



UNIVERSITY OF EMBU

Dr. Jesse Maina Kinyua

Name: Dr. Jesse Maina Kinyua

Title/Qualification: Dr.

Position: Lecturer and Department Examination Coordinator

Department: Business and Economics

School: Business and Economics

Area of Specialization: Strategic Management

Contact Address: P.O BOX 6-60100, Embu, Kenya

E-Mail: kinyua.jesse@embuni.ac.ke



Short Biography

Dr. Jesse Kinyua is lecturer and examination coordinator at the University of Embu. He is a Lecturer in Strategic Management units, Entrepreneurship and International Business. He does coordinate examination processing in the department and ensuring quality and integrity in all examination done in the school. He has developed curriculum in the School of Business and Economics. Quality Management in examination processing in the department. He is also part time consultant in strategic management, strategy and Change management.

Post Graduate Students under my supervision:

Supervised Masters and PhD students in research.

Student Name & Reg. No	Title of the Thesis	Stage of Completion
Harriet Karimi (MBA) D530/1024/2014	Effect of Technology and Information Systems On Revenue Collection by the County Government Of Embu, Kenya	Completed Year 2017
Abel Nyangemi D530/1021/2013 MBA	Organizational Factors that influence Implementation of Strategic Plans in Private Secondary Schools in Nairobi	Completed Year 2017
Eunice Wangari Mureithi D530/1019/2013 MBA	Influence of Organizational Leadership on Implementation of Strategic Plans in Universities in Mount Kenya Region, Kenya	Completed Year 2019
Edwin Njoroge Murai HD333-C003-3070/2015(JKUAT) MBA	Assessing the Digital Strategies Used by Commercial Banks in Improving Competitiveness In Kenya (A case of Equity Bank)	Completed Year 2019
Ndegwa, Doris Wangari HD333-COO3-1776/16(JKUAT) MBA	Strategic Measures Employed by the National Drought Management Authority for Drought mitigation in Kenya	Completed Year 2018
Ezekiah Kimani M'Kuma D860/152/2015 PHD	Dynamic Capabilities and Strategic Positioning In Telecommunication Industry In Kenya	Remaining with one seminar. Have published 3 papers
Gachora Susan Wanjugu D860/161/2015 PhD	Blue Ocean Strategy and The Financial Performance of Manufacturing Firms In Kenya	completing
Chege Purity Nyambura D860/154/201 PhD	External Organizational Context and Performance of Business Process Outsourcing Sector In Kenya	Awaiting final defense
Mwenda Geoffrey Justus D860/176/2016 PhD	Strategy Implementation Interventions on Performance of Public Hospitals In Mount Kenya Region	Analyzing data
John Mutugi Gachoki D860/195/2017 PhD	Diversification Strategies, Corporate Cannibalization, Environmental Munificence and Performance of Insurance Companies In Kenya	Collecting Data
Mutegi Tetu Mwenda D80/204/2017 PhD	Workplace Safety and Employee Productivity In Manufacturing Firms In Kenya	Second Seminar
Muketha Joan Karambu D/860/178/2016. PhD	Green Marketing Practice, Competitive Strategy And Performance of the Floriculture Firms In Kenya.	Second Seminar

Trinner Mukamba Mabele D860/229/2018 PhD	Employee Management Practices And Health Service Delivery In Public Hospitals In Kenya	First proposal presentation
Njeru Wakina Catherine D530/1046/2014 MBA	Organizational Design Factors and Strategy Implementation in Anglican Churches: Embu Diocese	Making corrections from BPS
Victor Mokaya HD333-C003-6288-2015 (JKUAT) MBA	Financial innovation, business strategy and mobile credit growth in Kenya: a case study of selected commercial banks in Kenya	Proposal presentation
Beatrice Kageha D530/1162/2017 UoEm	Influence of top management diversity and organizational culture on the performance of constitutional commissions and independent offices in Kenya	Proposal presentation

Research Interests

My area of research interest is generally in strategic management and entrepreneurship

Publications in Journals:

