibliometric analysis and literature review of the government policies that influence LIS interoperability between 2016 and 2024 in this paper. Based on 82 peer-reviewed articles indexed in Scopus, Google Scholar, and PubMed, we examine publication trends, influential authors and institutions, citation networks, and regional scope. The analysis is informed by Data Management Theory (DMT), which calls for governance models to shape organizations. According to the findings, there are relevant policies that exist; nevertheless, implementation as well as funding remain inadequate. The findings suggest that there is an increased scholarly interest in LIS interoperability, as well as a gradual change from technical-oriented literature to policy-related debates. Nevertheless, Africa is underrepresented in high-impact papers, albeit with considerable innovations on a field level. The results further indicate a clear indication of inadequate empirical assessments of policy impact, weak public-private partnerships, and a lack of long-term policy evaluations. Further research ought to focus on fruitful case studies of LIS integration, customizing international standards to the Kenyan setting, and investigating the use of emerging technologies, for example AI and blockchain, to boost interoperability standards in public health healthcare laboratory systems. **Keywords: Interoperability, Standards, LIS, Public Health, Government policy, Health Systems, Digital Health***

## Effects of Insecurity on Community Well-Being: A Case Study of Peri-Urban Communities, Marietta and Marombo, Near St. Paul's University in Kiambu, Kenya

Elvis Washington<sup>1</sup> & Maryann Mwangi<sup>2</sup>  
St. Paul's University

### Abstract

*This study investigates the effects of insecurity on community well-being in the peri-urban areas of Marietta and Marombo near St. Paul's University in Kiambu County, Kenya. It highlights a research gap concerning peri-urban communities adjacent to universities, contrasting global insecurity contexts, such as Syria's civil war, with local urban crime in Kenya. The study pursues*



four key objectives: categorizing types of insecurity, evaluating well-being programs, assessing their impacts, and proposing solutions, framed by Social Disorganization Theory. The literature review examines forms of insecurity, petty crime, youth gangs, and gender-based violence, and well-being initiatives like Nyumba Kumi, a Kenyan community policing program. It underscores their global, regional, and local relevance while identifying the lack of research on Kenya's peri-urban settings. The methodology adopts a qualitative approach, utilizing semi-structured interviews with 12 participants, focus group discussions with 32 participants across four groups, and key informant interviews with 3 participants. Thematic analysis of data from residents, students, and community leaders reveals that socio-economic inequalities alleviate insecurity, leading to psychological distress, reduced social cohesion, and economic challenges. Nyumba Kumi's effectiveness varies due to trust and resource limitations. Proposed solutions include community-based interventions, such as youth programs, and policy measures like enhanced street lighting. The study concludes that insecurity severely undermines community well-being, advocating for integrated strategies: strengthening community policing, upgrading infrastructure, fostering economic growth, and enhancing social bonds. Recommendations include improving Nyumba Kumi, installing surveillance systems, and promoting vocational training. It suggests future research on long-term impacts, intervention effectiveness, university contributions, and gender perspectives. This dissertation offers actionable insights for policymakers and stakeholders to build safer, more resilient communities around St. Paul's University, enriching Kenya's urban security discourse. **Keywords: Insecurity, Community wellbeing, Peri-urban, Nyumba Kumi**

## **Transformational Leadership and Employee Green Behaviour: A Systematic Review of Literature**

**Tabithah W. Kabui Kimani <sup>1</sup> and Benson Vundi Nason <sup>2</sup>**  
**St. Paul's University**

### **Abstract**

*The world is grappling with a myriad of environmental challenges key among them being climate change marked by lasting changes in climatic patterns. Businesses have contributed significantly towards climate change by emitting greenhouse gases. Promoting employee green behaviour (EGB) is increasingly viewed as one of the effective mechanisms for reverse the adverse environment impact of business organization. EGB refers to voluntary actions by workers in an organization that have positive impacts on the environment. One of the strategies that have been proposed for developing EGB is the implementation of transformational leadership. Although literature on the link between transformational leadership and EGB exists, it is fragmented and lack cohesion making it difficult to draw conclusion, identify overarching principles and patterns, and pinpoint areas that need further research. This review sought to synthesize existing literature on how transformational leadership influences EGB thereby providing clearer insights that will guide future research and practice. The review involved a comprehensive search of empirical studies using Google Scholar, employing a diverse range of synonyms related to EGB and transformational leadership. The search and appraisal processes ultimately lead to the identification of 24 relevant studies. The majority of the research focused on quantitative methodologies, with a notable concentration in Asian contexts, emphasizing the need for further exploration in diverse geographical and sectorial settings. A review of these studies revealed that*



*transformational leadership significantly enhances EGB across various sectors by fostering organizational identification, intrinsic motivation, and providing green organizational support. Transformational leaders foster a culture of sustainability by embodying values that align organizational goals with ecological practices, thereby amplifying the motivations of employees to partake in green initiatives. Several moderating factors were identified, including organizational culture, work engagement, and employee emotional exhaustion. In conclusion, the review underscored the necessity for organizations to cultivate transformational leadership qualities to maximize employee engagement in green practices. The paper recommends the implementation of transformational leadership training programs for current and aspiring leaders and encourages future research to explore underrepresented sectors.* **Keywords:** Transformational leadership, employee green behaviour, pro-environmental behaviour, sustainability, climate change.

