



CURRICULUM VITEA
Dr. Samson Ntongai Jeremiah (Ph.D.)

Department of Business Administration
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1. EDUCATIONAL BACKGROUND

Date April 2013 to Dec, 2016
Institution Maseno University
Ph.D. in Business Administration

Date September 2010 to 2012
Institution Maseno University
Masters of Business Administration (Marketing Option)

Date January 2005- November 2008
Institution Maseno University
Award **Bachelor of Business Administration (Marketing Option), First Class Hons.**

Date January 1999- November 2002
Institution St. Paul's Secondary School
Award **Kenya Certificate of Secondary Education, K.C.S.E. Grade: B+**

Date January 1991 - November 1998

Institution St. Mary's primary School
Award Kenya Certificate of primary Education (K.C.P.E)

II. RESEARCH EXPERIENCE

- i. Conducted a Primary Research on the Retail firm Performance in relations to the Application Marketing Concepts (2012-2013).
- ii. Conducted a study as research assistance on Knowledge management in public University (2012).
- iii. Participated in a Research on Management policies in the Processing of Member Claims in the National Social Security Fund (2012).
- iv. Participated as a Lead Researcher in a study on Modelling service quality dimensions in Mobile phone Sector in Kenya (2015).
- v. Currently participating in Research on Modelling Change Management Strategies in enhancing the effectiveness of the County Government structure (2020).

III. TEACHING EXPERIENCE

1. **Period** May 2021- To date
Institution Maseno University
Title **Chairperson, School Postgraduate Committee.**
Key Responsibilities -Coordinate all postgraduate activities like Research and, admission
2. **Period** February, 2013 to 2020
Organization **Maseno University**
School of Business and Economics
Department of Business Administration
Title **Lecturer and Departmental Exam Coordinator**
Key responsibilities -Teaching undergraduate and post graduate courses offered in the Department.
-Exams administration and supervision.
-Assist department in supervision of post graduate students.
3. **Period** September 2018 to September 2019
Organization **University of Nairobi (Kisumu Campus).**
Title Part-Time Lecturer
Key Responsibilities Teaching undergraduate and post graduate courses in marketing Field
4. **Period** September 2013 to September 2016
Organization **Maseno University**
Title Tutorial Fellow

Key Responsibilities Teaching undergraduate and post graduate courses in marketing Field

5. **Period** February, 2010 to 2012
Organization **Maseno University**
School of Business and Economics
Department of Marketing and Management
Title **Graduate Assistant**
Key responsibilities -Assist in teaching undergraduate and Diploma courses offered at the Department
-Assist in Exams administration and supervision.
-Assist department in general academic administrative duties.
6. **Period** January, 2012 to 2018.
Organization **Jaramogi Oginga Odinga University of science and Technology**
Title **Part-time lecturer**
Key responsibilities -Assist in teaching undergraduate and Post graduate courses in marketing Fields.
7. **Period** September 2014 to 2016.
Organization **Catholic University of Eastern Africa. (Kisumu Campus)**
Title Part-time Lecturer
Key responsibilities -Assist in teaching undergraduate and Postgraduate courses in Marketing and Management Fields.

iv. HONORS AND AWARDS

- Awarded certificate for recognition of a marked improvement in my teaching subject (CRE) in K.C.S.E performance in the year 2004 from the Provisional Director of Education.
- Awarded certificate of Leadership for being a campus representative for Moyale University Students Association.

v. PROFESSIONAL MEMBERSHIP

N/A

vi. SKILLS AND TRAINING

- Computer Knowledge and Skills : Word processing - Ms Word
Spreadsheet - Ms Excel and SPSS
Presentation - Ms Power Point
- Skills: Marketing, selling, management, leadership, negotiation, computer literacy, community service, statistical analysis
- Training: Quality Management System; Quality Auditor (ISO9001:2008/2015)

vii. LEADERSHIP/ADMINISTRATIVE EXPERIENCE

- Served as Departmental Exam Coordinator between 2018-2020.
- Currently serving as Chair School of Business Postgraduate Committee (October 2021 to date)
- Area Sales Team Leader for KCB in Moyale Branch between 2008-2010.
- Chairman, Departmental Postgraduate Committee, Department of Business Administration, Maseno University, 2021- October, 2021
- Participant in curriculum review and development:
 - i. Review of MBA, BBA with IT, Bachelor of Business Studies curricular, Department of Business Administration;
 - ii. Review of BSc. Marketing Management with IT;
 - iii. Review of PhD in Marketing Management and PhD in Entrepreneurship
 - iv. Development of Master of Business Entrepreneurship, Bachelor of Business Entrepreneurship with IT, and MSc. Human Resource Management curricular, Department of Business Administration;
- **Course Facilitator** of several Bachelor Business Administration with Information Technology Year 1, 2, 3 & 4 E-Learning Modules at the E-Campus, Maseno University at various times: Industrial Marketing, Product Management, Consumer Behaviour etc.

