



INTERNATIONAL MULTIDISCIPLINARY CONFERENCE

Theme

**“INNOVATION FOR ORGANIZATIONAL
COMPETITIVENESS AND COMMUNITY SUSTAINABLE
DEVELOPMENT”**

Venue

Gretsa University, Thika, Kenya

Monday, 6th -Tuesday 7th November 2017

E-mail: conference@gretsauniversity.ac.ke

Website: www.gretsauniversity.ac.ke

CONFERENCE COMMITTEE MEMBERS

Prof. J. Kuria Thuo, Vice Chancellor

Prof. George Reche, Director of Research & Publications

Dr. Gacuuru Wa Kareng'e, School of Business

John Gitau, Distance Learning Programmes

Florence Kaku, School of Business

Francis Kimari, ICT

Faith Kamau, Students Recruitment & Admission

Frankline Mugambi, Library & Information Services

Johnson Masinde, Library Services

Serah Wagio, School of Business

Faith Mueni, School of Computing and Informatics

CONFERENCE PROGRAMME

DAY 1: MONDAY, 6TH NOVEMBER 2017

SESSION I: Official Opening

VENUE : Hall 1

MC : Dr. Gacuuru Wa Karengi, School of Business

RAPPORTEUR : Florence Kaku, School of Business

TIME	EVENT	RESOURCE PERSON (S)
7.30-8.30am	Registration	Faith Kamau
8.30-8.40am	Welcome Remarks	Prof J. Kuria Thuo, Vice Chancellor, Greta University
8.40-9.10am	Keynote Speech 1	Prof Francis N. Kibera, Professor of Strategic Marketing, University of Nairobi and Chairman Greta University Council
9.10-9.40am	Keynote Speech 2	Jeff Kariku, Group Managing Director, Coseke Group of Companies
9.40-10.10am	Keynote Speech 3	Tonney Muiruri Mutungu, Managing Director, TMM Hospitality Limited
10.10 - 10.30am	Plenary Session 1: Q&A	Session Chair, Prof. Peter Shalo, Masinde Muliro University
10.30-11.00am	Group Photo Health Break	John Gitau
11.00-11.30am	Keynote Speech 4	Don Victor Simon Gichuki, Records & Information Management E. Africa Limited
11.30-12.00am	Keynote Speech 5	Dr. Moses Thiga, Director of Research, Kabarak University
12.00-1.00pm	Plenary Session 2: Q&A	Session Chair, Prof. Daniel Mukunya, University of Nairobi
1.00-2.00pm	Lunch Break	John Gitau

SESSION II: Paper Presentations

CLUSTER 1: Sub-Theme 1: Innovations in Computing for Organizational Competitiveness

Sub-Theme 6: Innovations in Knowledge Management for Organizational Competitiveness

Venue: Senate Room

Time		
2.00-2.30pm	Keynote Speech 6	Prof. Tom Mboya Kwanya, Chairperson, Department of Information and Knowledge Management, Technical University of Kenya
2.30 - 2.40pm	Plenary Session 3 : Q&A	Session Chair, Johnson Masinde, Gretsia University

Moderators:

1. Geoffrey Mariga, Murang'a University of Technology
2. Dr. Daniel Wabiri, Kenyatta University

Rapporteurs:

1. Faith Mueni, Gretsia University
2. Frankline Mugambi, Gretsia University

Time	Paper Title	Author(s)
2.40-3.10pm	Information Literacy as The Foundation for Developing Evidence-Based Practice among Nurses at Kenyatta National Hospital; Kenya	Mugambi, F. M. & Njoroge, R.W.
3.10-3.40pm	Investigation of Mobile Service Adoption in Academic Libraries	Masinde Johnson & Daniel Wabiri
3.40-4.10pm	Barriers to Digitization of Academic Libraries in Kenya: A Case of Technical University of Kenya	Mulela, E. M.
4.10-4.40pm	Determinants of Effectiveness of Automated Programming Code Assessment Systems: A Case Study of Technobrain Testing Center In Nairobi City County.	Mukunga Catherine Wambui
4.40-5.10pm	Alert Messaging System design For Gatunguru Tea Factory Farmers In Murang'a County, Kenya	Faith Mueni Musyoka & Kairo Beatrice