## **Innovative Business Leadership Strategies and Sustainable Development in Kenya's Manufacturing Sector**

**Dr. Mary Kamaara (CHRP)**

**Jomo Kenyatta University of Agriculture & Technology**

### **Abstract**

*The study examines how innovative business leadership strategies, such as transformational, participatory, technology-driven, and sustainability-oriented leadership strategies moderated by organizational culture, influence sustainable development in Kenya's manufacturing sector. Grounded in transformational, participatory, technology acceptance, triple bottom line and organizational culture theories, the paper aims to determine which leadership practices most effectively promote economic growth, social equity and environmental protection within Kenya's industrialization agenda. A convergent mixed-methods design was adopted for primary data collection. Quantitative data were gathered using structured questionnaires administered to 150 respondents from 50 registered manufacturing firms across food processing, textiles, chemicals and construction materials subsectors. The survey measured transformational, participatory, technology-driven and sustainability-oriented leadership practices alongside a composite index of firm sustainability outcomes. Qualitative evidence was collected through semi-structured interviews with managers and employees and analyzed thematically to contextualize quantitative findings. Descriptive analysis shows transformational and participatory leadership are moderately practiced, technology-driven leadership is weak, and sustainability-oriented leadership is moderate with greater emphasis on corporate social responsibility and governance than on environmental practices. Organizational culture appears moderately supportive but constrained by limited adaptability. Pearson correlation coefficients indicate positive, statistically significant relationships between each leadership dimension and sustainable development indicators. Multivariable regression analysis explains approximately 62% of variance in sustainable development outcomes, with sustainability-oriented leadership and transformational leadership exhibiting the largest standardized effects, followed by organizational culture, participatory leadership and technology-driven leadership. The findings imply that achieving sustainable industrial transformation in Kenya requires leaders who combine clear vision,*



*inclusivity and a deliberate sustainability agenda, supported by adaptive organizational cultures and targeted investments in technology and workforce capacity. Policy incentives for green investment, managerial capacity building and expanded technology training, together with firm-level reforms that strengthen participatory decision-making, will help translate leadership intent into measurable sustainable outcomes and advance Kenya's progress toward Vision 2030 and the Sustainable Development Goals.*

**Keywords: Innovative leadership strategies; Transformational leadership; Participatory leadership; Technology-driven leadership; Sustainability-oriented leadership; Organizational culture; Sustainable development.**

## **Leveraging Multidimensional Communication Strategies to Enhance Research Visibility and Uptake in Advancing Sustainable Development Goals in Higher Education Institutions: A Case Study of KCA University**

**Isaiah O. Were, Dr Ukaiko Ojiambo, Dr Winnie Ndeta**  
St. Paul's University

### **Abstract**

*Research visibility and dissemination remain key determinant of the competitiveness, credibility and societal relevance of Higher Education Institutions (HEIs). This paper examines the role of multidimensional communication in enhancing dissemination and visibility of research output at KCA University, a private higher education institution in Kenya. Anchored on Stakeholder Theory and Diffusion of Innovation Theory, the study adopts a mixed-methods approach that combines quantitative data from 174 faculty, administrative, and communication staff with qualitative insights from eight key informant interviews. The findings reveal that integrating digital platforms, print media and public relations initiatives significantly improves the reach, accessibility and uptake of research outputs. While global universities leverage advanced digital ecosystems to disseminate knowledge, African universities such as KCA University employ blended approaches that creatively balance limited resources with the need for broader societal impact. The findings reveal a strong positive correlation between multidimensional communication strategies and effective research dissemination ( $\beta = 0.482, p < 0.01$ ), highlighting the power of integrated communication in promoting visibility, engagement, and collaboration across diverse stakeholder groups. Digital and multimedia tools, including social media, institutional repositories, and online newsletters, were found to enhance research visibility, while public relations events such as the Annual Innovation Week and Industry Summit serve as key interfaces linking academia, policymakers, and industry actors. Traditional media, though less dominant, continue to play a vital role in reaching audiences with limited digital access, ensuring inclusivity in dissemination. However, the study identifies persistent challenges such as limited institutional capacity, resource constraints, and the absence of structured feedback mechanisms that hinder the optimization of communication initiatives. Despite these constraints, KCA University's multidimensional approach demonstrates significant potential in bridging the gap between research production and its societal application. The study contributes to both theory and practice by demonstrating how strategic communication can strengthen the connection between African universities and their stakeholders, ensuring that research findings inform policy, industry practice, and community development. It recommends deliberate institutional investment in digital ecosystems, staff capacity building, structured feedback mechanisms, and multimedia communication tools as*



*pathways for aligning academic research with Kenya's National Development priorities and the Sustainable Development Goals (SDGs).* **Keywords: Multidimensional communication, research dissemination, higher education, KCA University**

## **Rethinking Autonomy in Entrepreneurial Orientation: Implications for MSME Growth and Sustainable Development in Kenya**

