

## DR JAIRO KIRWA MISE (PhD).

Department Of Business Administration  
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### EDUCATION

<u>YEAR</u>	<u>INSTITUTION</u>	<u>AWARD</u>	<u>GRADE</u>
2010- 2014	University of Kerala	PhD Management	Graduated
2006- 2007	Maseno University	PGDEdn	Pass
1996- 1998	Annamallai University	MBA (Marketing)	Distinction
1993- 1996	Bharathidasan University	BBA	First Class
1987- 1990	Tenwek High School	KSCE	C+ .

### RESEARCH EXPERIENCE

**Successfully supervised both masters and postgraduate students ;**

1. VICTOR ALIATA PHD/060/12 Ph D in Business Administration- Topic: *Effect Of Marketing Mix Strategy On The Relationship Between Service Quality And Customer Satisfaction Among Customers Of Listed Commercial Banks in Nairobi Kenya. (Grad 2017)*
2. DONALD INDIYA PHD/BE/0159/01 Ph D in Business Administration- Topic: *Moderating Effect Of Organization Culture On The Relationship Between Quality Management System Adoption And Organization Performance On Public Universities In Kenya (Grad 2018)*

**EVANS SILVER KWENDO PHD/BE/00145/2014** PhD in Business Administration- Topic: *Influence Of Customer Segmentation Strategy And Corporate Culture On Performance Of Commercial Banks In Kenya (Grad. 2018)*

**LYDIA NYARANGI MBA/BE/032/15** MBA by thesis- Topic: *Effect Of Market Orientation On Performance Of Small Scale Enterprises In Kisumu City - Kenya. (Grad 2018)*

*Supervised over 15 masters students*

### TEACHING EXPERIENCE

Has over 20 years of teaching at university level

### **HONORS AND AWARDS**

Awarded ICCR cultural scholarship for undergraduate in 1993 GOK- IND

Awarded Africa Day PhD scholarships for PhD scholars 2010 GOK- IND

### **PROFESSIONAL MEMBERSHIP**

Full Member- Marketing Society Of Kenya (MSK)

### **SKILLS AND TRAINING**

Facilitated training for Sales and marketing staff- Agrochemicals co- (April 2022)

Facilitated Training on Leadership and Governance (KeRRA, Marsabit County) May 2022

Computer skills and teaching skills

### **LEADERSHIP EXPERIENCE**

Bom(Chair Academics) Karima Girls- Nyandarua (2022-2025)

Chairman Bom Kapkeben Girls In Nandi County(2022-2025)

### **CONFERENCES AND WORKSHOPS**

1. AUG 23-24 Attended International Conference On Business Management And Allied Disciplines, University Of Kerala

#### **2. Other publications**

3. In March 2011, attended a international conference dubbed '*Global Bussiness Environment and its Impact on Management Education*' held at Periyar University , Tamil Nadu state , India.

4. In August 2011, participated in the National Conference dubbed '*Sustaining Growth in the Era of Global Recovery*' , held at Vel Tech College, Anna University, Madras.

5. In November 18th and 19th, participated in an international conference dubbed *‘International conference on Emerging Marketing Challenges in Changing Global Bussiness Envronment, ICEMAC-2011’*, held at Ajay Kumar Institute of Management, Ghaziabad, New Delhi.
6. Participated and chaired International Conference on Business Management and Allied Disciplines – 2022 ; Conducted by IMK University Of Kerala -22nd to 24th July 2022

## **PUBLICATIONS**

### **1. BOOK CONTRIBUTION**

2. Business Management and Allied Disciplines Practices, Issues and Research Insights Edited by: Dr. K.S. Chandrasekar & Dr. R. Vasanthagopal & Dean, Mahatma Gandhi School of Economics & Commerce, Assam University, Silchar -788011, Assam ABHIJEET PUBLICATIONS NEW DELHI 110002, DEC 2022
3. Effect of Transactional Rewards on Employee Performance at Teachers Service Commission, Kenya Published in ‘The IJBM’ Journal Volume XI, Issue 1, January, 2023 DOI No.: 10.24940/theijbm/2023/v11/i1/BM2301-008 , Amon Abuor Onyango || **Dr. Jairo Kirwa Mise** || Dr. Christine Anyango Bando
4. Effect of Performance Management on Employee Performance at Teachers’ Service Commission, Kenya he International Journal of Business Management and Technology, Volume 7 Issue 1 January-February 2023 ISSN: 2581-3889 Amon Abuor Onyango || **Dr. Jairo Kirwa Mise** || Dr. Christine Anyango Bando
5. Relationship between Job Satisfaction and Employee Turnover Intentions among Employees of Public Universities iJournals: International Journal of Social Relevance & Concern (IJSRC) ISSN-2347-9698 Authors: George O. Opot1 ; 2 ; **Jairo Mise**;3. Christine Bando
6. Relationship between Organizational Justice and Employee Turnover Intentions among Employees of Public Universities iJournals: International Journal of Social Relevance & Concern (IJSRC) ISSN-2347-9698 Volume 9 Issue 2 February 2021 Authors: George O. Opot1 ; Christine Bando 2 ; **Jairo Mise**
7. Effect of Dynamic Capabilities on Performance of Commercial Banks Nefa Chiteli Odwaro, Beatrice Abongo, and **Jairo Kirwa Mise** , March 30, 2022 Published : June 07, 2022 ISSN: 2507-1076

