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**EDUCATION**

1. PhD in Business Administration (Maseno University, Kenya) **2014**
2. Master of Business Administration (MBA) (Maseno University, Kenya) **2007**
3. Bachelor of Commerce (Marketing Option) (University of Nairobi, Kenya) **1999**
4. Kenya Certificate of Secondary Education (Koderobara Secondary School, Kenya), A-(minus), **1993**
5. Kenya Certificate of Primary Education (Daraja Mbili Primary School, Kenya), 72 points/527marks, **1990**

**RESEARCH EXPERIENCE**

1. Mentor: **Sustainable Development for HIV Health (SD4H) Fellowship (Grant Number: 1D43TW011306-01A1 FAIN: D43TW011306)** funded by National Institutes of Health (NIH)/Fogarty International Center (FIC) for \$305,902.00 for the period 2020-2025. My role is mentoring students in agribusiness aspects of the project.
2. Co-PI: **Addressing Global Food Security Challenges through Partnerships and Local Community Engagement (Global Food and Nutritional Security Grant)** Award # 2020-38427-31514 USDA: funded by 1890 Center of Excellence for International Engagement and Development (CEIED)- Global Food and Nutritional Security Initiative and National Institute of Food and Agriculture (NIFA) USA for \$95,985 for the period 2020-2022
3. Co-PI: **1890 Capacity Building Grant (2021-22)**: Building Capacity across 1890 Land-Grant Universities to Enhance Student Learning and Community Engagement in Global Food Security and Environmental Health, University of Maryland Eastern Shore (\$1000)
4. Co-PI: **Addressing Current and Emerging Threats to Crops in the Democratic Republic of Congo and Kenya: A Collaborative and Interdisciplinary Approach**; The Current and Emerging Threats to Crops (CETC) Innovation Lab (IL) Pennsylvania State University (\$137,518)
5. Co-PI: **Potentials of Agroecological practices in east africa with a focus on Circular water-energy-nutrient systems- PreActiCe**. PrAEctiCe project is funded by the HORIZON Europe programme under Grant Agreement number 101084248 value at Euro 6.985,275.00 for the period: 1 November 2022-30 April 2026.
6. Co-Investigator: Rongo University Postgraduate Research Grant for Robby Wyckliffe Otieno (PG/PHD/050/2011): **Moderating influence of job satisfaction on the relationship between employee resourcing practices and performance of academic staff in Kenyan public universities**, KES 90.000.00 [Co-supervisors: Dr. Fredrick Aila (Maseno University) and Prof. Isaac Ochieng' (Laikipia University)]. (Candidate graduated in Dec. 2022).
7. Co-PI: **Upscaling the benefits of push-pull technology for sustainable agricultural intensification In East Africa — UPSCALE (NUMBER 861998 — UPSCALE)** funded by European Commission, Research Executive Agency (REA) valued at Euro 7,655,597.50 for the period 2020-2025.
8. Agribusiness and Marketing Consultant: **Participatory Assessment of Youth Engagement in Agriculture (GCP/INT/335/MUL)** under Letter of Agreement (LoA) between The Food and Agriculture Organisation of the United Nations- Kenya Office (FAO-KE) and Maseno University at KESS4,261,275 for the period 2020-2021.
9. Co-PI: **Development of Kisumu County Trade Policy** for the Department of Commerce, Tourism and Heritage, County Government of Kisumu, Kenya for KES 650,000.00 in 2015. Completed the Kisumu County Trade Policy.
10. Co-PI: **Poultry feed formulation and production cost improvement (KEN016-PSPK)**-Tich Nam Enterprises Ltd, Great Lakes University of Kisumu (GLUK), Kenya, 2009; and **Poultry Science Curriculum Development (KEN016-PSPK)**-Tich Nam Enterprises Ltd/Department of Agribusiness Management, Great

Lakes University of Kisumu, Kenya, 2010 funded by Winrock International/USAID.