**Isaac Ruto Katialem<sup>1</sup>**

**Prof. Robert Otuya<sup>2</sup>**

**Prof. Stell Muhanji<sup>3</sup>**

**Kabarak University**

### **Abstract**

*The primary objective of this research is to investigate how Entrepreneurial Orientation (EO) influences the growth of Micro, Small, and Medium Enterprises (MSMEs) in Kenya, with particular attention to the autonomy dimension. Although MSMEs contribute significantly to national employment and economic output, many still face persistent barriers that restrict their growth and sustainability. In developing economies, their expansion is often constrained by inadequate resources, institutional challenges, and managerial weaknesses. While the EO construct has been extensively examined, the autonomy aspect—defined as the freedom to make independent decisions and pursue opportunities—remains insufficiently explored within varying contextual settings. Guided by Schumpeterian entrepreneurship and risk-taking theories, this study assesses how autonomy affects MSME performance in the Kenyan context. The research adopts a sequential mixed-methods design, focusing on manufacturing and innovation-driven firms located in Nairobi City County. Using stratified random sampling, data were collected from 284 enterprises. The results indicate a significant negative relationship between autonomy and firm growth ( $r = 0.576$ ;  $\beta = -0.381$ ,  $p < 0.001$ ). Although autonomy theoretically supports innovation and opportunity recognition, excessive decentralization of decision-making appears to undermine strategic focus and overall performance. The findings suggest that autonomy is a context-dependent component of EO rather than a universally beneficial driver of growth. From a practical perspective, the study emphasizes the need for calibrated autonomy—striking a balance between individual initiative and managerial control. Policy recommendations include enhancing managerial competencies and governance structures to optimize the advantages of autonomy. Overall, the study advances Sustainable Development Goal 8 by highlighting that effective MSME growth depends on integrating entrepreneurial freedom with strong strategic oversight.* **Key words: Autonomy, Entrepreneurial Orientation, MSMEs, Kenya, growth, Sustainable Development Goal 8**

## **Inflation And Wage Equity Among Government Employees in East Africa: A Cross-National Dynamics Analysis**

**Philip Abiel Nyok<sup>1</sup>, Dr. William Sang<sup>2</sup>**

**St. Paul's University**



### **Abstract**

*This study examined the relationship between wage equity, measured by the Wage Equity Index (WEI), and inflation (INFL) across five East African countries, Kenya, Tanzania, Uganda, Rwanda, and South Sudan over the period 2013 to 2024. The study was anchored on two theories, namely: wage indexation theory and institutional economics theory. Using a panel dataset of 60 observations, the study employed descriptive statistics, correlation analysis, and two-way fixed-effects (TWFE) regression to assess both country-specific and time-specific effects on wage equity. The findings reveal that inflation exhibits a negative but statistically insignificant relationship with wage equity, suggesting that short-term price fluctuations have limited impact on wage fairness. In contrast, temporal trends demonstrate a consistent and significant improvement in WEI, highlighting the role of long-term structural, institutional, and policy-driven factors in promoting equitable wage distribution. These results underscore the importance of labour market reforms, regional integration, and socioeconomic development initiatives in sustaining wage equity across East Africa. The study recommends that policymakers continue to strengthen institutional mechanisms, harmonize employment standards, and expand social protection programmes to ensure that the observed improvements in wage equity are maintained. This research contributes to the understanding of wage dynamics in developing economies and provides evidence-based insights for regional labour policy formulation. **Key Words: Wage Equity, Inflation, East Africa, Labour Market, Panel Data, Wage Equity Index.***

### **Influence of Resource Allocation on the Performance of Chicken Farming Projects in The Mwala Sub-County, Machakos County**

**Alex Ndolo**

**St. Paul's University**

### **Abstract**

*The aim of this study was to determine the influence of resource allocation on the performance of chicken farming projects in the Mwala sub-county, Machakos county. This study employed a descriptive research design. The target population was 600 chicken farmers in Mwala Sub-County who are beneficiaries of the Machakos County Government agricultural value chain initiative. A sample of 240 respondents was selected using stratified random sampling to ensure representation across the six wards. Primary data was collected using fully structured questionnaires and analyzed using descriptive statistics.*

*The findings revealed that resource allocation has a positive and significant influence on performance of chicken farming projects. Respondents generally agreed that their projects operate within set budgets, resources are utilized efficiently with minimal wastage, and usage is closely monitored. While input delivery was mostly timely, occasional delays were noted. A majority of the projects had clear schedules guiding resource allocation, supporting effective planning and operations. It was concluded that adherence to budget plans facilitates timely project implementation and financial stability. Efficient use of resources without wastage correlates with higher profitability and expanded production capacity. Timely delivery of inputs supports project continuity, while regular monitoring ensures operations remain on track. Clear resource allocation schedules enhance overall planning and project outcomes. It is recommended that chicken farming projects in Mwala Sub-County strengthen adherence to budgetary frameworks to support timely*





*execution and financial discipline. Digital systems that promote efficient resource utilization should be adopted to reduce wastage and increase profitability. Timely procurement and delivery of essential inputs such as feeds and vaccines should be prioritized. In addition, continuous monitoring of resource usage should be emphasized to ensure accountability and sustained project performance.* **Keywords: Resource Allocation, Project Performance, Chicken Farming Projects, Machakos County.**

## **Innovative Management Practices on Growth of Building Construction Firms. Machakos County, Kenya**

**Maryann Mueni Nzeva<sup>1</sup>, Dr. Joyce Mbaya<sup>2</sup>, PhD., Ms. Elizabeth Kimaru<sup>3</sup>,  
St. Paul's University.**

### **Abstract**

*Building construction firms in Kenya contribute immensely, to the country's economic growth. Despite their importance to the economy, the firms have been facing a myriad of challenges that include inadequate adoption of innovative management practices, hence a declining trend in growth of the firms. This study sought to investigate the role of Innovation practices that influence growth of building construction firms in Machakos, County Kenya. The Focus of the study was to interrogate how technological innovation, product innovation and process innovative management practices, influence the growth of building construction firms in Machakos County. The importance of this study is that findings will assist building construction firms in Machakos County, and Kenya in general to find, acknowledge and put in place appropriate innovation management practices for spurred firm growth. Findings from the study will also enrich the body of knowledge in strategic management for use by other scholars for review while undertaking similar research in Kenya and elsewhere. The study was premised on Schumpeter theory of Innovation and Resource Based View Theory. A descriptive study design was employed and adopted a cluster sampling method to achieve a sample size of 237 firms. From each cluster a sample size to represent all the members in the specific clusters was selected using the formula  $n = N / 1 + N (\alpha)^2$ . A Closed ended structured questionnaire was used. The questionnaire response rate was 81% which was an acceptable threshold. Findings showed that innovative management practices have a significant positive correlation with firm growth of building construction firms in Machakos County. In conclusion, the study affirmed that innovative management practices had a strong significant role in Firm Growth of building construction firms in Machakos County.* **Key words: Innovative Management Practices, Firm Growth, Technological Innovation, Product Innovation, Process Innovation, Firm Growth, Resource Based View theory**