CLUSTER 2: Sub-Theme 2: Innovations in Hospitality Industry for Organizational Competitiveness

Sub-Theme 5: Innovations in Business for Organizational Competitiveness

Venue: Common Room

Time		
2.00-2.30pm	Keynote Speech 7	Dr Ray' Mutinda N. (ESKAS Scholar, Senior Lecturer, Mount Kenya University
2.30 - 2.40pm	Plenary Session 4 : Q&A	Session Chair, Prof. J. Kuria Thuo, Grets University

Paper Presentations

Moderators:

1. Dr Mulwa Jonathan, Rongo University
2. Dr Lilian Mwenda, Dedan Kimathi University of Technology
3. Prof. J. Kuria Thuo, Grets University

Rapporteurs:

1. Irene Kinyua, Grets University
2. Serah Muthike, Grets University
3. Fridah Kathure, Grets University

Time	Paper Title	Author(s)
2.40-3.10pm	The Influence of County-of-Origin on Consumer Behavior towards Foreign Clothing Brand in Nairobi, Kenya	James, N. Njuguna, Francis, M. Kibera, Justus, M. Munyoki
3.10-3.40pm	Public Policy Marketing Practices and Performance of Poverty Reduction Projects in the Agricultural Sector in Central Kenya	Gacuuru Wa Kareng
3.40-4.10pm	Customer Orientation of Service Employees and Guest Loyalty in Full-Service Restaurants in Thika Town, Kenya	Kahuthu, J.K., Nyokabi, K., & Wanjiku, C.K.
4.10-4.40pm	The Role of Corporate Social Responsibility in Managing Customer Perceptions: A Case Study of Wings To Fly Program At Equity Bank Kenya	Michael Waweru
4.40-5.10pm	Assessment of the Relationship between Capital Structure and Financial Position of Commercial Banks Listed at Nairobi Securities Exchange	Serah Wagio & Ursula Mkanjala Maghanga

CLUSTER 3: **Sub-Theme 3: Innovations in Education, Humanities and Social Sciences for Community Sustainable Development**

Sub-Theme 4: Innovations in Preventive Health Care for Community Sustainable Development

Venue: Hall 1

Time		
2.00-2.30pm	Keynote Speech 8	Prof. Peter Shalo, Professor of Food Science, Masinde Muliro University
2.30 – 2.40pm	Plenary Session 5 : Q&A	Session Chair, Prof. Wabuke Bibi, Gretsia University

Paper Presentations

Moderators:

1. Dr Mary Mugwe, Mount Kenya University
2. Prof Wabuke Bibi, Gretsia University

Rapporteurs:

1. Peter Gakwa, Gretsia University
2. Alex Oduli, Gretsia University

Time	Paper Title	Author(s)
2.40-3.00pm	Staphylococcal Enterotoxins in Boiled Milk: Determination of Health Risk in Formally Marketed Milk in Kenya	Prof. Wabuke Bibi
3.00-3.20pm	Challenges Facing a Kenyan Girl Child in Attaining Academic Excellence	Eliud Wasike
3.20-3.40pm	The Challenges Facing the Current Education System of Somalia	Hirei, Yonis Abdullahi
3.40-4.00pm	Factors Enhancing Prevalence of Female Genital Mutilation Among the people of Mosochi Division; Kisii County, Kenya	Samwel Ongeri
4.00-4.20pm	Cardiac Biomarkers and Cholesterol Levels as Indicators of Cardiac Diseases Among HIV Positive Patients Attending Compressive Care Centre At Kenyatta National Hospital, Kenya	John Kimanthi
4:20 – 4:40 pm	Enhancement of Effective Academic Performance in Public Day Secondary Schools in Thika Town, Kenya	Kigera Caroline Wangui & Lucy Wanyela