11. Capacity building on promotion of National Values and Principles of Governance within the KeRRA, Marsabit Region at Kisumu Hotel, Maseno University, 28<sup>th</sup>-30<sup>th</sup> June 2022.
12. A two-day in-house sales & marketing training for ACFC Sales Team, at Agro-Chemical Food Company Ltd, Muhoroni, Kenya, 22<sup>nd</sup> and 23<sup>rd</sup> June 2022.
13. **Princeton University Global Seminar** titled “GLS/AFS 337K: Kenya: Evolution of the Capitol of Western Capitalism in Eastern and Central Africa” in collaboration with Maseno University, Kisumu Campus, May 31-July 9th, 2022.
14. **Letter of Agreement** (GCP/INT/335/MUL) between the Food and Agriculture Organization of the United Nations (“FAO”) and Maseno University for provision of “Participatory Assessment of Youth Engagement in Agriculture”
15. **Resource Person during the Fifth in-Country Training on Rural Women Empowerment**, Homabay Sub-County, Homabay County, 13<sup>th</sup> June -24<sup>th</sup> June 2016 organised by African Institute For Capacity Development, Kenya Country Office. Facilitated Module 6: Business, Entrepreneurship Skills and Marketing.
16. Resource Person during Platform for Dialogue on County Planning and Budgets, IBP Kenya, 15<sup>th</sup> May 2015 at Maseno University. Facilitated the discussion on: “What Role Does the University Play in County Planning and Budgeting?”
17. Trade Project Supervision facilitation Kisumu Polytechnic, Kisumu on 26th Oct. 2013
18. Facilitated a workshop for Irrigation Kimira and Oluch Water Users Assosiation Central Management Committee members at Mbita organized by Kimira Oluch Small Holder Farm Improvement Project (KOSFIP) on 10-15<sup>th</sup> Nov. 2013.
19. Salesmen Training on Customer Care at Mayfair Holdings Ltd- Bakery Section, Kisumu on 19<sup>th</sup> Jul. 2009.
20. Facilitated training on Key Roles of Board of Directors Workshop for SAIPEH, at Blue York Hotel- Busia, organized by Jafra Consulting Group Ltd on 24<sup>th</sup>-26<sup>th</sup> Aug. 2007.
21. Structured and facilitated Route Book Implementation training Program at Golden Inn Hotel, Kakamega. Thereafter at Equator Bottlers Ltd- Kisumu. Training implemented for sales team and Distributors’ sales force during June 2004

#### TEACHING EXPERIENCE

1. Senior Lecturer of Marketing, Department of Business Administration, Maseno University. Aug. 2019 to date.
2. Lecturer of Marketing, Department of Business Administration, Maseno University, Nov. 2014-Aug. 2019.
3. Assistant Lecturer or Marketing, Department of Business Administration, Maseno University, Oct. 2011-Nov. 2019.
4. Assistant Lecturer or Marketing, School of Business and Legal Studies, Bondo University College (now Jaramogi Oginga Odinga University of Science and Technology), Aug.-Oct. 2011.
5. Assistant Lecturer or Marketing, Department of Agribusiness Management, Great Lakes University of Kisumu, Feb. 2009-Aug. 2011.

#### HONORS AND AWARDS

1. Co-PI: **Addressing Global Food Security Challenges through Partnerships and Local Community Engagement (Global Food and Nutritional Security Grant)** Award # 2020-38427-31514 USDA: funded by 1890 Center of Excellence for International Engagement and Development (CEIED)- Global Food and Nutritional Security Initiative and National Institute of Food and Agriculture (NIFA) USA for \$95,985 for the period 2020-2022
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3. Co-PI: **Addressing Current and Emerging Threats to Crops in the Democratic Republic of Congo and Kenya: A Collaborative and Interdisciplinary Approach**; The Current and Emerging Threats to Crops (CETC)

Innovation Lab (IL) Pennsylvania State University (\$137,518)

4. Co-PI: **Potentials of Agroecological practices in east africa with a focus on Circular water-energy-nutrient systems- PreActiCe.** PrAectiCe project is funded by the HORIZON Europe programme under Grant Agreement number 101084248 value at Euro 6.985,275.00 for the period: 1 November 2022-30 April 2026.

