

ST PAUL'S UNIVERSITY



CONFERENCE PROGRAMME

THE ST. PAUL'S UNIVERSITY ANNUAL INTERNATIONAL RESEARCH CONFERENCE
(SPUAIRC), 2023

DATE: 25th, 26th & 27th October 2023

TIME: 8:30 am – 4:00pm

VENUE: BLENDED (Physical and Virtual)

ABOUT THE CONFERENCE

CONFERENCE THEME

Innovation and Digital Technology Approaches:
A response to 21st Century Challenges of Climate Change and Sustainable Development.

CONFERENCE SUB-THEMES

The Digital Economy and Business Environment

- ✚ The digital economy and fintech.
- ✚ Re-imagining the role of the media in the 21st century
- ✚ Business incubation, green entrepreneurship
- ✚ Building resilient small and medium enterprises
- ✚ Future of work and human resource management strategies
- ✚ Ethical transformative leadership and good governance

Sustainable Development

- ✚ Mental health issues
- ✚ Sustainable consumption and food production patterns
- ✚ Industrialization, value addition, economic diversification and resilience

Climate Change

- ✚ Climate adaptation strategies, Climate resilient Agricultural practices, food security
- ✚ Water security, renewable energy, sustainable cities and communities
- ✚ Green Finance

Sustainable Development

- ✚ Education and Sustainable development
- ✚ Innovation, AI and higher education
- ✚ Worldviews, diversity, equity and inclusivity in higher education.



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ABOUT ST. PAUL'S UNIVERSITY

St. Paul's University is an ecumenical private chartered university founded in 1903. It is strategically located in the lush Kiambu County along Nairobi-Limuru Route A, 30kms from Nairobi, next to Jumuia Conference and Country Home with other campuses in Nairobi, Nakuru and Machakos. It is in a cool and serene environment that is very conducive for learning. The University is an internationally recognized private institution that provides education to over 6000 students at graduate and undergraduate levels. The Christian principles and perspectives on life and a student body and faculty that represent different countries provide a diversity that enriches learning and your stay at the University.

St. Paul's has a long-standing reputation, which is known and respected for providing high quality training. Over the years we have trained theologians and pastors for service in the Christian churches. In various parts of Africa many church leaders, such as Bishops, Moderators, General Secretaries and even Archbishops have been trained at St. Paul's. With time other programmes including Business, Communication, Development, Health,

Hospitality and ICT oriented have been introduced so as to increase our impact with many of our graduates taking up positions of leadership within a relatively short time.

Commissioning

After meeting the set requirements, St. Paul's was registered as a private University by the Commission for University Education, thus formally allowing it to offer its own degree programmes. The University was awarded its charter on September 14, 2007 by His Excellency Hon. Mwai Kibaki, C.G.H., M.P., President and Commander-in-Chief of the Defense Forces of the Republic of Kenya.

Campuses

- Limuru Campus - Main
- Nairobi Campus - Church House, along Moi Avenue
- Nakuru Campus- Next to ACK Cathedral

MESSAGE FROM THE VICE CHANCELLOR

I am honored to be a member of the St. Paul's University Community during the execution of the third annual research conference, which is set to take place from 26th to 28th October 2022 at St. Paul's University. In several fields, including medicine, ICT, communication, education, finance, and religious studies, to name a few, research interventions have been shown to provide long-term solutions to global issues. In light of this and the extraordinary effort made by the steering committee, I am confident that this conference will go down in history for both the caliber of results reported and their application to tackling real-world problems.

At St. Paul's University, research is central to the teaching process. This is in line with the university's mission statement, which states that its goal is to "develop servant leaders by imparting knowledge, skills, and values through innovative educational, research, and Christian spiritual formation methods." The institution's previous initiatives will therefore be strengthened by this conference.

The conference this year, with the theme " Innovation and Digital Technology Approaches: A response to 21st Century Challenges of Climate Change and Sustainable Development,"

comes at a very good moment. In the 21st century, the world is facing unprecedented challenges due to climate change and sustainable development. To address these challenges, innovation and digital technology approaches are essential. This conference will serve as a platform to bring together experts from different disciplines to discuss and explore new ideas and strategies to solve the multitude of challenges posed by climate change and sustainable development.

Students, faculty, and corporate professionals will all attend the conference. We look forward to the research participants' productive interactions in terms of knowledge exchange, exposure to market trends, and networking. I implore all of us to take use of the conference to the fullest.

