

BEATRICE EVERLYN ATIENO ABONG'O

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EDUCATION

PhD in Business Administration (Maseno University, Kenya) from 2010-2016

MBA(University of Nairobi, Kenya) from 2005 to 2007

B.Com. (Karnataka University, India) from 1991-1994

Pre-University(Punjab School Education Board, India) from 1990-1991

RESEARCH EXPERIENCE

Supervised more than 40 post graduate students on research works.

Researched on the Strategic Responses Adopted by Private Universities in Kenya. MBA Project

Researched on the Role of Strategic Fit on Performance of Public Universities in Western Kenya, PhD Thesis.

TEACHING EXPERIENCE

14 years in the areas of Business Environment, Principles of Management, Elements of Marketing, Marketing of Services, Channels Management, Strategic Marketing, Organizational Development, Strategic Management, Advanced Strategic Management, Strategic Management Seminar.

PROFESSIONAL MEMBERSHIP

Full Member of The Kenya Institute of Management.

SKILLS

Both Administrative and Management Skills:

LEADERSHIP EXPERIENCE

Head of Department of Business Administration, Maseno University 4 years, 2011 to 2015.

School Board Member, Mariwa Secondary School

Co-ordinator, Maseno Kisumu Campus and E-Campus School of Business and Economics programs 2020- to current.

CONFERENCES AND WORKSHOPS

1. E-learning Workshop, Eldoret 2014
2. The role of Supervisors in Quality Research and Proposal Writing Workshop: DAAD/Maseno University 2018
3. Quality Assurance and University Examination Processes, Maseno University, 2018

4. Kisumu retirement planning (Retirement Benefits Authority (RBA) /Maseno University Retirement Benefits Scheme (MURBS)) (2016/2017/2018)
5. Workshop on Managing Change & Organization Culture in Devolved Systems for the Public good, Kisumu. May. 2015.

PUBLICATIONS

Asaka, C.N., FO. Aila, O. Odera and **B. Abongo** (2012). Projects selection and management implications in Kenyan local authorities. *Asian Journal of Business and Management Sciences*, Vol. 1 No. 10 [65-75] ISSN: 2047-2528 www.ajbms.org ISSN: 2046-714

Adoyo, B., Ondoro, C., **Abongo, B.**, Aila, F., Ojera, P. & Ntongai, S.(2012) Effect of Relationship Quality on Customer Loyalty: An Empirical Analysis of The Perceptions of Registered Retail Pharmacies In Western Kenya, *Business and Management Review*

Aliata, VL., Odondo, AJ., Aila, FO., PB., Ojera, **Abong'o, B.E.**, and O. Odera (2012). Influence of Promotional Strategies on Banks Performance. *International Journal of Business, Humanities and Technology*, Vol. 2 No. 5; August 2012 pp169-178. Available at www.ijbhtnet.com

Gulali Indiya Donald, Odoyo Collins Otieno, John Mark Obura, **Beatrice Abong'o**, Charles Ondoro. Effect of Implementing Quality Management System on the Performance of Public Universities in Kenya: A Case of Maseno University, Kenya. *American Journal of Business, Economics and Management*. Vol. 3, No. 3, 2015, pp. 145-151.

Abong'o Everlyn Beatrice, Dr. Patrick Ojera, Dr. Isaac Ochieng (2015); Determining Strategy Orientation Adopted by Public Universities in Western Kenya: *International Journal of Science and Research (IJSR)* ISSN (Online): (4), 6.

Abong'o Everlyn Beatrice, Dr. Patrick Ojera, Dr. Isaac Ochieng, Dr. Fredrick Aila (2015); Literature on Strategic Fit and Performance of Public Universities in Western Kenya. *International Journal of Scientific Research and Innovative Technology*, (2) 6. ISSN: 2313-3759.

Abong'o Everlyn Beatrice (2016): Extent of Adoption of Implementation Practices by Public Universities in Western Kenya. *International Journal of Science and Research* ,(5), 12, ISSN (Online): 2319-7064.

Beatrice Akoth Awino, Charles Omondi Ondoro, **Beatrice Everlyn Abong'o** (2018); Effects of Service Quality Management on performance of Vernacular Radio Broadcasting Firms in Western Kenya. *European Scientific Journal*, Vol. 14 No. 25; ISSN (Online): 1857-7881.

Beatrice Akoth Awino, Charles Omondi Ondoro, **Beatrice Everlyn Abong'o** (2018); Effects of Market Challenger Strategies on Performance of Vernacular Radio Broadcasting Firms in Western Kenya. *European Scientific Journal*, Vol. 14 No. 25; ISSN (Online): 1857-7881

Nefa Chiteli Odwaro, **Beatrice Abongo**, and Jairo Kirwa Mise (2022). Moderating Effect of Dynamic Capabilities on the Relationship Between Porter's Generic Strategies and Performance of Commercial

Banks. European Journal of Business and Management Research [www. ejbmr.org](http://www.ejbmr.org) DOI:
[http://dx.doi.org/10.24018/ ejbmr.2022.7.4.1465](http://dx.doi.org/10.24018/ejbmr.2022.7.4.1465) Vol 7, Issue 4

Nefa Chiteli Odwaro, **Beatrice Abongo**, and Jairo Kirwa Mise (2022). Effect of Dynamic Capabilities on Performance of Commercial Banks. European Journal of Business and Management Research Vol 7, Issue 3

Omuhaka L., Momanyi G., **Abongó B.** (2022). Moderating Effect of Labour Mobility On The Relationship Between Human Resource Succession Planning and Performance Of County Governments In Western Kenya. International Journal of Academic Research in Business and Social Sciences. Vol 9, No 3

Omuhaka L., Momanyi G., **Abongó B.** (2022). Effect of Labour Mobility on Performance of County Governments in Western Kenya. International Journal of Academic Research in Business and Social Sciences. Vol 12, DO - 10.6007/IJARBSS/v12-i9/14465