### **PROFESSIONAL MEMBERSHIP**

1. Member, Marketing Society of Kenya (MMSK)
2. Council Member, Marketing Society of Kenya (MSK)
3. Member, Kenya Institute of Management (MKIM)
4. Member, Fellowship of Christian Unions
5. Member, FOCUS Regional Advisory Committee-Western Kenya

### **SKILLS AND TRAINING**

*Skills:* Marketing, selling, management, leadership, negotiation, computer literacy, community service, statistical analysis

*Training:* Quality Management System; Quality Auditor (ISO9001:2008/2015)

### **LEADERSHIP EXPERIENCE**

1. Nov. 2017 to date, Ag. Director, Self Sponsored Programme (SSP), Maseno University.
2. Aug. 2016-Oct. 2017, Ag. Director, Homa Bay Campus, Maseno University.
3. Feb. 2009- 31<sup>st</sup> Aug 2011: Marketing Manager, Tich Nam Enterprises Ltd, Great Lakes University of Kisumu.
4. Nov. 2004-Jan. 2009: Area Sales Manager, Equator Bottlers Limited, (The Coca-Cola Bottlers in Western Kenya).
5. Oct. 1999-Oct. 2004: Sales Representative, Equator Bottlers Limited, (The Coca-Cola Bottlers in Western Kenya).

### **CONFERENCES AND WORKSHOPS**

1. UPSCALE Project 2<sup>nd</sup> General Assembly and Regional Stakeholders Meeting, 13-17<sup>th</sup> February 2023, Malaika Beach Resort, Mwanza Tanzania [UPSCALE]
2. Consultative Workshop to Review Findings on Assessment of Kenya's Country Status on Driving Agriculture and Food Systems Transformation on 17<sup>th</sup> November 2022, at Golden Tulip Hotel, Nairobi, Kenya [AGRA].
3. UPSCALE Work Package 8 Workshop on 14<sup>th</sup>-15<sup>th</sup> November 2022, at Duduville, *icip*e, Kasarani, Nairobi, Kenya.
4. PreActiCe Kick-Off Meeting (KOM) on 11<sup>th</sup> November 2022 (Virtual).
5. Fish Health Management Workshop: North-South Dialogue on Capacity Building and Knowledge Transfer Approaches Held on 19<sup>th</sup> – 24<sup>th</sup> Sept, 2022 in Kisumu Hotel, Kenya [CEIED/CEGFSD Project]
6. SOAP Farmers Field Day, Sigomere on 24<sup>th</sup> Aug. 2022 (Represented Maseno University and UPSCALE).
7. UPSCALE Project 2<sup>nd</sup> National MAC Meeting for Ethiopia on 3<sup>rd</sup> -4<sup>th</sup> June 2022, Lisak Resort, Bishoftu Oromiya/Debrezeit, Ethiopia.
8. UPSCALE Project 2<sup>nd</sup> General Assembly, 7<sup>th</sup> & 8<sup>th</sup> February 2022, Park Inn Hotel, Kigali, Rwanda and online via Zoom (Blended)
9. UPSCALE Project Regional Stakeholders Meeting, 9<sup>th</sup> & 10<sup>th</sup> February 2022, Park Inn Hotel, Kigali, Rwanda and Clustered in Bishethu, Ethiopia; Namulonge, Kampala; Mbita, Kenya; Musoma, Tanzania and online via Zoom (Blended)
10. UPSCALE Project, Kenya National MAC Management Committee Workshop, 5<sup>th</sup> November 2021, Kisumu Hotel, Kisumu (Blended)
11. UPSCALE Project, Ethiopia National MAC Management Workshop, 2<sup>nd</sup> to 3<sup>rd</sup> September 2021, Asham Africa Hotel, Bishoftu Oromiya/Debrezeit Ethiopia (Blended).
12. UPSCALE Project, Rwanda National MAC Management Committee Workshop, 22 June 2021, Park Inn by Radisson, Kigali-Rwanda