You are most welcome to St. Paul's University.

ST. PAUL'S UNIVERSITY EXECUTIVE LEADERSHIP



Prof. James Kombo
Vice Chancellor



Rev. Truphosa Kwaka Sumba
DVC Finance and Administration



Prof Peter Ngunjiri
DVC Academic Affairs

ABOUT THE CONFERENCE

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St. Paul's University is hosting the 3rd St. Paul's University Annual International Research Conference (SPUAIRC), 2023. The conference theme is "Innovation and Digital Technology Approaches: A Response to 21st Century Challenges of Climate Change and Sustainable Development." The Conference will be held blended in nature and will accommodate both physical and virtual attendance. It will be hosted in St. Paul's University Limuru Campus.

Participants

The conference has attracted Participants globally and this year we will be having presenters from the United States of America, Nelson Mandela University in South Africa, Universities Faculty members and students, the private sector, and Professional bodies both local and international.

Why the conference?

The 21st century has seen unprecedented challenges in terms of climate change and sustainable development. In response to this, many organizations have embarked on innovative and digital technology approaches to these issues. The conference on Innovation and Digital Technology Approaches to Climate Change and Sustainable Development is the perfect opportunity to bring together experts and innovators from around the world to share their knowledge and experience. The conference will explore the latest scientific and technological developments, examine the potential of digital technologies, and discuss the social and economic implications of climate change and sustainable development. It will also provide an opportunity for stakeholders to come together to identify and develop solutions for climate change and sustainable development. Scholars will converge to share latest research findings on the sub-themes identified for the conference this year. The university takes research as a critical pillar in learning and teaching. Through research scholars will sharpen their knowledge and also refresh their current state of knowledge. An annual conference is a good avenue for scholars to converge and share their findings of contemporary issues that affect organizations and hopefully after the conference come up with resolutions that can be implemented to change the status of affairs.

The Conference therefore aims to strengthen the research process within the university at large. It is a platform where researchers will share their experiences on various sub-themes for the conference. The main objective of the research will be sharing of facts, emerging trends, case studies, current studies and findings on the conference theme and sub-themes.

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 programme.

How were the Presenters selected?

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. The abstracts were drawn from the following sub-themes: Digitalization and Development across Socio-Economic, Religious and Political Spheres in a Contemporary World, The Digital Economy and Business Environment, The digital economy and fintech, Re-imagining the role of the media in the 21st century, Business incubation, green entrepreneurship, Building resilient small and medium enterprises , Future of work and human resource management strategies, Ethical transformative leadership and good governance Sustainable Development, Mental health issues, Sustainable consumption and food production patterns , Industrialization, value addition, economic diversification and resilience, Climate Change, Climate adaptation strategies, Climate resilient Agricultural practices, food security, Water security, renewable energy, sustainable cities and communities, Green Finance, Sustainable Development, Education and Sustainable development, Innovation, AI and higher education, Worldviews, diversity, equity and inclusivity in higher education.

Expected outputs

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

CONFERENCE PLANNING COMMITTEE

CONFERENCE STEERING COMMITTEE MEMBERS

1. Dr. John Muhoho – Director, Post Graduate Studies, Chair- Conference Planning and steering Committee
2. Dr. James Mwangi Njau – Director, SPUEU, Co-Chair, Conference Planning and steering Committee
3. Dr. Winnie Ndeta – Lecturer SOCCS, Secretary, Conference Planning and steering Committee, chair Communication and Publicity Sub-Committee
4. Dr. Susan Mwangi- HOD Communication Studies, Chair Editorial Subcommittee
5. Dr. Evanson Karanja – ICT Director, Chair- Digital and ICT Subcommittee.
6. Dr Wanjiku Kinyanjui- HOD Business Studies
7. Dr. John Kiboi- Senior Lecturer, Joshua and Timothy School of Theology
8. Ms. Susan Nyambura- Acting Dean, School of Health Sciences
9. Ms. Mary Githinji- Lecturer, SOBLS, Chair, Budget and Partnership Sub-Committee