## Perceived Influence of Personal Guidance and Counseling Services on Dropout Risk Factors in Public Secondary Schools in Mbeere North, Embu County, Kenya

Stanley Muriithi Nyaga<sup>1</sup>, Jane Njeri Gacohi<sup>2</sup>, Ruben Gathii Kariuki<sup>3</sup>  
St. Paul's University

### Abstract

*Dropping out of school can predispose young people to a range of negative consequences like unemployment, crime and missed opportunities. Although proper guidance and counseling (G&C) can help students deal with common socioemotional and psychological problems, subsequently strengthening their resolve to remain in school, the dropout rate among students in Mbeere North continues to rise. This paper explores the influence of personal G&C services on the risk factors associated with dropout rate among students in public secondary schools in Mbeere North, Embu, Kenya as perceived by the participants. Rational Emotive Behavior Therapy, and General Strain Theory provided the theoretical underpinning. Descriptive survey research design with mixed methods approach was adopted. A population of 5,972, comprising of 5,784 Form 2 to Form 4 students from 47 schools, 47 principals, 47 G&C teachers, and 94 Form 4 class teachers was targeted. A sample of 375 participants was determined through Yamane's formula. Through systematic random technique, 15 schools were selected, while 15 principals, 15 G&C teachers, and 30 Form 4 class teachers were identified through purposive sampling. Three hundred and fifteen students were selected through simple random procedure. Quantitative data was obtained from students through semi-structured questionnaires, with interview schedules being administered to the key informants. Descriptive statistics constituting measures of central tendency, frequency distribution, and variability were employed for quantitative data, while thematic content analysis was used for qualitative data. Positive perceptions on personal G&C services were linked to less dropout risk factors. The correlation coefficients yielded an inverse relationship between personal G&C services and school dropout risk factors ( $r(309) = -.16, P = .003$ ). The paper recommends that government policy should be clear on all public schools to put in place personal G&C services. Therefore, personal G&C services are effective in addressing school dropout risk factors among public secondary school students and should be embraced.*

**Keywords:** Guidance and Counseling, School Dropout, Risk factors, Mental health, Counseling services.

## Children Health Outcomes Associated with Access to Water, Sanitation and Hygiene (WASH): A Systematic Review of Empirical Gaps Related to Diarrhea in Low- and Middle-Income Countries

Humphrey Buradi Zadock  
St Paul's University

### Abstract

*Sustainable Development Goal 3 (SDG 3) mandates global action to ensure healthy lives and promote well-being for all. However, child mortality in low- and middle-income countries (LMICs)*



remains alarmingly high due to inadequate access to clean water, hygiene, and sanitation. This systematic review critically examines empirical research linking water, sanitation, and hygiene (WASH) access to child health outcomes across LMICs, aiming to identify key empirical gaps related to diarrhea, child development and stunting, and acute infections. A systematic literature review, conducted in June 2025 following PRISMA guidelines, searched databases including Taylor & Francis, EBSCOhost, and PubMed. Of 230 initial records, 48 empirical studies met the inclusion criteria of focusing on primary research examining children's health outcomes. Data were analyzed thematically to categorize dependent variables and assess research trends. Findings revealed a disproportionate focus on diarrhea, representing 62.5% of all dependent variables, underscoring its enduring global health significance. Child development and stunting accounted for 29.17%, while acute infections were least studied (8.33%), exposing substantial research gaps. Geographically, studies were heavily concentrated in Ethiopia (29.0%) and India (25.8%), followed by Bangladesh, Kenya, Nigeria, Senegal, South Africa, and Nepal. Most research targeted children under five (83.3%), highlighting their vulnerability. "Specific WASH Components" (e.g., water supply, sanitation, handwashing) emerged as the most common independent variables. Significant theoretical, methodological, and empirical gaps were identified: 92.6% of studies lacked explicit theoretical frameworks, most relied on cross-sectional designs, and 96.6% failed to examine mediating or moderating variables. These limitations hinder understanding of the causal pathways linking WASH to child health outcomes. Future research should adopt longitudinal designs, integrate theoretical and socio-cultural determinants, and systematically explore mediating mechanisms to strengthen causal inference and inform effective, context-specific policies supporting SDG 3 targets. **Keywords: WASH, Child Health, Diarrhea, Stunting, Systematic Review, Acute Infections, Public Health.**

## **Corporate Governance, Corporate Social Responsibility and Performance of Commercial Banks in Kenya**

**Mbugua Mary Wangui<sup>1</sup>, Julius Kahuthia<sup>2</sup>, William Sang<sup>3</sup>**  
**St. Paul's University**

### **Abstract**

Corporate governance plays a vital part in influencing firm performance through transparency and disclosure, board structure effectiveness, shareholder rights and protection, and audit and risk oversight. Effective governance remains a persistent challenge, particularly in environments with diverse stakeholders, managerial complexity, and agency conflicts. This study aimed to assess the association among corporate governance, CSR and performance of commercial banks in Kenya. Precisely, the study pursued to: establish the mediating role of corporate social responsibility in the association concerning corporate governance and performance of commercial banks in Kenya. This study was anchored by stewardship and stakeholder theories and balance score card. The study adopted a positivism philosophy with an explanatory research design and a deductive approach. A census survey was conducted targeting all 38 licensed commercial banks in Kenya focusing on chief executive officers who are familiar with governance practices and performance metrics. Data was collected through structured questionnaires being the primary data while sources from audited financial reports of 2024 being secondary data. The findings provided robust empirical support for stewardship theory, stakeholder theory, and the balanced scorecard