13. 1st SD4H Mentorship Workshop, 2-4 June 2021, Kisumu Hotel, Kisumu (Blended).
14. UPSCALE Project, Tanzania National MAC Workshop, 21<sup>st</sup> May, 2021, Africa Inland Church Tanzania (AICT) - Agro-forestry training centre, Musoma District, Mara Region, Tanzania (Blended).
15. National Research Fund (NRF): Research Capacity Exercise Workshop in Nyanza and Western Region at Kisumu Hotel, Maseno University in Kisumu, 11-13 May 2021
16. UPSCALE Project, Rwanda National MAC Workshop, 6 May 2021, Hotel SCHEBA, Kigali-Rwanda (Blended)
17. UPSCALE Project, Kenya National MAC Workshop, 3-4 May 2021, Kisumu Hotel, Kisumu (Blended).
18. UPSCALE Project, Uganda National MAC Workshop, 18-19 February, 2021, Mums Resort Hotel, Iganga, Uganda (Blended).
19. UPSCALE Project Kick Off Conference, 23-26 November 2020, Kisumu Hotel, Kisumu (Blended).
20. UPSCALE Project Dry Run Workshop, 3-4 November 2020, Kisumu Hotel, Kisumu (Blended).
21. Maseno University Business Incubator Business Plan Development Workshop SPADE project (NICHE-KEN-284) on 6<sup>th</sup> to 8<sup>th</sup> September 2019 at Kisumu Hotel, Maseno University under the project *Building Stronger Capacities to Link Spatial Planning to Agribusiness and Public Policy Development in Greater Western Kenya*.
22. Kisumu retirement planning (Retirement Benefits Authority (RBA) /Maseno University Retirement Benefits Scheme (MURBS)) (2016/2017/2018)
23. Quality Assurance and University Examination Processes, Maseno University, 9<sup>th</sup> November 2018
24. Maseno University Association of Business Students (MUABS) Elimika Empowerment Forum, 23<sup>rd</sup> October 2018
25. The role of Supervisors in Quality Research and Proposal Writing Workshop: DAAD/Maseno University 18-19<sup>th</sup> October 2018
26. Kasneb workshop for Training Institutions, Kasneb Towers, 12<sup>th</sup> October 2018
27. Newton-Utafiti Early Careers Researcher Links Workshop on Improving Food Security and Nutrition in Kenya: Strengthening Indigenous Leafy Vegetables Research and Innovation Capacity: National Research Fund/Newton Fund 10-13<sup>th</sup> September 2018
28. Partnership for Enhanced and Blended Learning (PEBL) Workshop: UKAID/Association of Commonwealth Universities, 10-11<sup>th</sup> October 2018
29. Job Analysis, PwC/SRC, 21-22 March 2017
30. Education Research and Evaluation, SEREK, 8<sup>th</sup> March 2017
31. Platform for Dialogue on County Planning and Budgets, IBP Kenya, 15<sup>th</sup> May 2015
32. Mainstreaming HIV/AIDS in Maseno University Programmes, 31st May 2013, Maseno University AIDS Control Unit, Maseno University.
33. E-Learning Course Developers and Facilitators Course, 15<sup>th</sup> to 16<sup>th</sup> January 2013, E-Campus, Maseno University.
34. Implementation of a Quality Management System According to ISO 9000 Standards Course and ISO 9001:2008 Quality Management System Internal Quality Audit Course offered by Kenya Bureau of Standards from 1<sup>st</sup> October 2012 to 5<sup>th</sup> October 2012 at Maseno University.
35. Partnership for Safe Poultry in Kenya (PSPK) Exit Workshops, organized by PSPK/Winrock International in Nairobi, Kisumu and Makeni, 11<sup>th</sup>-16<sup>th</sup> July 2011.
36. Aila, F. O. (2014). *Analysis of Consumer Preferences for Indigenous Chicken in Kisumu City, Kenya*. Maseno University Annual Interdisciplinary Research Conference, Kisumu Hotel: 30<sup>th</sup> June-1<sup>st</sup> July, 2014.
37. Mkamunduli, A. S., and Aila, F. O. (2011). *Kenya's insurance companies' strategic issue management*, 6<sup>th</sup> Egerton University International Conference: Research and Expo., held on 21<sup>st</sup> to 23<sup>rd</sup> Sep. 2011.
38. Muia, F., and Aila, F. (2011). *Determinants of growth of firms through mergers and acquisitions: an empirical study at Nairobi Stock Exchange, Kenya*. 2<sup>nd</sup> African International Business Management Conference held on Aug. 25<sup>th</sup>-26<sup>th</sup> 2011.
39. Aila, F. O., Mumbo, H., and Onyango, J. P. (2011). *Market operations of village chicken in Kenya*. 8<sup>th</sup> TICH Annual Scientific Conference held on 29<sup>th</sup> April to 2<sup>nd</sup> May 2011.