CONFERENCE SUBCOMMITTEES

The conference subcommittees have been substituted as follows

A. Editorial Subcommittee

1. Dr. Susan Mwangi – **Chair**
2. Dr. Stephen Ndungu
3. Dr. James Mwangi
4. Thomas Kariuki

B. Communication and Publicity Sub-Committee

1. Dr. Winnie Ndeta - **Chair**
2. Dr. Wanjiku N. Kinyanjui
3. Mr. Joel Kwemei
4. Trevor Baya

C. Budget and Partnership Sub-Committee

1. Ms. Mary Githinji-**Chair**
2. Dr. John Muhoho

3. Ms. Anne Amondi

D. Digital and ICT Subcommittee

1. Dr. Evanson Karanja- **Chair**

2. Christine Njihia Member

3. Apollo Warui Member

E. Conference Logistics Subcommittee

1. Dr Joyce Mbaya

2. Peris Kiarie

3. Mary Ndichu

4. Shantal Bunei

KEYNOTE SPEAKERS



Hon. Eliud O. Owalo, CS Ministry of ICT

Eliud O. Owalo is the Cabinet Secretary, Ministry of Information, Communication and the Digital Economy in Kenya. He worked as an Economist, Management Consultant and Strategy Expert between 2001 – 2022. Until his appointment as CS, Mr. Owalo was a practicing Managing Consultant at Eliud & Associates (E&A) Management Consultants, an International Management Consultancy and Training firm. He holds a BA Degree in Economics and Business Studies from Kenyatta University, an MBA Degree in Human Resource Management from the University of Nairobi and is currently a Doctor of Philosophy (PhD) Candidate in Strategic Management at the University of Nairobi. He is a Fellow of the Institute of Human Resource Management (FIHRM); Member of the Professional Trainers' Association of Kenya (PTAK); and a former Director/Council Member of the Kenya School of Government (KSG). His lead consultancy assignments in both the Public and Private Sectors have focused mainly on Macro and Micro-Economics; Strategic Planning; Business Planning; Organizational Re-structuring; Job Evaluation and Pay Structure Architecture; Performance Management; Management of Strategic Change; Training Needs Assessment (T.N.A.); Organizational Design/Development; Executive Search, Selection and Placement (Recruitment); Human Resource Audit; Market Research/Surveys; and Feasibility Studies.

Prof Adamson S. Muula



Professor Adamson Muula is professor of Public Health and Epidemiology at College of Medicine, University of Malawi/ Kamuzu University of Health Sciences (KUHeS) . His formal education in science, medicine, public health and epidemiology was obtained from Flinders University (South Australia), Chancellor College and College of Medicine (Malawi), Loma Linda and University of North Carolina at Chapel Hill, the National Board of Public Health Examiners (US) and the University of Eastern Africa Baraton (Kenya).

He teaches Principles of Epidemiology to Masters in Biostatistics students at Chancellor College, he also supervises students' research work. At College of Medicine, he has served as Deputy Dean of Medicine and later Dean of Postgraduate Studies and Research at the College of Medicine. He has also served in: College Assessment Committee (as Coordinator), College Appointments and Disciplinary Committee, Chair of the College's Research and Publications Committee, the College's Postgraduate Committee, the College Library Committee, the College's Professorial Inaugural Lectures as well as being councillor in the UNIMA Council, Board Member of the Medical Council of Malawi and the Civil Liberties Committee.

Prof Muula has authored/co-authored more than 200 peer-reviewed publications in scientific journals. He has conducted dozens of consultancies in health (e.g. Sexual and Reproductive Health, HIV and AIDS, Family Planning) and assisted in the development of strategic plans for clients as diverse as: Ministry of Health, UNFPA, UNICEF, UNAIDS, National AIDS Commission, Banja La Mtsogolo (BLM), Plan International Malawi, and the World Health Organization. For more http://biostat.maths.cc.ac.mw/people/staff/Adamson_S._Muula and <http://www.ncbi.nlm.nih.gov/pubmed/?term=muula%20>

Prof. Dr. E.Olena V. Cherniavska



She is Professor in Finance (2012) . She holds Doctor of Economics in the sphere of Labor Market, graduated from Research Institute of Economics for the Ministry of Economy in Ukraine (from 2009). Associate professor of general economic disciplines (from 2006). PhD in Economics in the sphere of Regional and Local Finance, graduated from Poltava National Technical University named after Yuriy Kondratuk (from 2004) MBA in Management (2000), MBA in Finance and Credit (2012) Master studies in English language and literature (2018-2020); Master studies in Philology. Chinese Language and Literature (2018-2020).