viii. CONFERENCES AND WORKSHOPS

- Project Assessment and Evaluation in collaboration with the Ministry of Energy.
- National Youth and Women Stakeholders Forum in June 2011 by UNICEF.
- E-Learning Workshop in Eldoret in June 2011

ix. PUBLICATIONS

- i. Bernard Adoyo, Charles O. Ondoro , Dr. Patrick B. Ojera, Beatrice Abong'o ,Fredrick O. Aila, **Ntongai ,S. J** (2012);The Relationship between Customer Service Quality and Customer Loyalty among Retail Pharmacies in Western Kenya :*Business and Management Review* Vol. 2(3) pp. 11 - 21 May, 2012 ISSN: 2047 - 0398 Available online at <http://www.businessjournalz.org/bmr>
- ii. Mwangi, S.W., Ochieng', I.O., Aila, F.O., & **Ntongai, S.J.** (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*, Vol.1 (2), May, 2012
- iii. Ochieng'O., Ojera, P.B., Wanjare, J., **Ntongai, J.S.** & Naibei, K. I (2012): Organizational Characteristics that are Antecedents to Organizational Learning: A Case of Maseno University, Kenya. *International journal of Arts and Humanities*, Vol.1(2), May, 2012
- iv. **Ntongai ,S. J**, Ochieng O.J , Dr. Patrick B. Ojera, Moses O.N & Fredrick O. Aila, (2013), Application of the Marketing Concept and Performance of Supermarkets in Kisumu

City, Kenya, *Greener Journal of Business and Management Studies*, Vol. 3 (7), pp. 309-320, September 2013, ISSN: 2276-7827.

- v. **Ntongai, S. J**, Ochieng O.J. & Dr. Patrick B. Ojera. (2015). Analysis of moderating role of service failure on the relationship between service quality and customer satisfaction: evidence from Kenya's mobile phone sector, *International Journal of Economics, Commerce and Management*, Vol.3 (12).656-667. ISSN: 2348-0386.
- vi. **Ntongai, S. J**, Ochieng O.J. & Dr. Patrick B. Ojera. (2015). Service quality practices as a critical antecedent to customer satisfaction: evidence from Kenya's Mobile phone sector, *International Journal of Economics, Commerce and Management*.3 (12).656-667. ISSN: 2348-0386.
- vii. **Ntongai, S. J**, & Otieno, W. A. (2019). Effects of Competitive Strategies on Non-Financial Performance of KCB Bank in Kenya. *International Journals of Academic and Research*. 1(2) 202-206.
- viii. **Chanya, M.S & Ntongai, S.** (2019). Effect of Customer Loyalty Programs on Performance of Nakumatt Supermarket in Western Region in Kenya. *The International Journal of Business & Management*. ISSN 2321-8916. 7(6). 67-74.
- ix. Wesonga, J, **Samson, N** & Ondoro, C. (2020). Moderation Effect of Resource Implementation Factors on Performance Contracting and Public Service Delivery in Huduma Centres in Kenya. *Current Journal of Applied Science and Technology*. 39(35): 68-77, ISSN: 2457-1024.
- x. Wesonga, J, Ondoro, C & **Samson, N.** (2020). Does Performance Contracting Drive Citizen-centric Service Delivery: The Case of Huduma Centers' in Kenya. *The International Journal of Business & Management*. 8(10). 217-223. ISSN: 2321-8916.
- xi. **Ntongai, S. J.** (2021). Analysis of Moderating Role of Customer Communication on the Relationship between Service Quality and Customer Satisfaction: Evidence from Kenya's Mobile Phones Sector. *The International Journal of Business & Management* .9(7). ISSN 2321-8916

X. LIST OF MASTERS AND Ph.D. STUDENTS SUPERVISED

1. Emmanuel Kibet Sang (PG/MBA/00015/2012)

Title: The Impact of Competitive Factors on the Performance of Hospitality Industry: Case Study of Sunset Hotel Ltd, Kenya

2. Jackson Akhatsika Andati (PG/MBA/00027/2012)

Title: The Effects of Diversification Strategies on the Performance of Mumias Sugar Company, Kenya

3. Bett Cheruto Dorcas (PG/MBA/032/2010)

Title: The Effect of Corporate Branding Dimensions on Consumer Satisfaction in the Banking Industry: A Case of Standard Chartered Bank Branches in Western Kenya

4. Aileen Anyango Osongo (MBA/BE/6003/2015)

Title: Effect of Customer-Centric Strategies on Non-Financial Performance of KCB Bank Kenya Ltd.