DAY 2: TUESDAY, 7TH NOVEMBER, 2017

CLUSTER 1: Sub-Theme 1: Innovations in Computing for Organizational Competitiveness

Sub-Theme 6: Innovations in Knowledge Management for Organizational Competitiveness

Venue: Senate Room

Paper Presentations

Moderators:

1. Geoffrey Mariga, Murang'a University of Technology
2. Dr Daniel Wabiri, Kenyatta University

Rapporteurs:

1. Faith Mueni, Gretsia University
2. Frankline Mugambi, Gretsia University

Time	Paper Title	Author(s)
9.00-9.30am	User Acceptance on Mobile Apps as an Effective Medium to Learn C++ Programming Language Design	Faith Mueni Musyoka
9.30-10.00am	Implementing Learnability in Online Hostel Management System at Jomo Kenyatta University Of Agriculture and Technology; Kenya.	Vincent Mbandu Ochango, Pamela Neondo
10.00-10.30am	A Career Guidance Mobile Application Based on Personality	Too Faith
10.30-11.00am	HEALTH BREAK	
11.00-11.30am	A Critical Review of Literature of Information Technology Infrastructure Flexibility	Kenneth Iloka, Stephen Muathe & Stephen Waitthaka
11.30-12.00pm	A Web Based Crime Trend Analysis System Design	Kilonzo Philip Kimetu
12.00-12.30pm	MHD Turbulent Flow in Presence of Inclined Magnetic Field Past a Rotating Semi Infinite Plate	Rency Chebet

CLUSTER 2: **Sub-Theme 2: Innovations in Hospitality Industry for Organizational Competitiveness**

Sub-Theme 5: Innovations in Business for Organizational Competitiveness

Venue: Common Room

Paper Presentations

Moderators:

1. Dr Mulwa Jonathan, Rongo University
2. Dr Lilian Mwenda, Dedan Kimathi University of Technology
3. Prof. J. Kuria Thuo, Gretsia University

Rapporteurs:

1. Irene Kinyua, Gretsia University
2. Serah Muthike, Gretsia University
3. Fridah Kathure, Gretsia University

Time	Paper Title	Author(s)
9.00-9.30am	Assessment of The Efficiency and Effectiveness of Financial Service Delivery By SACCOs In Kenya: A Case Study of Kenya Cannery Sacco In Thika Sub-County.	Florence Muthio Kaku
9.30-10.00am	The Role of top Management Towards Performance of Cafeteria Employees at Dedan Kimathi University of Technology	Peninah Chege & Geoffrey Chavangi Musera
10.00-10.30am	Food Quality on Customer Satisfaction and Behavioral Intentions in Classified Restaurants: A Case Study of Carnivore Restaurant, Nairobi City County, Kenya	Wanjiku, C.K. & Kahuthu, J.G
10.30-11.00am	HEALTH BREAK	
11.00-11.30am	Critical Review of the Literature on E-Commerce Transaction Capability	Morrisson Mutuku, Stephen Muathe, & Rosemary James
11.30-12.00pm	Perceived Price and Brand Image on Customer Loyalty in Fast Food Restaurants in Nairobi City Business District, Kenya	Irungu, P.N & Kahuthu, J.G
12.00-12.30pm	The State of Strategy Implementation at Kahuhu Uhuru High School: Kiambu County, Kenya	Peninah Chege & Juddy Kahunja
12.00-12.30pm	Financial Access, Competitiveness and Stability of Commercial Banks in Kenya	Salome Musau, Stephen Muathe, & Lucy Mwangi