Cofounder and member of the Academic Council for the Consortium of European Higher Education Institutions MHEI-ME with the universities of six European countries (Malta, Greece, Hungary, Italy, Slovakia and Ukraine) on behalf of Poltava University of economics and trade (Ukraine); The Academic Director and Lead tutor of the module “Fund-Raising for Start-ups and Growth of SMEs” that is included into the Consortium of European Higher Educational Institutions MHEI-ME as a part of joint international master’s program in entrepreneurship. Manager of European projects: TEMPUS UNIVIA “Development and Improvement of University Administration for International Affairs”; Erasmus + AESOP “Advocacy Establishment for Students through Ombudsman Position”; number of projects Erasmus+ KA1 – Mobility for higher education students and staff; Erasmus+ MHEI-ME “Multiple Higher Education Institutions – Masters in Entrepreneurship”.

Cofounder and Head of Institute of Social and Economic Initiatives (Ukraine). NGO “ISEI” was established in 2015 in Ukraine and is engaged in providing the innovation business education programs, internationalization of education, science and entrepreneurship, developing global business-science-education (b-s-e) network, mobility and international internship programs, conferences, publishing, scientific researches. Cofounder of Smart University Foundation (San Diego, USA). S-U-F is global membership based organization with founders (Universities, Corporations, NGOs, Students, and Experts) representing 100+ countries from more than 200 universities in different parts of the world. S-U-F will enhance collaboration and communication between universities, NGOs in higher education, education government officials, global and regional

technology and management corporations, students leaders, experts & scientists, and consultants in different fields relating to “Smarter Universities”. Executive council member of FAI (Kuzhithurai, India). Members of the Forum for Advanced Training in Education and Research Academy of India (FAI) are eminent University and College Professors, Technocrats, Scientists, Social scientists, Professionals and renowned persons from various walks of life who believe in academic excellence and knowledge sharing. She is scientific board member of several journals and conferences

For More

Visiting Scientist Researcher ETH Zurich D-MTEC, Switzerland
<https://ethz.ch/de.html>

Co-Founder ISEI Research & Consulting, Ukraine
<https://www.isei.online/>

Professor, Erasmus+ Institution Coordinator, KNUTD, Ukraine
<https://en.knutd.edu.ua/>

Professor, Erasmus+ Institution Advisor, ODAU, Ukraine
<https://osau.edu.ua/en>

Hon. Caleb Burudi



Caleb Burudi is a visionary leader deeply committed to environmental conservation and the battle against climate change. As the Founder and CEO of De La Calexo CBO and Group of Companies, he has risen to prominence in the realm of sustainable initiatives and carbon trading. Caleb's profound environmental passion and steadfast dedication to a more sustainable future have fueled his involvement in groundbreaking projects critical to addressing the global climate crisis.

Caleb's journey in the fight against climate change was instigated by a fundamental belief in safeguarding our planet for generations to come. His extensive background in environmental advocacy and leadership has equipped him to confront some of the most pressing challenges posed by climate change. Under Caleb's leadership, De La Calexo has spearheaded innovative solutions in the battle against climate change, with a special focus on tree-planting initiatives. These endeavors have not only resulted in reduced carbon emissions but have also empowered communities and organizations to have a positive influence on the environment.

Caleb's achievements and impact are nothing short of remarkable. At the heart of his efforts is the "Police One Million Trees to Arrest Climate Change" initiative, a testament to his unwavering commitment to creating a greener and more sustainable future. Through De La Calexo's tree nurseries, over 100,000 seedlings have been generously donated, effectively covering more than 70 police stations. This initiative is a powerful symbol of the meaningful change he envisions. Additionally, Caleb has embraced a pivotal partnership with Masinde Muliro University of Science and Technology. Caleb's other strategic partnership is with Konza Technopolis City. Caleb's impact extends far beyond isolated actions. His efforts resonate in the tangible and positive transformation of urban environments, national landscapes, and institutions of higher education.

Prof. Joseph Kieyah



Prof. Kieyah (JD/PhD) is a Senior Policy Analyst and Head of Private Sector Development Division at the Kenya Institute for Public Policy Research and Analysis (KIPPRA). He is trained as a lawyer and economist at two top-notch universities in the USA and has substantial teaching experience and policy research. He holds PhD and MA degrees in Economics from University of Connecticut and University of Missouri respectively. He also holds a Juris Doctorate in Law from University of Iowa College of Law with a focus on Competition Law and International Law. His interdisciplinary research interest in law and economics focuses on land reform, governance, legal reform, competition issues, regulation, and corruption. He has been published in international reputable journals like American Law and Economic Review and Journal of Comparative Economics. He also teaches Management Economics and Financial Institutions and Capital Markets at Strathmore Business School. Prior to joining KIPPRA, he was an assistant professor of Law and Economics for three years at Pennsylvania State University in the US.

