The 7th Zetech University

Research & Innovation Conference

28th to 30th May 2025 - Technology Park Mang'u Campus

Theme: Education for Sustainable Prosperity: Empowering Lives Through Innovation

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AND ISO 9001:2015 CERTIFIED

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Inventing the future

HOUSEKEEPING

Zetech University

The conference will take place at Zetech University - Technology Park Mangú Campus. You can refer any queries to the Reception Desk staff, Conference Assistant, or to a member of the Support Team, who will be happy to help.

Wi-Fi Access

Wi-Fi Access is available at the conference halls and the Auditorium. See wall posters for Wi-Fi Passwords.

Mobile Phones

Please turn your mobile phones to silent mode during the presentations, but feel free to post at any time - our conference hashtags include: #ZetechResearchWeek #ZUResearchWeek #ResearchWeek2025.

Luggage

Coat rails are provided near the Library luggage area at ground floor. Kindly take care of your sensitive personal items.

Lavatories

These are located on each floor of the university complex.

Meals & Refreshments

Lunch will be available for all registered participants in the University cafeteria, ground floor. Catering staff will be available to help you through the process. Please allow speakers who are presenting straight after lunch to take priority.

Support team

For any assistance or enquiries, contact:

Prof. Alice Njuguna   - 0722 850 186
Dr. Benjamin Muindi - 0724 232419
Ms. Esther Mwangi   - 0722 575 400
Eunice Gathoni   - 0716 475 669
Isaac Muendo   - 0715 552 889

Time	Activity		
Day 1 **28ᵗʰ May 2025** **Opening Ceremony** **Moderator: Dr. Lydia Pkaremba** **Rapporteur: Dr. Henry Kiogora**			
Time	**Activity**		
08:00 AM - 08:30 AM	Registration		
08:30 AM - 08:35 AM	National Anthem, East Africa Community Anthem, Zetech University Anthem		
08:35 AM - 08:40 AM	Opening Prayer - **Rev. Eric Irungu**		
08:40 AM - 09:10 AM	Performance by the University Choir		
09:10 AM - 09:15 AM	Introduction of Guests by **John Mwai** - Director Corporate Affairs & Marketing, Zetech University		
09:15 AM - 09:25 AM	Research & Innovation Week Overview by **Esther Mwangi** - Director Research & Innovation, Zetech University		
09:25 AM - 09:35 AM	Welcome Address by **Prof. Alice Njuguna** -Deputy Vice Chancellor Academics, Research & Student Affairs		
09:35 AM - 09:50 AM	Messages of Goodwill - **Partners**		
09:50 AM - 10:15 AM	**Opening Remarks by:** **Prof. Njenga Munene J.** - Vice Chancellor, Zetech University **Prof. Harriet Kidombo** - Chair of Council, Zetech University **Prof. Susan Alfano Nkinyangi** - Chancellor, Zetech University		
10:15 AM - 10:45 AM	**Keynote Address** by **Dr Catherine Kyobutungi** - Executive Director, African Population & Health Research Center (APHRC)		
10:45 AM - 11:00 AM	**Photo Session, Visit to the exhibitions, Press Conference & Tree Planting**		
11:00 AM - 11:30 AM	**Tea Break**		
11:20 AM - 12:30 PM	**Thematic Area: Reducing Inequality** Financial Literacy for All: Empowering Individuals to Build Economic Security	**Keynote Speaker**	**Mercy Kimalat -** Chief Executive Officer, The Association of Startup & SMEs Enablers of Kenya (ASSEK)
		Moderator	**Prof. Peter Kibas** - Dean, School of Business & Economics, Zetech University
		Rapporteur	Andrew Ndege
		Panellists	• **Waihiga K. Muturi, Rtn.** - Co-CEO & Director of Communications, Media & Innovations - Lets Create Africa (LCA) • **Lucy Munga** - Managing Director, Amara Capital Limited • **Dr. Wicliffe Anyango** - School of Business & Economics, Zetech University • **Brian Mtana** - Youth Innovator, Zetech University
12:30 PM - 01:00 PM	**Group Photo Session/ Visit to the exhibitions**		
01:00 PM - 02:00 PM	**Lunch Break**		