*framework, affirming that both metrics involving financial and non - financial performance are shaped by governance quality and socially responsible conduct. The study concluded that the results are consistent with the balance score card framework, the third objective aligns with stewardship theory while CSR affirmed the study and also reinforced the strategic utility of balance score card framework. The study recommended that a proposal to inform and guide regulatory bodies in strengthening the governance framework for commercial banks in Kenya, develop training and certification programs for board members aligning with stewardship theory. The study contributed theoretically by extending corporate governance theories within a banking context; empirically by applying a full census SEM approach; methodologically by integrating both financial and non – financial metrics; and practically by offering actionable insights for corporate governance reform. **Keywords: Corporate governance, transparency and disclosure, shareholder rights and protection, board structure effectiveness, corporate social responsibility, performance of commercial banks***

### **Foundational Literacy, Numeracy and Life Skills for Sustainable Development Education in Fragile Contexts with a Focus of Kenya's Education System**

**Helen M. Musyoka<sup>1</sup>, Prof. Milcah Ajuoga<sup>2</sup>, Esther Marima<sup>3</sup>, Hudson Ouko<sup>4</sup>**  
**St. Pauls University<sup>1</sup>**  
**St. Paul's University<sup>2</sup>**  
**St. Paul's University<sup>3</sup>**  
**Kenyatta university<sup>4</sup>**

#### **Abstract**

*The realization of the goals of Vision 2030 for Kenya and Agenda 2063 for Africa's Sustainable Development requires more than a policy commitment. This requires rethinking of how people learn from the earliest stages of life. This paper will examine the essential role of foundational learning that includes literacy, numeracy and life skills, as an entry point into meaningful Education for Sustainable Development (ESD). It has three critical aims: (1) to help identify literacy and numeracy as a direct catalyst for considering ways to improve SDG alignment, (2) to determine how sustainability is embedded in the Competency Based Curriculum (CBC) for Kenya, and (3) to consider foundational education policies in the most marginalized areas. The paper will also support the conference sub-theme, 'Re-conceptualising Sustainable Development Goals for today's challenges and tomorrow's possibilities' focusing on re-thinking the importance of foundational literacy, numeracy and life skills in reducing educational fragility and promoting sustainability both in Kenya and beyond. Foundational education is preparatory, and also supports both the cognitive, socio-emotional and normative capacities needed for learning to create a responsible global citizen. According to current reports from international learning assessments there is a disturbing trend that shows that globally more than 70% of children below 10 years in low- and middle-income countries cannot read and comprehend even a simple text. This is a challenge to personal and economic development and the realization of the broader goal of sustainable development. Foundational literacy and numeracy are critical to improving cognitive development, health and wellbeing, awareness of environmental issues, civic engagement, and gender equality, which are critical to sustainable societies. Children require to not only have the academic skills for further reasoning, but also the attitudes and behaviors for a*



*significantly changing world. Such can be achieved by embedding sustainability themes, based on climate and health, empathy, hygiene, and equity into early learning. This paper argues foundational learning is a key particularly if specifically focused on basic education for all (EFA), education for sustainable lifestyles, global citizenship and the SDGs. Drawing on a collection of global cases examples of curriculum innovations and implementation frameworks, this paper showcases that nurturing sustainability at the base of education systems is not only possible but inevitable.* **Keywords: Foundational, Literacy, Numeracy, sustainability development, education, Learning**

## **Innovative Business Leadership Strategies for Sustainable Development in A Dynamic World**

**Mbugua Mary Wangui**  
**St. Paul's University**

### **Abstract**

*In this period of rapid technological shifts, climate imperatives, and socioeconomic volatility, business leadership must evolve beyond traditional paradigms to foster long-term, sustainable success. This paper explores innovative leadership strategies that will support organizations to drive sustainable development but remain resilient and adaptive in a dynamic global environment. It emphasizes a purpose-driven, systems-oriented strategies that embed environmental, social, and governance (ESG) factors into central operations and decision making of the business. The study will identify and analyze forward-thinking leadership practices, such as stakeholder capitalism, circular economy adoption, inclusive decision-making, and digital transformation for sustainability. By fostering agility, ethical governance, and collaborative innovation, these strategies empower leaders to not only navigate uncertainty but also create enduring value for society and the planet. The objectives of this study were examining how innovative leadership models align with the values of sustainable development; identify the key competencies and mind-sets required for effective leadership in rapidly changing environments; evaluate the impact of stakeholder engagement and inclusive governance on business sustainability; recommend practical models that embed sustainability into strategic decision-making and overall organizational culture. The significance of this study will bridge the gap between traditional leadership practices and contemporary sustainability demands, offering insights that can guide organizations toward long-term resilience and ethical growth. Anticipated findings suggest that organizations led by visionary, flexible, and sustainability-oriented leaders are more likely to foster innovation, gain competitive advantage, and maintain stakeholder trust in volatile markets. Furthermore, this study pointed on the significance of leadership agility and collaborative ecosystems in driving transformative change across industries. These findings aim to contribute to both academic and practical frameworks for leadership development in sustainable business contexts.* **Keywords: Innovative Leadership Strategies, Circular Economy Adoption, Systems Thinking, Stakeholder Engagement, Sustainable Development, Dynamic World**