PROF. JOHN OKPARA, PH.D.



**Head of Department at Bloomsburg University
United States**

Department Management

Education BSc., Birkbeck, University of London M.S., State University of New York Maritime College M.A., City University of New York City College Ph.D., New York University

He is an Experienced Professor of Management with a demonstrated history of working in the higher education industry. Skilled in Research, E-Learning, Data Analysis, Academic Advising, Instructional Design, and Public Speaking. Strong consulting professional with a Doctor of Philosophy (Ph.D.) focused in Business Education and Management from New York University.

Prof. Dr. Gabriele Schäfer



Prof. Dr. Gabriele Schäfer is a professor at Kempten University of Applied Sciences in Germany. She specializes in the field of business administration and is an expert in marketing and management. She has extensive experience in teaching, research, and consulting, and publications. She has also been the Head of Start-Up Centre at Kempten University of Applied Sciences. Her center has mentored students' start-ups which have launched products in the global scene.

Dr. Barrack Muluka



Dr. Barrack Muluka, is a seasoned publishing editor, and a Strategic & Political Communications, and Leadership Communications Consultant. He is also a writer in politics and a regular commentator on social and public affairs on the global platform. He is a graduate of the University of Leicester, with a PhD in Politics and International Relations, as well as a graduate of the University of Nairobi, with M.A qualifications in Armed Conflict & Peace Studies, PGD Mass Communications and B.A. in Linguistics and English.

Barrack has undertaken key strategic communications consultancies under the aegis of the European Union, the UN, the World Bank, the Government of Kenya, the University of Nairobi, the Kenya Institute of Management, the Ford Foundation and the National Democratic Institute, among many other challenging assignments.

Barrack's career Objective is to make outstanding contribution to a peaceful, fair and just world through research and processing, packaging and dissemination of appropriate information.

CONFERENCE PROGRAMME

PRE- CONFERENCE

MONDAY, 23RD OCTOBER, 2023: Programme Coordinator: Dr Evanson Karanja and Kennedy Waweru

8.30am - 9.00am	Admission and registration of participants	Person In charge: Dr. Wanjiku Kinyanjui. Dr. Susan Mwangi, Susan Wanja, Samuel Karuga and Corporate Affairs Team
Session 1	Opening Session– Amphitheatre	
9.05am -9.30 am	Devotion and prayer University Chaplain Rev Samuel Githinji	
9:30 am 9:40 am	Welcome and Acknowledgements University Executive Representative MC-Deputy Corporate Affairs Manager, Mr. Michael Mungai	
9.40 am 10,00am	Conference Planning Committee Chair: Dean, Dr John Muhoho	
10,00am 1.00pm	Health Break and Group Photo	
	NELSON MANDELA TEAM PRESENTATION	Person Responsible: Dr. James Njau, Dr. Susan Mwangi

1.00pm 2.00pm	LUNCH BREAK	
2.00pm 4.00pm	TRAINING ON COSMETIC PROCESSING	NELSON MANDELA UNIVERSITY TEAM
4.00	4 OCLOCK TEA	

TUESDAY, 24TH OCTOBER, 2023: Programme Coordinator: Dr Susan Mwangi

8.30am - 9.00am	Admission and registration of participants	Person In charge: Dr. Wanjiku Kinyanjui. Susan Wanja, Samuel Karuga and Corporate Affairs Team
Session 1	Opening Session– Amphitheatre	
9.05am -9.30 am	Devotion and prayer University Chaplain Rev Samuel Githinji	
9:30 am 9:40 am	Welcome and Acknowledgements MC-Deputy Corporate Affairs Manager, Mr. Michael Mungai Conference Planning Committee Chair: Dean, Dr John Muhoho	
9.40 am	Health Break and Group Photo	

10,00am	NELSON MANDELA TEAM PRESENTATION	Person Responsible: Dr. James Njau, Dr. Susan Mwangi
10,00am 1.00pm 1.00pm 2.00pm	LUNCH BREAK	
2.00pm 4.00pm	TRAINING ON COSMETIC PROCESSING	
4.00	4 OCLOCK TEA	