1. Gachora S W & Kinyua J. M & Kirema N. M, 2020. "The Influence of Value Innovation Strategy on the Financial Performance of Manufacturing Firms in Kenya," The Journal of Social Sciences Research, Academic Research Publishing Group, vol. 6(12), pages 995-1000, 12-2020.
2. Chege P.N., Kinyua J.M & Kirema N. M, 2020. "The Influence of Political Environment on the Performance of Business Process Outsourcing Sector in Kenya," The Journal of Social Sciences Research, Academic Research Publishing Group, vol. 6(8), pages 770-775, 08-2020
3. Chege P.N., Kinyua J.M & Kirema N. M, 2020. "Performance Measurement of the Business Process Outsourcing Sector in Kenya: Balance Scorecard Approach," The Journal of Social Sciences Research, Academic Research Publishing Group, vol. 6(11), pages 962-968, 11-2020.
4. M'Kuma, E. K, Kinyua, J.M & Kariuki, S. N (2020). Organizational Assets and Strategic Positioning in Telecommunication Industry in Kenya. The Journal of Social Sciences Research, 6(3)216-223.
5. M'Kuma, E. K, Kinyua, J.M & Kariuki, S. N (2020). Organizational Processes and Strategic Positioning in Telecommunication Industry in Kenya. The International Journal of Humanities and Social Studies,6(12)

6. M’Kuma, E. K, Kinyua, J.M & Kariuki, S. N (2020). Organizational Learning and Strategic Positioning in Telecommunication Industry in Kenya. *The Journal of Social Science Research*, 6(3), 252-258.
7. Muriithi, E.W; Kinyua, J.M and Mburugu, K.N (2019) Influence of Organizational Leadership on Implementation of Strategic Plans in Universities in Mount Kenya Region, Kenya. *Scholars Journal of Economics, Business and Management* ISSN 2348-5302
8. Murai, N. E and Kinyua J, M (2018): Assessing the Digital Strategies used by Commercial Banks in Improving their Competitiveness in Kenya (A Case of Equity Bank). *International Journal of Management and Commerce Innovations*, ISSN 2348-7585 Vol. 6, Issue 2, pp: (1372-1384)
9. Nyangemi, A, Njeru, W and Kinyua J.M (2017) Organizational Factors that influence Implementation of Strategic Plans in Private Secondary Schools in Nairobi. *Scholars Journal of Arts, Humanities and Social Sciences*, 5(6A):591-599; ISSN 2347-5374
10. Kirimi, H; Maina, E.K & Kinyua, J.M (2017) Effect of Technology and Information Systems on Revenue collection by the County Government of Embu, Kenya *International Academic Journal of Information Systems and Technology*; 2(1) 19-35
11. Kinyua, J.M, Amuhaya, M.A and Namusonge, G.S (2016), Stakeholder Management Strategies and Deposit Taking SACCOs’ Bottom Line. *International Journal of Strategic Management and Current Issues*, 4 (10), 21-50.
12. Kinyua, J.M, Amuhaya, M.A and Namusonge, G.S (2015). Corporate Social Responsibility Strategy and Financial Performance of Deposit Taking SACCOs in Kenya. *Research Journal’s Journal of Management*, 3 (8), 2347-8217.
13. Wachira, S.W, 2015, Kidombo, H and Kinyua, J.M (2015) Factors Influencing Successful Implementation of Biomedical Research Projects: A Case of Kenya Medical Research Institute. *Research Journal’s Journal of Public Policy*, 2 (2)
14. Kinyua, J.M, Amuhaya, M.A and Namusonge, G.S. (2015), Stakeholder Management Generic Strategies and Financial Performance of deposit taking SACCOs in Kenya. *International Journal of Business and Social Sciences*, Vol 6. No. 9 (1); September 2015
15. Kinyua, J. M. & Githika, A.K (2015). Influence of Entrepreneurial Management on the Growth of Small and Medium Tour Firms In Kenya. *International Journal of Arts and Entrepreneurship*, VOL.4 ISSUE 10, 2015
16. Ndegwa, W. D and Kinyua, J.M (2017). Strategic Measures Employed by the National Drought Management Authority for Drought mitigation in Kenya. *International Journal of Management and Commerce Innovations*, 6(1)802-812- ISSN 2348-7585

Presentation of Papers at Academic and Professional Conferences

1. Kinyua, J.M, Amuhaya, M.A and Namusonge, G.S. (2019). Stakeholder Management and Financial Performance of Deposit Taking SACCCOs. The 5th DeKUT Internal conference on Science, Technology, Innovation & Entrepreneurship.
2. Kinyua, J.M, Amuhaya, M.A and Namusonge, G.S. (2019). Corporate Social Responsibility and Financial Performance of Deposit SACCOs. Kirinyaga University 4th International Annual Conference

Books/Book Chapters Published

1. Kinyua, J.M (2020). Strategic Management and Policy, Implementing strategy, Vichub Printing Press, Conectus Ltd, Nairobi
2. Kinyua, J.M (2020). Out of Captivity into Victory, Vichub Printing Media, Conectus Ltd, Nairobi
3. Kinyua, J.M (2020). Pressed but not in Despair, Vichub Printing Media, Conectus Ltd, Nairobi