02:00 PM - 03:40 PM	**Thematic Area: Decent Work & Economic Growth** Skills for the Future: Aligning Education with the Evolving Needs of the Job Market	**Keynote Speaker**	**Albert Kimani** - Director of Programs & Strategy, Power Learn Project Africa
			Winnie Rachael - Country Manager, UNICAF
		Moderator	**Prof. Owen Ngumi** - Dean, School of Education, Arts & Social Sciences, Zetech University
		Rapporteur	Dr. Samuel Macharia
		Panellists	• **Dr. Esphan King'ori** - Educational expert, State Department for Higher Education & Research • **Dr Chikezie E. Uzuegbunam**- Senior Lecturer, Rhodes University, South Africa • **Jeffrey Rowlings** - Founder & CEO, Rawlinz Designs Limited • **Danfold Mosongo** - Tech Policy & Sustainability Advocate, Community Lead, Tech.Paths • **George Kosimbei** - Chief of Party, YALI Kenya • **Florida Korir** - Google Developer Groups On Campus Lead, Zetech University
03:40 PM - 03:50 PM	**Group Photo Session**		
04:00 PM - 04:30 PM	**Visit to Exhibitions**		

Day 2 29th May 2025			
08:00 AM - 08:30 AM	Registration		
08:30 AM - 08:40 AM	Opening Prayers & Welcome Remarks		
08:40 AM - 10:00 AM	**Thematic Area: Climate Action & Environmental Growth** Green Skills for a Sustainable Future: Education & Training for the Green Economy	**Keynote Speaker**	**Arnold Kipchumba** - Director, Environment and Climate Change & Ag. Food Security and Livelihoods, Office of the First Lady
		Moderator	**Faith Ngige, HSC** - National Coordinator, Kenya Platform for Climate Governance, PACJA
		Rapporteur	**Mercy Mugambi**
		Panellists	· **Prof. Alice Njuguna** - DVC Academics, Research & Student Affairs, Zetech University · **Prof. Francis Mburu** - DVC Research, Innovation & Outreach (RIO), Professor of Forestry, Maasai Mara University · **Sylvia Wachira** - Co-ordinator, Nairobi Summer School On Climate Justice, PACJA · **Patrick Kiarie Nyokabi** - Executive Director, We Don't Have Time Kenya · **Maryam Wangeshi** - Nairobi Cityzens Hub Coordinator, UrbanBetter
	Thematic Area: Quality Education for All Digital Equity in Education: Bridging the Divide for Inclusive Learning	**Keynote Speakers**	**Gideon Murenga** - Senior TVET & Labour Markets Advisor, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
		Special Appearance	**Dr. Simon Chege** - Lecturer, Department of Media, Arts and Design, Zetech University
		Moderator	**Dr. Njoki Chege** - Senior Lecturer, School of Business & Economics, Zetech University
		Rapporteur	**Solomon Kimaita**
		Panellists	· **Christopher Arunga** - Talents Manager, Zone01 Kisumu · **Doreen Cherono** - Educator, KipMcGrath Education Center · **Isaac Kega** - Academy Principal, Powerlearn Project · **Albert Kiptoo** - Programs Officer at Teach for Kenya
10:00 AM - 10:20 AM	Tea Break		
10:20 AM - 10:30 AM	BREAKOUT ROOM A **Session Chair: Dr. Joy Kibor Rapporteur: Hellen Nyambura**	BREAKOUT ROOM B **Session Chair: Dr. Wycliffe Anyango Rapporteur: Diana Chepkoech**	BREAKOUT ROOM C **Session Chair: Prof. Owen Ngumi Rapporteur: Doreen Mwangi**