CONFERENCE DAY ONE

WEDNESDAY, 25TH OCTOBER, 2023: Programme Coordinator: Dr Winnie Ndeta

8.30am - 9.00am	Admission and registration	Person In charge: Dr. Wanjiku Kinyanjui. Elizabeth Kimaru, Ruth Gichanga, Sophie Nyaga Bahati Gatere and Corporate Affairs Team
Session 1	Opening Ceremony – Amphitheatre /Virtual	<p>CONFERENCE DAY ONE OPENING CEREMONY AND PLENARY</p>
9.05am -9.30 am	Devotion and prayer University Chaplain Rev Samuel Githinji	
9:30 am 9:40 am	Welcome and Acknowledgements	MC-Deputy Corporate Affairs Manager, Mr. Michael Mungai Conference Planning Committee Chair: Dean, Dr John Muhoho
	Ag. Deputy Vice Chancellor, Academic Affairs,	

9.40 am 9.50 am	Prof Chosefu Chemorion		
9:50 am 10:00 am	Welcoming remarks and Inaugural address by the Vice Chancellor, Prof James Kombo Venue: Amphitheatre and Virtual		
10.00 am - 11.00 am	First Key Note Address Prof Adamson S. Muula Session Chair: Dean, Dr Julius Kahuthia Rapporteur: Elizabeth Kimaru		
11.am- 11.45 am	Health Break and Group Photo		
Session 2	Break Out Sessions		
	Session 2a Break Out Room 1 Session Chair: Dr Stephen Ndungu Rapporteur: Beth Mwhaki	Session 2b Break Out Room 2 Session Chair: Kennedy Waweru Rapporteur: Mr Herman Mwangi	Session 2C Break Out Room 3 Session Chair: Dr Petronilla Otuya Rapporteur: Caroline Rapando

12.00am - 12.20a m	<p>Business & Leadership Margaret Muchendu</p> <p>Peri-Urban Households’ Perceptions On The Importance Of Improved Cooking Stoves (Ics) In The Conservation Water Catchments: The Case Of Nakuru City, Kenya</p>	<p>Communication & IT Kevin Odhiambo Ochieng, and Dr. Antony W. Odek</p> <p>Efficacy Of Social Media For Accessing Sexual And Reproductive Health Information By Youth In Mathare, Nairobi: Case Study Of Amref Youth In Action (Y-Act) Programme</p>	<p>Education, Theology and FOSS Patrick Asango Okanga and Antony Odek</p> <p>Building Fishers Networking As A Resilient Factor For The Sustainability Of Small—Scale Fish Enterprises By Women In Homa-Bay County, Kenya.</p>
12.20pm 12.40pm	<p>Mbugua Mary Wambui</p> <p>Investigating the Future of Work and Human Resource Management Strategies.</p>	<p>Juliet Masinde, Winnie Ndeti Otsiulah, Everlyne Wekesa</p> <p>Social Media as a Tool for Political Branding Among Select Politicians In Kenya.</p>	<p>Eduardo Vundo Sassa</p> <p>The Association between Upgrade Intervention from CBWMS to IPW and Water Security In Informal Settlements Of Angola. A Systematic Review.</p>

<p>12.40pm – 1.00pm</p>	<p>Thaisaiyi Zephania Opati, Paul Gesimba, Lily Njanja Customer Dispositions Influencing Toothpaste Brand Loyalty among Millennials in Kenyan Private Universities</p>	<p>Leonard Nyapere, Winnie Ndeta Otsiulah, Faustin Chongombe The Role of Internal Public Relations Tools on Used in Enhancing Employee Relations at Kenya’s National Assembly.</p>	<p>Lydia Chege Wambui Self -Determination As A Precursor To Employment For Persons With Disability: A Case Of Graduate Youth Who Are Blind Or Deaf In Kenya</p>
<p>1.00 -2.00pm</p>	<p>LUNCH BREAK</p>		
<p>02.00 pm - 2.15 pm</p>	<p>Drama Club Presentation (Patron: Joseph Mureithi) VENUE :Amphitheatre</p>		
<p>2.15 pm 2:45 pm</p>	<p>Presentation by Hon. Caleb Burudi, CEO De La Calexo Africa</p>		
<p>2.45pm- 3.45pm</p>	<p>Chief guest Address: Hon Eliud O. Owalo, CS ICT Session Chair: Dean, Kennedy Waweru Rapporteur: Ann Muchiri</p>		