## Reimagining Sustainable Futures: Integrating Ai-Driven Solutions and Inclusive Communication Strategies for Accelerated Progress Toward the SDGs

**Kemigisha Susan**

**Atlantic International University, Church of the Resurrection Bugolobi: Church of Uganda**

### Abstract

*The Sustainable Development Goals (SDGs) face substantial hindrances, unreasonably distressing devalued populations, with women, unemployed youth, disadvantaged children, and people with disabilities. Conflicts, policy shifts, and systematic inequalities impede progress, highlighting the need for urgent reforms. To tackle these issues, this research proposes a reimagined SDG framework that incorporates inclusive, technology-driven solutions. The current SDG framework falls short of addressing the complex, interconnected challenges of today, which deepen inequalities and development gaps. Using a mixed-methods approach, this study combines theoretical and empirical analysis to examine how strategic communication, emerging media technologies, and AI governance can influence future education, employment, and sustainable development. The goal is to develop a more inclusive, effective SDG framework by leveraging technology and innovation to speed up progress. The insights gained will guide policy and practice, fostering equitable, sustainable development and ensuring no one is left behind. With a focus on gender-sensitive policies, education resilience, disability inclusion, and conflict mitigation, this research aims to realign the SDGs with current challenges, securing a more sustainable and equitable future for everyone. **Keywords: Sustainable Development, inclusive innovation, strategic communication, emerging technologies, AI governance.***

## Influence of Environmental Corporate Social Responsibility on the Performance of Commercial Banks in Nairobi County, Kenya

**Edward Gikaara Gatehi, Dr. Joyce Mbaya, Dr. Elias Walela,  
St. Paul's University**

### Abstract

*Commercial banks in Nairobi County are pivotal to Kenya's economic growth, facilitating credit provision, deposit mobilization, and national development. However, they face challenges such as intense competition from fintech companies, rising regulatory compliance costs, and operational inefficiencies, which threaten profitability, customer retention, and market share. Globally, environmental Corporate Social Responsibility (CSR) initiatives, such as tree planting, recycling, and clean energy promotion, have been recognized as strategic tools for enhancing organizational performance by improving brand reputation and fostering stakeholder trust. This study investigates the influence of these environmental CSR initiatives on the performance of commercial banks in Nairobi County, focusing on non-financial metrics like customer growth rate, retention rate, and market share. Anchored in the Resource-Based View (RBV) Theory, which posits that unique resources provide a sustainable competitive advantage, the study employed a descriptive research design targeting all 41 commercial banks in Nairobi County. Data were collected from 287 respondents, including senior management, CSR managers, and marketing executives, using structured questionnaires. Descriptive statistics (means, standard deviations, frequencies, and*



percentages) and inferential statistics (Pearson correlation and multiple linear regression) were used for analysis. Findings revealed a significant positive correlation between environmental CSR and bank performance ( $r = 0.628$ ,  $p < 0.001$ ), with environmental CSR contributing a beta coefficient of 0.320 ( $p < 0.001$ ). Clean energy promotion had the most substantial impact, followed by tree planting and recycling initiatives. The study recommends that banks integrate environmental CSR into core strategies, invest in clean energy, enhance recycling infrastructure, and scale up tree planting to improve performance and achieve sustainable competitive advantage. These findings provide actionable insights for bank leaders and policymakers to enhance competitiveness and sustainability in Kenya's banking sector.

**Keywords:** Environmental Corporate Social Responsibility, Commercial Banks, Nairobi County, Tree Planting, Recycling Initiatives, Clean Energy Promotion, Bank Performance, Resource-Based View Theory

## A Literature Review on the Risks of Drug and Substance Abuse Among Students, Youth and Adolescents

Margaret Wanjiru Kiniaru  
St. Paul's University

### Abstract

*The escalating prevalence of substance abuse encompassing alcohol, nicotine (e.g., vaping), cannabis, and "study drugs" like amphetamines among high school and university students undermines the mission of educational institutions. This behavior correlates with immediate risks like overdose and long-term deficits in cognitive function, academic achievement, and psychosocial development, highlighting an urgent need for evidence-based interventions. This review evaluates empirical evidence on the prevalence, patterns, and impacts of substance use among adolescents and youth. A systematic, PRISMA-guided search was conducted across global (PubMed, PsycINFO, Web of Science) and regional databases (AJOL, LILACS, SciELO, IndMED). Eligible studies sampled individuals aged 15–35 within secondary or tertiary educational environments and used validated measures and inferential statistics. From 63 retrieved papers, 48 met inclusion criteria. Findings reveal the most researched outcome is substance use abuse itself (51%,  $n=19$ ), followed by academic performance (19%,  $n=7$ ) and mental health (19%,  $n=7$ ). Behavioral problems are the least examined (11%,  $n=4$ ). Geographically, Nigeria and the United States contribute the most studies on prevalence, whereas Kenya leads research on academic impacts, South Africa on mental health, and India on behavioral outcomes. The most utilized theoretical frameworks are Social Learning Theory (peer influence, 14 studies), the Self-Medication Hypothesis (coping with distress, 9 studies), and Cognitive Load Theory (academic impairment, 6 studies). The primary focus is on secondary and university students, particularly adolescents aged 15–19, reflecting early experimentation. Marginalized groups, youth, refugees, and street children, are severely underrepresented. Key gaps include a theoretical overreliance on narrow behavioral frameworks, neglecting broader sociocultural perspectives. Empirically, rural and marginalized populations remain underexplored. Methodologically, cross-sectional self-report designs dominate, with limited use of multi-outcome models. Future research must employ longitudinal and experimental designs,*