8. An Overview Of The Relationship Between Soft Drinks Consumer Brand Loyalty And Product Promotion: A Comparison Of Kenya And Indian Markets: **Dr Mise J. K.**, (2017), - *International Journal Of Management And Economics Vol3 Issue 11 Pg 1421-1425 ISSN (E) 2395-7220*
9. Association Of Cost Leadership Strategy With Performance Of Radio Broadcasting Firms Based In Kisumu County, Kenya: Beatrice A. A, **Dr, Mise J. K.**, Aliata V. L, *International Journal Of Novel Research In Marketing Management And Economics Vol 4, Issue3, pg 80-85 ISSN 2394-7322*
10. Moderating Effect of Marketing Mix Strategy on the Relationship Between Service Quality and Customer Satisfaction of Commercial Bank Customers, Nairobi Kenya: Victor Lusala Aliata, Dr. Patrick B. Ojera, **Dr. Jairo K. Mise**(2017) *iJARS International Journal of Economics and Commerce ISSN: 2455-149X Volume III, Issue 1 (Jan/Feb - 2017)*
11. An Overview Of The Influence Of Customer Segmentation Strategy On Performance Of Commercial Banks In Kenya: Kwendo S. E., **Dr Mise J. K.**, Dr Ondoro C. O, *International Journal Of Managemnt And Commerce Innovations, vol 5, issue2 pp 644-650, ISSN 2348-7585 (online)*
12. Managing Nations As Brand Entities; A Focus On Kenya In Relation To India.: **Dr. Mise J K** (2017) *International Journal Of Advanced Scientific Research, Vol 2 Issue 11. Nov –Dec issue*
13. Association of Focus Strategy with Performance of Radio Broadcasting Firms Based in Kisumu County, Kenya: **Mise J K** (2017) *International Journal Of Management And Corporate Affairs Vol 3 issue 6 Nov Dec Issue*
14. Determining the Level of service Quality Provided by Listed Commercial Banks in Kenya : **Dr Mise J K**, Aliata V A., *Internatnational Journal Of Novel Research in Marketing Mngement and Economics Vol 4 Issue 3 Pg 54-64 Dec 2017*
15. Relationship between Service Quality and Customer Satisfaction of Commercial Bank Customers, Nairobi Kenya : Victor Lusala Aliata, Patrick B. Ojera, **Jairo K. Mise** (2016)*iJARS International Journal of Management and Corporate Affairs Vol 2, No 5 (2016)*

16. Comparative study on brand loyalty in global softdrinks markets of Kenya and India consumers: **Mise, J. K.**, Nair, C., Odera, O. & Ogutu. M. (2013) *International Journal of Management Sciences and Business* Vol. 3, Issue 2, pp.49-54 (ISSN: 2226-8235)
17. Exploring the determinants of brand loyalty in global FMCG markets of soft drinks consumers in Kenya and India: **Mise, J. K.**, Nair, C., Odera, O. & Ogutu. M. (2013) *International Journal of Research in Management*, Issue 3, Vol. 2, pp. 1-15
18. Comparative study on brand loyalty in Kenya and India consumer softdrinks markets: **Mise, J. K.**, Nair, C., Odera, O. & Ogutu. M. (2013) *Global Journal of Management and Business Research* Vol 13, Issue 3, pp 23-27 ISSN: 0975-5853
19. Kosgei, A., **Mise, J.K.**, Odera, O., & Ayugi, M. E. (2013). Influence of Teacher Characteristics on Students' Academic Achievement among Secondary Schools. *Journal of Education and Practice*, 4(3), 76-82.
20. Examining the influence of Western Culture among Indian Female wine Consumers: **Mise J.K** and Odera J., *Australian interational Journal of Information, Bussiness and management*, Vol. 4, No.1, pp.205-223.
  - a. (<http://ijibm.site666.com/Vol4No1.pdf>).
21. Impact of Channel Strategy on Customer Value of Kenyan Soft Drinks Companies: Aila F.O., Ondiek G., **Mise J.K.**, et al *Interdisciplinary Journal of Contemporary Research in Bussiness*, Vol 3, No9 pp 1259-1268, January 2012 (<http://ijcrb.webs.com>)
22. Multinational Channel Strategy and Customer Value in an Emerging Economy:Aila F., Mumbo H., **Mise J. K.**, *Australian Journal of Bussiness and Management Research*, Vol 1, No.9 [98-104] Dec 2012.
23. Brand communication: Has 'Word of Mouse' superceded the 'Word of Mouth'? Case of Youth target audience in Kerala State. **Mise J. K.**, & Chandrasekar K, *Journal of Commerce* , Vol.2 (ISSN 2230) January 2012.