3:45pm 4:00 pm	Tree planting
4.00pm- 4.30pm	4 OCLOCK TEA

DAY TWO

Programme Coordinator: Dr James Njau

THURSDAY, 26 ST OCTOBER, 2023		
8.30am- 9.00am	Admission and registration	Dr Mary Kibuine and Iddah Wayumba Sophie Nyaga and Ruth Gichanga
Session 4	Plenary	
9:00 am 9:20 am	Devotion and prayer University Chaplain Rev Samuel Githinji	
9.20am - 10.20am	Welcome remarks by the Dean, Dr Suleiman Mwangi Keynote Speaker: Prof. Joseph Kieyah	Venue: Virtual and Amphitheatre Session Chair: Dean, Dr Suleiman Mwangi / Dr Kevin Ndereba Rapporteur: Ms Susan Wanja Join the Plenary session: GOOGLE MEET LINK

10.20 am – 11.00 am	<h1>Health Break</h1>		
Session 5	<h2>Break Out Sessions</h2>		
	Session 5a Break Out Room 1 Session Chair: Dr William Sang Rapporteur: Robert Abayo	Session 5b Break Out Room 2 Session Chair: Dr Faustin Chongombe Rapporteur: Nicholas Nyapete	Session 5C Break Out Room 3 Session Chair: Dr Kevin Ndereba Rapporteur: Dr Ann Rose Wang'ang'a
11.00am- 11.20pm	Lisy Marigu Mutua Beyond Financial Inclusion: Literature Review And New Dimensions On Financial Well- Being In Kenya.	Iddah Wayumba The Transformative Role Of Social Media In A Business Environment	Rev. Dr John Peter Bwire Debunking and Demystifying Mental Health in the Context of African World View Today.
11.20pm -11.40p m	Patrick Waititu Influence Of Audit Committees In Promoting Corporate Governance In State Firms In Kenya: A Stakeholder Power Perspective.	Dr. Vundi Nason. The Role of Digital Agriculture In Mitigating Climate Change Among Rural Farmers To Ensure Food Security In Kyuso Sub- County, Kitui County.	Jacktone Akelo, Daniel Muasya, And Sara Marks Influence Of Governance Factors On Functionality Of Borehole Water Kiosks In Kisumu County, Kenya

11.40pm – 12:00pm	Wilson Tonui Technological Innovations And Performance Of The Agricultural Development Corporation	Kamau Thegu Innovation and Digital Technology Approaches Response To 21 St Century Challenges On Climatic Change And Sustainable Development	Mbugua Mary Wangui Examining The Relationship Between Ethical Transformative Leadership And Good Governance
12.00pm – 12.20pm	Alexander Njue Muthee An analysis of the influence of the local vernacular radio on young rural widows participation in sustainable development	Dr. Peter Okeno Ong'are Mitigating Mental Health Through Performing Arts.	Rev Tony Matiko Gesowan Ethical Transformative Leadership And Good Governance In The Digital Economy: A Model Based On Jesus Christ's Servant Leadership
12.20pm – 12.40pm	Lisy Marigu Mutua Review Of Working Capital Efficiency: Future Agenda On Sustainable Working Capital Practices.	Ukaiko A. Bitrus-Ojiambo License to pass. Reflections of an Academic Writing lecturer and the role of ChatGPT in higher education	Dr. Vundi Nason. Analysis of Rural Farmers Climate Risk, Resilience, And Coping Measures In Mwingi South Constituency, Kitui County, Kenya.
12.40pm – 13.10pm	Kondwani Bright Simbota Overcoming Barriers to Green Entrepreneurship in Low- and Middle-Income Countries: A Case	Elizabeth Ajwang Otaye, Faustine Chongombe, and Quin Orwa. Influence of the Covid-19 Risk Communication and Community Engagement Strategy Adopted in	Kamau Thegu Climatic Adaptation Strategies