*use advanced analytics (e.g., SEM, machine learning), and intentionally recruit diverse subgroups within educational settings to understand heterogeneity in risk patterns. Culturally adapted measures, resilience frameworks, and digital prevention innovations are needed to strengthen interventions. These priorities align with policy shifts, like Kenya's NACADA strategy, toward prevention, stricter regulation, and community-based approaches. **Keywords: Adolescents, Students, Drug Abuse, Academic Performance, Mental Health, Peer Influence***

## **Economic and Socioeconomic Status of Widows in Low- and Middle-Income Countries: A Scoping Review of Empirical Evidence and Policy Implications**

**Daniel Thathi Mwanja<sup>1</sup> & Daniel Muasya Nzengya<sup>2</sup>**

**St. Paul's University**

### **Abstract**

*Widowhood remains one of the most underexplored yet economically consequential social conditions affecting women across the Global South. This paper presents a scoping review focused exclusively on the economic and socioeconomic status of widows in low- and middle-income countries (LMICs). Drawing on empirical evidence from 28 peer-reviewed studies published between 2000 and 2024, the review maps the contours of economic deprivation, asset dispossession, and livelihood adaptation among widowed women. Guided by the PRISMA framework, studies were screened for methodological rigor and thematic relevance to income, employment, asset ownership, and livelihood strategies. The analysis reveals that widows in LMICs are disproportionately affected by multidimensional poverty arising from intersecting structural inequalities including patriarchal inheritance systems, limited access to credit, educational disadvantages, and informal labor market exclusion. Sub-Saharan Africa and South Asia emerge as the most studied yet most economically vulnerable regions, where widows often rely on informal survivalist activities such as petty trade and agricultural labor. The review also finds a dominant reliance on economic-centric theories such as Human Capital Theory and the Capability Approach, with limited integration of feminist or intersectional frameworks. The findings underscore the urgent need for policies that address widowhood not merely as a welfare concern but as a systemic economic inequality shaped by law, culture, and gendered access to resources. The paper concludes with policy recommendations for inclusive economic empowerment, gender-responsive land reforms, and social protection mechanisms that integrate widows into formal development processes. **Keywords: Widowhood, Socioeconomic Status, Livelihoods, Economic Empowerment, Gender Inequality, Low- And Middle-Income Countries***

## **Multilevel Governance, Localization, Stakeholders' Engagement, and Implementation of Sustainable Development Goals in Oromia, Ethiopia**

**Taye Amssalu**

**St. Paul's University**





## Abstract

*the sustainable Development Goals (SDGs) provide a universal framework for addressing global challenges, encompassing 17 goals and 169 targets aimed at eradicating poverty, protecting the planet, and promoting prosperity by 2030. Yet, progress remains critically off track. The 2024 SDG Report shows that only 17 percent of targets are on schedule, with Africa experiencing particularly slow advancement. Ethiopia ranks 145th out of 167 countries on the SDG Index, with a score of 55.5, reflecting persistent challenges. Oromia Regional State, the country's largest and most populous region, is central to Ethiopia's SDG trajectory but continues to face governance fragmentation, weak localization, resource constraints, and widespread multidimensional poverty. This study examines the interplay of multilevel governance, localization, and stakeholder engagement in shaping SDG implementation in Oromia, with a focus on the People Pillar (Goals 1–5). Grounded in a pragmatist philosophy and informed by systems, governance, and stakeholder theories, the study employed a mixed-methods design. Survey data were collected from 321 respondents through multistage proportionate stratified random sampling, complemented by 15 key informant interviews and document analysis. Quantitative analysis involved descriptive statistics, regression models, and diagnostic tests, while qualitative data were analyzed thematically to capture institutional dynamics and contextual challenges. Multilevel governance showed a positive but statistically weak association with SDG outcomes underscoring fragile intergovernmental coordination. Localization demonstrated a significant influence but revealed inconsistencies in aligning global indicators with regional priorities, compounded by limited technical and fiscal capacity. Stakeholder engagement emerged as a moderating factor, significantly strengthening the link between localization and implementation. A combined model explained 14.4% of the variance in SDG implementation. In Oromia, SDG implementation level is moderate but fragile: SDG 3 and 4 recorded relative gains, while SDG 1, SDG 2, and SDG 5 faced entrenched barriers. Theoretically, the study refines the Integrated Governance–Localization–Stakeholder Engagement (IL-SE) Model, demonstrating its relevance for SDG implementation. Practically, the study offers recommendations, including institutionalizing multi-stakeholder platforms, enhancing fiscal and technical decentralization, and strengthening integrated planning and monitoring systems. These measures are essential to bridge the gap between policy ambition and developmental outcomes. By depicting Oromia's experience within global SDG debates, the research contributes to both scholarly discourse and practical pathways for accelerating sustainable development.* **Keywords: Sustainable Development Goals (SDGs), Multilevel Governance, Localization, Stakeholder Engagement, People Pillar, Implementation.**

## The Utility of a Community Radio in Mitigating Drought Effects. A case study of Jangwani Radio in Marsabit County

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## Abstract

*This journal article explored the role of community radio as a tool for drought early warning systems, focusing on Jangwani Radio in Marsabit County. The objective was to examine how Jangwani Radio serves the local community by providing early warning information, how the station helps the community adapt to drought conditions, via programs that support drought management and mitigation efforts. This study used a qualitative case study approach to investigate the radio's contribution to drought management and mitigation efforts. Data were gathered through interviews and limited document review, as most of the documents were not easily accessible. The data collected were analyzed thematically to present the findings in chapter four. The respondents included staff at Jangwani Radio from the editorial team, staff from the National Drought Management Authority's drought monitoring unit, and members of the council of elders involved in Marsabit County rangeland use. These participants were purposively selected because of their managerial roles and direct involvement in the subject, making their insights valuable. The findings of this study support the argument that community radio is an important partner to the community and has served to bridge communication gaps, however, in a very limited way, given the numerous challenges that confront the radio station. Some of the challenges identified are operational in nature and can be remedied. However, some are geographical and structural in nature, and while they are not beyond the radio station to address them, it will require substantial investment, which, unfortunately, the radio station is not in position to handle as it currently stands. This study recommends creating necessary synergy between this radio and all other relevant stakeholders in drought management and mitigation efforts. This dissertation was based on the participatory communication model and agenda-setting theory. **Keywords: Community Radio, Drought Early Warning, Climate Change Communication, and Participatory Media***