40. Aila, F. O., and Muia, F. K. (2011). *Determinants of growth of firms through mergers and acquisitions of firms listed at the Nairobi Stock Exchange, Kenya*. First Annual International Conference on Advances in Technology and Socio-Economic Development held on 12<sup>th</sup> to 13<sup>th</sup> May 2011 at Eldoret Polytechnic.
41. Owaga, E., Muga, R., Aila, F. O., and Mumbo, H. (2010). *Dietary mycotoxins link to infant malnutrition in Kenya: Present status and concerns for rural households*. 7<sup>th</sup> TICH Annual Scientific Conference held on 29<sup>th</sup> April to 1st May 2010.
42. Expanding Agricultural Competitiveness, Market Access and Food Security: Research findings and Policy Options Conference organized by Tegemeo Institute of Agriculture, Egerton University, 27<sup>th</sup>-28<sup>th</sup> October 2010.
43. Enhancing Poultry Stakeholder Partnerships in the Region, Regional Workshop organized by Partnership for Safe Poultry in Kenya/Winrock International, 11<sup>th</sup>-15<sup>th</sup> October 2010.
44. Training on Poultry Feed Formulation and Production Cost Improvement and Commercial Poultry Production. Sponsored by Partnership for Safe Poultry in Kenya (PSPK)/Winrock International, Southern University at Shreveport Louisiana (SULSA), and Great Lakes University of Kisumu (GLUK), 9<sup>th</sup>-15<sup>th</sup> December 2009.
45. Back to Basics: Selling skills, merchandising skills, and the profit story, Coca-Cola East Africa & Islands, Nairobi, May/June 2006.
46. Managing and responding to consumer contacts- Coca-Cola East Africa & Islands, Kisumu, May 27<sup>th</sup> 2003.
47. Kenya execution challenge- Coca-Cola East Africa & Islands, Kisumu, May 2005.
48. Key results areas- prioritizing key result areas and identifying competencies for each performance cycle, Equator Bottlers Limited, Kisumu, March 2003.
49. Route book implementation- capturing route sales information, Equator Bottlers Limited, Kisumu, June 2004.
50. National MIT Trainings- field executions, Coca-Cola East Africa & Islands, Nyeri/Kisumu, September/October 2002.
51. Merchandising principles- unlocking the tools for market executions, Equator Bottlers Limited, Kisumu, April 2005.
52. Kisumu systems trainings- training on merchandising routines, Equator Bottlers Limited, Kisumu, October 1999.
53. ITMO champion- re-launch of the ITMO as a tool to the trade, Coca-Cola East Africa & Islands, Kisumu, April 2001.
54. High school ministry course- Kenya Students Christian Fellowship, Nairobi, October/November 1998.
55. The market agenda for free market economies- Marketing Students Association, Nairobi, 18<sup>th</sup>/19<sup>th</sup> March

### **PUBLICATIONS**

1. Aila, F. O., Asaka, C. N., Muia, F. K., & Obange, N. (2011). A conceptual framework for customer value within a distribution system, *Ozean Journal of Social Sciences* 4(3), 187-197.  
<https://www.slideshare.net/fredrickaila/a-conceptual-framework-for-customer-value-within-a-distribution-system>
2. Aila, F. O., Mumbo, H., Odera, O., Ondiek, G., Mise, J. K., & Owaga, E. (2011). Multinational Channel Strategy and Customer Value in an Emerging Economy, *Australian Journal of Business Management Research*, 1(9), 84-104.  
[https://www.academia.edu/3739006/Multinational\\_Channel\\_Strategy\\_and\\_Customer\\_Value\\_in\\_an\\_Emerging\\_Economy](https://www.academia.edu/3739006/Multinational_Channel_Strategy_and_Customer_Value_in_an_Emerging_Economy)
3. Ogalo, J. O., Asaka, C. N., & Aila, F. O. (2011). Relationship between use of information communication technologies (ICT) and performance of small enterprises in Kisumu City. *Prime Journal of Business Administration and Management*, 1(17), 198-204.  
[https://www.academia.edu/3739009/Relationship\\_between\\_use\\_of\\_ICT\\_and\\_small\\_enterprise\\_performance](https://www.academia.edu/3739009/Relationship_between_use_of_ICT_and_small_enterprise_performance)