	Study of the “Anthu a Luso Kenya on Non-State Actors’ Initiative” Project in Malawi.	Communication Activities: A Case Study of SHOFCO	
12.40pm – 1.00pm			
1.00 - 2.00pm	LUNCH BREAK		
2.10pm - 3.10pm	<p>Key Note Address: Prof John Okpara</p> <p>Session Chair: Dean, Dr John Muhoho/ Dr John Kiboi Rapporteur: Ruth Gichanga</p>		
	<p>Session 3a Break Out Room 1 Session Chair: Dr Wanjiku Nganga Rapporteur: Dr Daniel Kungu</p>	<p>Session 3b Break Out Room 2 Session Chair: Dr Faustine Chongombe Rapporteur: Iddah Mwaura</p>	<p>Session 3C Break Out Room 3 Session Chair: Dr Peter Kome Rapporteur: Dr Anthony Odek</p>
3.10 - 3.30	Snezana Ilijevski	Mbugua Mary Wambui	Benjamin Kobina Sarbah1 & Deborah Afua Duodu

	Examining The Effectiveness Of Process And Social Innovations Implemented Within Employee Retention Strategies Targeting The Identity Group Of Adult Third Culture Kids.	Examining The Relationship Between Ethical Transformative Leadership And Good Governance	Understanding the Complex Interplay of Religion, Belief Systems, and Climate Change Attitudes: A Systematic Review
3.30- 3.50	Dr. Akwalu Ezekiel Kiriinya Sustainable Value Chain Among Commercial Maize Farmers In Kenya: Leveraging On Technology	Millicent Miriam Watetu, Winnie Ndeta Otsiulah A Mixed Methods Approach In Investigating The Role Of Photography In Environmental Awareness And Conservation	John Chol Daau Effectiveness and Efficiency in Education System: A Call to Church to Engage and Invest in Education in South Sudan
3.50-4.00	Exhibitions Tour and Presentations		
4.00PM	4-oclock Tea		

DAY THREE

Programme Coordinator: Dr. Wanjiku Kinyanjui and Dr Paul Gesimba

FRIDAY, 27TH OCTOBER, 2023			
9.00am- 9.30am	Devotion and prayer University Chaplain Rev Samuel Githinji		
9.30 AM - 10.30 AM	<p>Key Note Address: Prof. Dr. Gabrielle Schafer</p> <p>Session Chair: Ms. Mary Githinji / Dr Evans Karanja Rapporteur: Mr. Thomas Kariuki</p>		
10:30 AM 11:00 AM	Health Break		
	<p>Session 6a Break Out Room 1 Session Chair: Dr. Paul Gesimba</p>	<p>Session 6b Break Out Room 2 Session Chair: Dr Susan Mwangi</p>	<p>Session 6C Break Out Room 3 Session Chair: Dr Teresiah Wamuyu Rapporteur: Maryanne Mwangi</p>

	Rapporteur: Dr. Stephen Ndungu	Rapporteur: John Kanja	
11:00-11.20	Edmond Imbwaga Business Resilience Small And Medium Enterprises	Michael Kimathi The Influence of Facebook and Twitter on Public Relations Strategy in Universities: A Case Study of St Paul's University.	Winnie Ndeta Otsiulah, John Muhoho, Nicholas Nyapete, Christine Bunyasi, James Njau. A Mixed Methods Approach In Investigating Mental Health And Student Performance In Kenyan Universities
11:20 AM 11:40 AM	Stephen Karanja An Empirical Survey on intellectual alignment on organizational performance in microfinance banks in Kenya.	Joy Githaiga, John Ndavula, Winnie Ndeta The Use of Tiktok For Consumer Engagement By Select Beverage Companies In Nairobi.	Lydia Chege Wambui. Establish the extent to which the self-determination of a youth who is deaf or blind influences their employment.
11.40 AM -12:00 Noon			Zebedi Muga, Thomas Kariuki, Daniel Kimemia, Christine Simiyu A Mixed Method Approach Investigating the Role of Cultism in Religion In Kenya; A Case Study Of Shakahola Deaths.

Conference Closing Ceremony

12.00pm
– 1.00pm

Join the Closing ceremony session :

Key Note Address: **DR. Barrack Muluka.**
Advisor to the Cabinet Secretary ICT

Session Chair: **Dr. Susan Mwangi**
Rapporteur: **Ms. Evelyne Wekesa**

1:00 pm
1:30 pm

Master of Ceremony – **Mr. Michael Mungai.**

Closing Remarks by DVCF&A

Closing Remarks by DVCAA

Closing Remarks by Vice Chancellor

Closing Prayer - University Chaplain Rev. Samuel Githinji

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Bachelor of Computer Science

Bachelor of Divinity

Bachelor of Science in Nursing (Regular)

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Bachelor of Education in Early Childhood Development and Education (ECDE)

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