1:00 – 2:00 pm	LUNCH BREAK	
2:00 – 2:30 pm	Effect of Dividend Change on Stock Performance: A Case of Listed Commercial Banks in Kenya	Musyoka Paul & Mulwa Jonathan
2:30 – 3:00 pm	Influence of Service Convenience on Customer Loyalty in Commercial Banks: A Case Study of Equity Bank, Kirinyaga County, Kenya	Fridah Kathure & Kahuthu, J.K.
3.00 – 3:30 pm	The Relationship between Earnings Volatility and Dividend Payout: A Case Study of Firms Registered in Nairobi Stock Exchange Market	Irene Kinyua

CLUSTER 3: Sub-Theme 3: Innovations in Education, Humanities and Social Sciences for Community Sustainable Development

Sub-Theme 4: Innovations in Preventive Health Care for Community Sustainable Development

Venue: Hall 1

Paper Presentations

Moderators:

1. Dr Mary Mugwe, Mount Kenya University
2. Prof Wabuke Bibi, Grets University

Rapporteurs:

1. Peter Gakwa, Grets University
2. Alex Oduli, Grets University

Time	Paper Title	Author(s)
9.00-9.20am	Challenges Facing Equity attainment In Pre-School Learning	Komora, C.
9.20-9.40am	Resource Curse in Kenya: A Case of Turkana County	Oduli, A.
9:40-10.00am	Strategies for Improving Equality in Education: A Perspective of Orphaned Secondary School Students	Jacob Omolo
10.00-10.20am	Proactive Management Measures, Rehabilitation Centers and Behavioral Change to Alcohol and Tobacco Usage among Youth in the Slums of Nairobi-City County, Kenya	Murigi E. M, Muathe Sma, Kuria T. J., Gikonyo N. K
10.20-10.40am	Critical Review of the Literature on E-Commerce Transaction Capability	Morrisson Mutuku, Stephen Muathe Rosemary James

10.40-11.00am	HEALTH BREAK	
11.00-11.20pm	The Role of Parental Guidance in Anti-Social Behavior among School Going Students in Kiambaa Constituency, Kenya	Peter Gakwa Njendu
11.20-11.40pm	Administrative problems and prospects manifested in operation of private schools in Thika Sub-County, Kenya	John C. Waweru George N.Reche
11.40-12.00pm	Promotion of Small Scale Farming in Schools for Sustainable Community Development	Margaret Njenga
12:00-12:20pm	The Influence of Poverty on Jigger Infestation In Gatanga Sub-County, Murang'a County, Kenya	Omukuba Wamatendechere & Mary Waithera Njoroge
12:20-12:40pm	Effects of Illiteracy on Women Micro Enterprises at Garissa County, Kenya	Kassim Mohamed Rage & Josphat Mucira Muriuki
12:40-1:00pm	A preliminary study of Aflatoxin Levels in Peanut Butter in Local Market in Kenya	W. Bibi & John Kimanthi
1:00 - 2:00 pm	LUNCH BREAK	
2:00 - 2:20 pm	Challenges and prospects of Achieving Two Third Gender Rule in Elective Seats of Members in Kiambu County Assembly	Waiganjo Antony Mbogo & George N Reche
2:20 - 2:40 pm	Factors Affecting The Performance of Madaraka Market Community Project In Kamenu Ward, Thika Sub-County, Kenya	Elizabeth Muthoni Hussein & Josphat Mucira Muriuki
2:40 - 3:00 pm	Effects of Organizations' Poverty Reduction Initiatives In Informal Settlements of Gichagi Slum, Ngong' Sub-County, Kenya	Omukuba Wamatendechere
3:00 - 3:20 pm	Factors affecting repatriation of Somali refugees in Kenya at Dadaab Refugee Camp	Abdiaziz Dagane & Alex Oduli
3:20 - 3:40 pm	The State of Solid Waste Management among Households of Moyale Township Ward, Marsabit County, Kenya	Cyprian Ondieki