10:30 AM – 10:45 AM	Blue Ocean Strategy for Competitive Differentiation in the African Fintech Sector **Jane Muthoni Gatonye** **Peter Kibas**	A Systematic Literature Review On The Use of Recommender Systems In Course Selection Process Among Learners In Africa **Daniel Njeru**	Innovative Approaches to Ensuring Quality Education for All: Bridging Gaps in Access, Equity, & Sustainability **Sheila Kirotwa & Eliud Mwangi**
10:45 AM – 11:00 AM	Micro, Small & Medium Enterprises In Kenya: Challenges, Intervention Mechanisms & Achieving Sustainable Development Goals **Ngoze Moses**	The Role of Technology in Enhancing Tax Administration in Kenya **Peter Kiano Chabari & Peter Kibas**	AI-Driven Cybersecurity Framework For Safeguarding University Networks From Emerging Threats **Boniface Mwangi Wambui, Margaret Mwinji, Hellen Nyambura**
11:00 AM – 11:15 AM	Innovative Financing Models For Smart Water Technologies In Kenya's Rural Water Systems **Mugendi Ann Makena**	Product Innovation in Strengthening Competitive Advantage: Insights from M-Pesa **Jane Muthoni Gatonye, Peter Kibas**	Artificial Intelligence, Big Data & Cloud Computing in Developing an Afrocentric Model for Cybersecurity Threats **Nicodemus A. Ishmael, Joy Kibor, Alice Njuguna, Benjamin Muindi**
11:15 AM - 11:35 AM	Q & A		
11:35 AM – 11:50 AM	Leveraging on the Public Private Partnerships for Enhanced Industrialisation, Innovation & Infrastructure Development in Kenya. **Daniel Mutegi Giti**	Fostering Innovation & Resilient Infrastructure To Drive Sustainable Growth For Small & Medium Enterprises In Kenya **Evance Onyango, Peter Kibas**	Architectural Frameworks For Integrating Agentic AI To Software Systems **Josephat Onkoba**
11:50 AM – 12:05 PM	Empowering Communities Through Professional Poultry Farming in Kenya: A Pathway to Decent Work & Economic Growth **Beauttah Mwangi Waweru**	School Management Factors Influencing Academic Performance In Agriculture Subject Among Public Day Secondary Schools In Kisumu County. **Martin Ochieng Deya**	Use Of Virtual Reality (VR) in Cost Reduction of Healthcare Training **Anne Chege**

12:05 PM – 12:20 PM	Is ESG Investing Just a Hypocritical Bubble? Evidence from Greenwashing & Performance Trade-offs **Wicliffe Anyango**	Utilisation Of Leadership & Authority In Higher Educational Institutions In Kenya According To Situational & Contingency Theories. **Nicholas Osir & Linet Chedeye**	Assessing the State of Advanced Computer Science & IT Education in Kenya: Availability, Enrollment, & Faculty Competency **Wilfred Gikaru**
12:20 PM - 12:40 PM	**Q & A**		
12:40 PM - 1:00 PM	**Networking & Visit to Exhibitions**		
1:00 - 2:00 PM	**Lunch Break**		
02:30 PM - 04:00 PM	**Thematic Area: Industry Innovation & Infrastructure** 360-Degree Storytelling: The Convergence of Documentary, Film, and Broadcast in Virtual Reality	**Keynote Speaker**	**Alex Chamwada -** Journalist, Media Consultant, Founder & CEO of Chams Media Ltd
		Moderator	**Anne Mwangi** - Graduate Assistant, School of ICT, Media and Engineering, Zetech University
		Rapporteur	**Winnie Odwar** - Graduate Assistant, Zetech University
		Panellists	**Michael Tsimangi** - Global Communications Expert, TV Reporter, and Voice Over Artist, Chams Media Ltd **Michael Strano** - Co-Founder & Chief Operations Officer of YAKWETU™ Online Limited **Christine Kaku** - Media Student Representative, Zetech University
2:00 - 4:00 PM	Visual & Performing Arts Showcase	Hands-on learning with **Internet of Things (IoT) by TME Education**	
4:00 - 4:30 PM	**Visit to Exhibitions**		
4:30 - 5:00 PM	**Tea & Networking**		