5. Daniel Ochieng Ogudha (PG/MBA/0076/2013)

Title: Effect of Performance Contracting on Quality Service Delivery in Technical and Vocational Educational Institutions in Siaya County, Kenya.

6. Otieno Winny Awino (MBA/BE/06017/2014)

Title: Effect of Competitive Strategies on Non-Financial Performance of KCB Branches in Homabay County, Kenya.

7. Sunguti Oyula Marende Dancan (MBA/BE/00038/2014)

Title: Effect of Corporate Rebranding Strategy Process on the Non- Financial Performance of Kenya Power Limited.

8. Chanya Priscilla Maisiba (MBA/BE/00177/2014)

Title: Effect of Customer Loyalty Programs on Performance of Nakumatt Supermarket Nyanza Kenya.

9. Catherine Beryl Oketch (PG/MBA/05009/2013)

Title. Influence of differentiation strategies on Banking Sector Performance Progress.

10. Jorim Onyango (PG/MBA/00090/2013)

Title. Assessment of Factors Influencing Consumer Choice of Mobile Phone Service Provider in Kisumu County, Kenya

11. Cecilia Okoth Awino (MSC/BE/00132/016)

Title. Effect of Reward Management Practices on Employee Productivity in Kisumu Water and Sewerage Company.

12. Gerald Maria Ogayo (MBA/BE/06037/014)

Title. Influence of Strategic Implementation Factors on Service Delivery in Government Hospitals A Case of Homa Bay County Referral Hospital

13. Nyabala Kennedy Okoth (MBA/BE/00025/2016)

Title. Effect of Change Management on Financial Performance of South Nyanza Sugar Company Limited, Kenya

14. Dora Osok- (Msc/BE/000117/018)

Title: Effect of Employee Relations Practices on Employee Performance in The Public Health Care Sector in Kisumu County

15. Apuko Beatrice Akinyi (MSC/BE/00045/2018)

Title- Effect of Non-Monetary Rewards on Employee Performance in Homabay County Government.

16. Amos Bonnke Ochoro

Title- Effects of Green Marketing Practices on Environmental Performance in Kisumu Water and Sewerage Company

17. Sarah Gumbe- (MBA/BE/00018/018)-

Title- Effects of Turnaround strategies on Organizational Performance of State-Owned Sugar Companies in Western Kenya

18. Adipo Bisky Akinyi- (MBA/BE/0049/017)

Title- Effect of Generic Strategic Responses on The Performance of Yana Trading Limited Kenya

19. Simon Ukokhe Egesa- (MSC/BE/00112/017)

Title- Effect Of Tripartite Consultation on Performance Of Health Workers In Kenya: A Case Of Pumwani Maternity Hospital

20. Linet Lydia Atieno- (MBA/BE/00047/017-

Title- Effect of Strategy Implementation on Performance of Small and Mediums Size Enterprises in Kisumu

21. Wesonga Justus Nyongesa- (PhD/BE/00177/014)

Title- Effect of Performance Contracting and Implementation Factors on Public Service Delivery of Employees in Huduma Centres in Western, Kenya

22. Omato David Nyambane- (PhD/BE/00025/015)

Title-Influence of Change Resistance Management on the Relationship between Strategic Change Management Practices and Service Quality Among Counties in Western Kenya

XI. LIST OF PHD THESIS EXAMINED

1. Thomas Obala Ojijo- Relationship of Entrepreneurial Processes, Procurement Affirmative Action Practices and Business Success of Entrepreneurs with Disability in Western Kenya.

2. George Opot- Relationship Between Job Satisfaction, Organizational Justice and Employee Turnover Intentions in Public Universities in Western Kenya.

3. Grace Kemunto- Influence of Investment Decisions on the Relationship between Corporate Risk Management and Financial Performance of Deposit Taking Savings and Credit Cooperative Societies in Western Kenya.

XII. REFERENCES:

Prof. Patrick Boniface Ojera
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P.O. Box 701-20400.
Mobile; +254 0722330847
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Prof. Isaac O. Ochieng'
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Signature: _____ Date _____