4. Owaga, E., Muga, R., Mumbo, H., & Aila, F. (2011). Chronic dietary aflatoxins exposure in Kenya and emerging public health concerns of impaired growth and immune suppression in children. *Int. J. Biol. Chem. Sci.*, 5(3), 1325-1336. <https://www.ajol.info/index.php/ijbcs/article/view/72287>
5. Owaga, E., Mumbo, H., Aila, F. O., & Odera, O. (2011). Challenges and Opportunities of Kenyan Artisanal Fish Industry. *International Journal of Contemporary Business Studies*, 2(12), 32-38. <https://repository.maseno.ac.ke/bitstream/handle/123456789/232/54649c200cf2837efdb431a99999.pdf?isAllowed=y&sequence=1>
6. Aila, F. O., Oima, D., Ochieng, I., & Odera, O. (2012). Biosecurity factors informing consumer preferences for indigenous chicken: A literature review. *Business and Management Review*, 1(12), 60–71. <https://pdfs.semanticscholar.org/8971/f05fbc8e96c105b3bd2b6058788de661ec68.pdf>
7. Aila, F. O., Oima, D., Ochieng', I., Ojera, P. B., & Odera, O. (2012). Construction and validation of consumer attitudes on biosecurity principles: A methodological perspective. *Research on Humanities and Social Sciences*, 2(6), 240-250. <https://www.iiste.org/Journals/index.php/RHSS/article/view/2415>
8. Aila, F. O., Ondiek, G., Mise, J. K., & Odera, O. (2012). Impact of channel strategy on customer value of Kenyan soft drink companies. *Interdisciplinary Journal of Contemporary Research in Business*. 3(9), 1259-1266. <https://journal-archives14.webs.com/1259-1266.pdf>
9. Asaka, C. N., Aila, F. O., Odera, O., & Abongo, B. E. (2012). Projects selection and management implications in Kenyan local authorities. *Asian Journal of Business and Management Sciences*, 1(10), 65-75. [https://www.academia.edu/3739008/Projects\\_selection\\_and\\_management\\_implications\\_in\\_Kenyan\\_local\\_authorities](https://www.academia.edu/3739008/Projects_selection_and_management_implications_in_Kenyan_local_authorities)
10. Ayanga, G. O., Obura, J. M., & Aila, F. O. (2012). Effect of strategic orientation on performance of banking institutions in Kisumu City-Kenya. *International Journal of Marketing and Technology*, 2(10), 196-216. <https://www.indianjournals.com/ijor.aspx?target=ijor:ijmt&volume=2&issue=10&article=016>
11. Mumbo, H. M., Korir, M. K., Kaseje, D. O., Aila, F. O., and Odera, O. (2012). Influence of risk taking propensity among Kenyan community health workers. *Interdisciplinary Journal of Research in Business*, 1(12), 01- 08. <https://www.slideshare.net/fredrickaila/influence-of-risk-taking-propensity-among-kenyan-community-health-workers>
12. Mwangi, S. W., Ochieng', I. O., Aila, F. O., & Jeremiah, S. N. (2012). Application of Management Policies in the Processing of Member Claims in the National Social Security Fund (NSSF): A Case of Nakuru Branch, Kenya. *International Journal of Arts and Humanities*, 1(2), 157-172. [https://www.academia.edu/3738994/Application\\_of\\_Management\\_Policies\\_in\\_the\\_Processing\\_of\\_Member\\_Claims\\_in\\_the\\_National\\_Social\\_Security\\_Fund\\_NSSF\\_A\\_Case\\_of\\_Nakuru\\_Branch\\_Kenya](https://www.academia.edu/3738994/Application_of_Management_Policies_in_the_Processing_of_Member_Claims_in_the_National_Social_Security_Fund_NSSF_A_Case_of_Nakuru_Branch_Kenya)
13. Ochieng, B. M., Kaseje, D. O., Mala, S. J., Mumbo, H. M., Aila, F. O., & Odera, O. (2012). Motivational drivers for non-skilled Kenyan community health volunteers. *International Journal of Asian Social Science*, 2(9), 1477-1483. [https://www.researchgate.net/publication/241752179\\_Motivational\\_drivers\\_for\\_non-skilled\\_kenyan\\_community\\_health\\_volunteers](https://www.researchgate.net/publication/241752179_Motivational_drivers_for_non-skilled_kenyan_community_health_volunteers)
14. Adoyo, B., Ondoro, C. O., Ojera, P. B., Abong'o, B., & Aila, F. O., and Ntongai, S. N. (2012). The relationship between customer service quality and customer loyalty among retail pharmacies in Western Kenya, *Business and Management Review*, 2(3), 11-21. <http://connection.ebscohost.com/c/articles/78392159/relationship-between-customer-service-quality-customer-loyalty-among-retail-pharmacies-western-kenya>
15. Aila, F. O, Ochieng', I., & Oima, D. (2013). Validating biosecurity principles for indigenous chicken scale. *Universal Journal of Management*, 1(1), 22-31. <http://www.hrpub.org/download/201308/ujm.2013.010104.pdf>
16. Aila, F. O., Nyangara, C. A., Ojera, P. B., Owaga, E. E., Odera, O., & Ogutu, M. (2013). The future of organizations: Musings of a manager. *Asian Journal of Management Sciences and Education*, 2(2), 198-201. [http://www.ajmse.leena-luna.co.jp/AJMSEPDFs/Vol.2\(2\)/AJMSE2013\(2.2-20\).pdf](http://www.ajmse.leena-luna.co.jp/AJMSEPDFs/Vol.2(2)/AJMSE2013(2.2-20).pdf)
17. Aila, F. O., Ochieng', I., & Oima, D. (2013). Relationship between biosecurity principles and consumer attitudes. *European Scientific Journal*, 9(22), 266-276. <https://eujournal.org/index.php/esj/article/view/1653/0>