Day 3 30th May 2025			
08:00 AM - 08:30 AM	Registration		
08:30 AM - 08:40 AM	Opening Prayers & Welcome Remarks		
08:40 AM - 10:00 AM	**Thematic Area: Industry Innovation & Infrastructure** University-Industry Partnerships: Fostering Innovation through Collaboration	**Keynote Speakers**	**Eng. Shammah Kiteme** - President, The Institute of Engineers of Kenya (IEK)
			Wangechi Wahome - Founder & CEO, Anza Village
			Enos Weswa - Country Director, UK - Kenya Tech Hub, British High Commission
		Moderator	**Dr. Benjamin Muindi** - Dean, School of ICT, Media & Engineering, Zetech University
		Rapporteur	Samuel Kinuthia
		Panellists	• **Regina Summer** - Co-founder & CEO, R.S Advisory AB • **Bryan Chesoli** - Ye! Community, Regional Coordinator, International Trade Centre • **Charles Oduk** - Founder & CEO, Beba Beggie & PAIC Limited Kenya • **Vincent Sipoi** - Technical Project Manager, Power Learn Project Africa
10:00 AM - 10:20 AM	Tea Break		
10:20 AM - 10:30 AM	BREAKOUT ROOM A **Session Chair: Dr. Nicodemus Akech Rapporteur: Ms. Anne Mwangi**	BREAKOUT ROOM B **Session Chair: Prof. Peter Kibas Rapporteur: Raphael Mputhia**	BREAKOUT ROOM C **Session Chair: Dr. Ing. Wilfred Gikaru Rapporteur: Daniel Njeru**
10:30 AM – 10:45 AM	Product Innovation in Porter's Generic Strategies for African Startups **Jane Muthoni Gatonye & Catherine Njoki Chege**	Bridging the Education Gap: The Role of Community-Based Media in Empowering Local Learners **Winnie Odwar**	Examining The Prevalence Of Marital Violence & Their Influence On Household Security In Kiambu County **Lucy Wamuyu Mwangi, Thaddeus Manwa, Judy Wambui Mwangi**
10:45 AM – 11:00 AM	Is Entrepreneurship A Career Or A Discipline? A Conceptual Perspective **Ngoze Moses**	Emerging Perspectives on Artificial Intelligence in Higher Education: A Comparative Study of South African & Kenyan Universities **Chikezie E. Uzuegbunam, Benjamin Muindi, Alice Njuguna**	To Assess the Influence of ERP-Driven Data Analytics on Strategic Decision-Making in Public Universities in Kenya. **Joy Kibor**

