

# **BEATRICE CHEPNGETICH**

Ecotourism, Hotel & Institution Management Department  
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## **EDUCATION**

Sept 2014 to Date: Doctor of Philosophy in Hospitality Management (Maseno University)

Sept 2010 - Nov 2013: Master of Science in Hospitality Management (Maseno University)

Sept 2005 - Nov 2009: Bsc (Ecotourism, Hotel & Institution Management) with IT (Maseno University)

Jan 200 - Nov 2003: Kaplong Girls Secondary School

Jan 19991 - Nov 1999: Kapsoiyo Centre Primary School

## **RESEARCH EXPERIENCE**

Sept 2014 to Date: Doctor of Philosophy Research Thesis on "Assessment of customer experience and its relative effects on customer emotions and purchase behaviour in Kenyan hotels".

Sept 2011 to Oct 2013: Masters Research Thesis on "Assessment of service quality as a determinant of customer loyalty in hotels within Kisumu City, Kenya".

## **TEACHING EXPERIENCE**

Sept 2014 to Date: Tutorial Fellow, Department of Ecotourism, Hotel & Institution Management, Maseno University.

Sept 2010 - Aug 2014: Graduate Assistant, Department of Ecotourism, Hotel & Institution Management, Maseno University.

## **HONORS AND AWARDS**

Master of Science in Hospitality Management, Maseno University

Bachelor of Science in Ecotourism Hotel & Institution Management with IT, First Class Honors, Maseno University.

## **LEADERSHIP EXPERIENCE**

Dec 2019 to Date: Department Examination officer, Maseno University

Aug 2015 to Date: Department Quality Assurance and Performance Coordinator

## **PUBLICATIONS**

1. Beatrice, C., Kambona, O.O. and Fredrick, A.O. (2019). "Influence of customer experience dimensions on purchase behaviour in Kenyan hotels". *European Journal of Business and Management*. Vol. 11(21), pp. 50-62
2. Beatrice, C., Kambona, O.O. and Fredrick, A.O. (2019). "Mediational Role of Customer Emotions in the Relationship between Customer Experience and Purchase behaviour in the Hotel Industry". *Journal of Marketing and Consumer Research*. Vol. 58, pp. 43-50