## **A Strategic Communication on the Move: Leveraging Multi-semiotic Practices, Emerging Media, and AI in Nairobi's Public Transport for Advancing the (SDGs)**

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## Abstract

*Public transport in Nairobi is not just merely a system of mobility but a platform for meaning-making, cultural expression, and strategic communication. This paper explored how multi-semiotic practices, emerging media, and artificial intelligence (AI) embedded in Nairobi's transport sector can be harnessed to advance the United Nations Sustainable Development Goals (SDGs). semiotic elements to the shaping of commuter urban discourse in Nairobi's public transport vehicles. The study was anchored in three interrelated theoretical frameworks, including Multimodal Critical Discourse Analysis (MCDA) by Kress and van Leeuwen (2001), Linguistic landscape theory by Landry and Bourhis (1997), and Systemic Functional Linguistics theory (SFL). The study employed a mixed research design that involved observation, interviews, focus group discussions, and document analysis. Findings reveal that matatus and the emerging Bus Rapid Transit (BRT) system constitute communicative spaces where graffiti, music, slogans, digital apps, and AI-driven technologies converge to promote urban identity, innovation, and public discourse. The paper concluded that Nairobi's transport system can make significant contributions to SDG 11 (Sustainable Cities), SDG 9 (Innovation & Infrastructure), SDG 8*



*(Decent Work), and SDG 3 (Health & Well-being), provided regulatory gaps, inclusivity, and AI ethics were addressed. Keywords: Multi-semiotic Communication, Emerging Media, Artificial Intelligence, Public Transport, strategic communication, sustainable development goals (SDGs), multimodal discourse, Nairobi.*

## **World War Effects on African Christianity in Contemporary Africa**

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### **Abstract**

*Many African instituted Churches were initiated during the second phase of the African Colonial history, at the start of World War I to World War II (1914-1945). Most of these churches broke away from the mission churches for a variety of reasons ranging from biblicism to paternalism, attitudes that lain blame on the missionaries. Rarely are the ripple effects of the World Wars examined. This paper examined the consequences of the closely spaced World wars on African Spirituality and their effect on later characteristics of the churches formed. The evangelical awakening in the Americas came with the revivalism gospel to East Africa, which became known as the East African Revival. Arthur Chilson encouraged the possession of the Holy Spirit and the Second Coming of Christ leading to the breakaway faction from the Friends African Mission situated at Kaimosi. This new church was known as The Lyahuka Church of East Africa with African vernacular imputations of separatism and millenarism. Though a strong force in the early 1930s', the church today exists as a shell of its former glory, thus the research question: What particular conditions spurred its popularity then, and the larger objective: What is the relevance of the concept of revivalism in peace time conditions. The mixed method research used: qualitative (60%) and quantitative (40%) , and a mixed sampling method from ordinary members and theologians unveil the reality that in peacetime conditions, emotionalism will often be second place to social-economic welfare. The research findings manifest the need for a peaceful-existence within and across national borders, continental and global, for a larger fulfillment of the Lord's Prayer that His peaceful kingdom be replicated here on earth, rather than the escapist route of pure millenarism about the Second coming of Christ. Keywords: Evangelical Revivalism; East African Revival; Millenarism*

## **Opportunity Recognition and Sustainable Competitive Advantage of Small and Medium Food Manufacturing Enterprises in Kenya**

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## **Abstract**

*Small and medium-sized manufacturing businesses (SMEs) are essential to any nation's economic development. They generate revenue, create new employment possibilities, foster competitiveness, and introduce innovation. Nevertheless, despite their substantial contribution, SMEs confront a number of obstacles and limitations that prevent or limit their ability to maintain an ongoing competitive advantage. Opportunity recognition has been found to be the missing component of successful entrepreneurship. This study sought to ascertain the sustained competitive advantage of Kenyan food manufacturing SMEs impacted by entrepreneurial awareness, opportunity identification, opportunity recognition, and internal communication. In order to examine the causal link between opportunity detection skills and the sustained competitive advantage of SMEs in Kenyan food manufacturing, the study used an explanatory research technique. 106 owners of 123 SMEs registered with the Kenya Association of Manufacturers under the food and beverage subsector provided quantitative primary data, yielding an 86% response rate. According to the regression model, ORS strongly predicted the SCA of Kenyan SMEs involved in food production ( $\beta = 0.631$   $t = 6.355$ ,  $p < .05$ ). This suggests that SCA rises by 0.631 for every unit increase in ORS. As a component of EC, ORS had a considerable impact on the SCA of SMEs in Kenyan food production, according to the OLS results, which demonstrate that the influence of ORS on SCA is statistically significant. According to the report, opportunity identification training platforms should be made available to small and medium-sized enterprises. The primary goal should be to identify opportunities in a changing environment.*

**Keywords: Manufacturing Enterprises, Opportunity Recognition, Small and Medium Enterprises, Sustainable Competitive Advantage**



# *Conference Report*

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