18. Awiti, A. A., Okoth, S. O., Aila, F. O., Okelo, S., Odera, O., & Ogutu, M. (2013). Effect of airport expansion on business opportunities in Kisumu. *International Journal of Business and Behavioral Sciences*, 3(2), 55-59. <https://profiles.uonbi.ac.ke/ogutum/publications/effect-airport-expansion-business-opportunities-kisumu>
19. Jeremiah, S. N., Ojera, P. B., Ochieng', I. O., Oginda, M. N., & Aila, F. O. (2013). Applications of the marketing concept and performance of supermarkets in Kisumu City, Kenya. *Greener Journal of Business and Management Studies*, 3(7), 309-320. <https://pdfs.semanticscholar.org/2b5e/0d6ed12d5e2024a0fe8ef30727a5b5d5e15d.pdf>
20. Mumbo, H. M., Ochieng', B. M., Kaseje, D. O., Aila, F. O., Odera, O., & Ayugi, M. E. (2013). Uptake of task shifting as a community strategy in Kenya. *European Scientific Journal*, 9(14), 176-184. <http://eujournal.org/index.php/esj/article/view/1077>
21. Ocholah, R. M. A., Ojwang', C., Aila, F., Oima, D., Okelo, S., & Ojera, P. B. (2013). Effect of microfinance on performance of women owned enterprises in Kisumu City, Kenya. *Greener Journal of Business and Management Studies*, 3(4), 164-167. [https://www.researchgate.net/publication/314246713\\_Effect\\_of\\_micro\\_finance\\_on\\_performance\\_of\\_women\\_owned\\_enterprises\\_in\\_Kisumu\\_City\\_kenya](https://www.researchgate.net/publication/314246713_Effect_of_micro_finance_on_performance_of_women_owned_enterprises_in_Kisumu_City_kenya)
22. Ocholah, R. M. A., Okelo, S., Ojwang, C., Aila, F. O., & Ojera, P. B. (2013). Literature review on the relationship between microfinance provision and women enterprise performance. *Greener Journal of Social Sciences*, 3(5), 278-285. [https://www.researchgate.net/publication/273932966\\_Literature\\_Review\\_on\\_the\\_Relationship\\_between\\_Microfinance\\_Provision\\_and\\_Women\\_Enterprise\\_Performance](https://www.researchgate.net/publication/273932966_Literature_Review_on_the_Relationship_between_Microfinance_Provision_and_Women_Enterprise_Performance)
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