11:00 AM – 11:15 AM	Policy & Practice Towards Promoting Integration of AI in Pedagogy in University Kenya **Simon Chege, Benjamin Muindi**	Exploring The Relationship Between Course Design & University Student Satisfaction With Online Learning In Kenya: A Case Of Zetech University **Catherine Njoki Chege**	Fair AI for Biometrics: Reducing Bias in Multimodal Systems **Cyrus Mayuya Baraza**
11:15 AM - 11:35 AM	**Q & A**		
11:35 AM – 11:50 AM	Mesoporous Adsorbents Immobilised with Schiff Base Ligands for Heavy Metal Extraction from Aqueous Solution **George Nyamato, Ian Kabogo**	Transport Management Practices & Safety Performance of Public Transport Organisations in Nairobi **Bishar Mohamed Adan, Kamoni Peter**	Mental Health Literacy Among Teachers In Public Schools In Kenya: Case Studies Of Nyeri Nyandarua & Murang'a Counties **Catherine Chege & Owen Ngumi**
11:50 AM – 12:05 PM	Professional Perspectives of Implications of Artificial Intelligence on Journalism Practices in Media Houses in Kenya **Simon Chege, Mary Nyamaingi**	Strengthening Doctoral Research Culture: Reflections on Kenyan Experiences **Benjamin Muindi, John Mwangi**	Rethinking Higher Education Through AI: Ethical & Theological Reflections on Kenya's Competency-Based Curriculum **James Karori**
12:05 PM – 12:20 PM	Ethical Quandary of Artificial Intelligence in University Examinations Plagiarism **Nicodemus Aketch Ishmael, Dismas Ombuya**	Exploring the Misuse of Public-Private Partnerships in Kenya's Public Procurement: A Study of Governance, Accountability, & Implementation Challenges **Kiogora Thiga**	Effect Of Crime Scene Surface On Latent Fingerprint Processing In Criminal Investigations In Kenya. **Lucy Wamuyu Mwangi, Thaddeus Manwa, Judy Wambui Mwangi, Samuel Karenga**
12:20 PM - 12:40 PM	**Q & A**		
12:40 PM - 01:00 PM	**Exhibitions Close**		
01:00 PM - 02:00 PM	**Lunch Break**		
	Closing Ceremony **Moderator: John Mwai** **Rapporteur: Teclah Jebet**		
2:00 PM - 2:05 PM	Welcome Remarks by Moderator		
02:05 PM - 02:15 PM	Recap by **Prof. Alice Njuguna** - Deputy Vice Chancellor, Academics, Research & Student Affairs, Zetech University		
02:15 PM - 02:35 PM	**Remarks by:** **Prof. Njenga Munene J.** - Vice Chancellor, Zetech University **Prof. Harriet Kidombo** - Chair of Council, Zetech University **Prof. Susan Alfano Nkinyangi** - Chancellor, Zetech University		

02:35 PM - 03:05 PM	Closing Speech by **Dr. -Ing. Calvin Onyango** - Director General, Kenya Industrial & Research Development Institute (KIRDI)
03:05 PM - 03:25 PM	Book Launch
03:25 PM - 03:40 PM	Awarding Ceremony by **Esther Mwangi** - Director Research & Innovation
03:40 PM - 03:50 PM	Vote of Thanks by **Peter Osumba** - Registrar, Academic Affairs, Zetech University
03:50 PM - 04:00 PM	Prayer by **Rev. Dr. Eric Irungu** - University Chaplain
04:00 PM - 05:00 PM	**Tea & Networking**

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DOCTOR OF PHILOSOPHY	TUITION FEE PER PROGRAMME	No. OF SEMESTERS
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MASTERS PROGRAMMES	TUITION FEE PER PROGRAMME	No. OF SEMESTERS
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Bachelor of Science in Actuarial Science	54,650/-	8
Bachelor of Economics & Statistics	54,650/-	8
Bachelor of Science in Health Systems Management	54,650/-	8
Bachelor of Business Information Technology	60,650/-	8
Bachelor of Science in Information Technology	60,650/-	8
Bachelor of Science in Computer Science	60,650/-	8
Bachelor of Science in Computer Science & Mathematics	60,650/-	8
Bachelor of Science in Computer Science & Applied Physics	60,650/-	8
Bachelor of Science in Software Engineering	60,650/-	8
Bachel or of Journalism	60,650/-	8

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Bachelor of Science in Hospitality & Tourism Management	60,650/-	8
Bachelor of Arts in International Relations & Diplomacy	54,650/-	8
Bachelor of Education Arts	41,500/-	8
Bachelor of Education Science	66,500/-	8
Bachelor of Arts in Psychology with Technology	54,650/-	8
Bachelor of Arts in Sociology & Technology	54,650/-	8
Bachelor of Arts in Political Science with Technology	54,650/-	8

* DIPLOMA & CERTIFICATE PROGRAMMES ALSO AVAILABLE. ENTRY QUALIFICATIONS: DIPLOMA (C-), CERTIFICATE (D+)

- Business Management
- Hospitality & Tourism Management
- Information Technology
- Journalism & Media Studies
- Electrical Engineering
- Digital Marketing
- Cyber Security & Forensics

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