



ZETECH  
UNIVERSITY

INVENT YOUR FUTURE



Zetech Innovation, Entrepreneurship  
& Technology Hub

# Zetech University's 6<sup>th</sup> Research Conference & Innovations Week

9<sup>th</sup> - 12<sup>th</sup> July 2024

**Technology Park Mang'u Campus**

## Theme

**Innovate, Disrupt, Regenerate:  
Unleashing the Transformative Power of AI for a Circular Economy**

## Sub Themes

-   
**Business &  
Entrepreneurship**
-   
**Digital Media  
& Journalism**
-   
**Education  
& Social Sciences**
-   
**Computing & IT**



## HOUSE KEEPING

### **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 Wifi Passwords.

### **Mobile Phones**

Please turn your mobile phones to silent mode during the presentations, but feel free to tweet at any time - our conference hash tag is #SustainableInnovationsConference.

### **Luggage**

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

### **Toilets**

These are located on each floor of the university complex.

### **Meals**

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**

Feel free to contact any of the following persons for assistance:

Prof. Peter Kibas	- 0727 048 528
Prof. Alice Njuguna	- 0722 850 186
Ms. Esther Mwangi	- 0722 575 400
AbbyChristine Murage	- 0720 854 338
Geofrey Njaramba	- 0719 876 936
Flora Mwanja	- 0723 497 105

9<sup>TH</sup> July 2024

**Day One (Pre - Conference Panels)**

Venue: University Auditorium

Zetech University Technology Park Mang'u Campus

Theme: “Innovate, Disrupt, Regenerate: Unleashing the Transformative Power of AI for a Circular Economy”

Time	Activity	Presenter	Venue
8:30am - 9:00am	Registration		Auditorium
9:00am - 9:30am	Opening Prayers	Dr. Catherine Chege	Auditorium
9:30am - 9:45am	Welcome Remarks	Esther Mwangi Head of Research and Innovation	Auditorium
09:10 - 09:15am	Opening Remarks	Prof. Owen Ngumi	Auditorium
09:15am - 09:35am	Keynote Speech		Auditorium
<b>GROUP PHOTO SESSION (JOSEPH KWENDO)</b>			
<b>10:35am - 11:00am</b>	<b>Health Break</b>		
Time	Activity	Keynote	Faith Ngige, HSC: National Coordinator Kenya - Pan African Climate Justice Alliance (PACJA)
09:35am - 10:35am	<b>Sub-Theme #2:</b> Renewable Energy and Climate Change	<b>Moderator</b> Charles Odhiambo <b>Rapporteur</b> Edith Muthike	<b>Panellists:</b> <ul style="list-style-type: none"> <li>• <b>Dr. Esther Munyiri:</b> Director GTRCMC</li> <li>• <b>Emmanuel Gichuru:</b> Program Officer ECO Tourism Kenya</li> <li>• <b>Prof. Gitau Kamau:</b> Renewable Energy Innovator, Zetech University</li> <li>• <b>Felix Omondi:</b> Taka Taka Zero, Zetech University Student Innovator</li> <li>• <b>Catherine Masolia:</b> Panellist from Circular Innovation Hub.</li> </ul>
		<b>Keynote</b>	<b>UNICAF</b>
11:00am - 01:00pm	<b>Sub – Theme #5:</b> Transforming the Education sector through the use of AI	<b>Moderator</b> Prof. Owen Ngumi <b>Rapporteur</b> Fredrick Mwaura	<b>Panellists:</b> <ul style="list-style-type: none"> <li>• <b>Prof Alice Njuguna:</b> Zetech University</li> <li>• <b>Caleb Ndaka:</b> – KidsComp Camp</li> <li>• <b>Dr. Alice Kande:</b> Director General KNQA</li> <li>• <b>Dr. George W. Eshiamwata:</b> Director UNESCO KNATCOM</li> <li>• <b>Dr. JPR Ochieng’ Odero:</b> Research and Relationships Manager, Evidence Fund</li> <li>• <b>Student Innovator:</b> Powerlearn Project, Zetech University</li> </ul>
<b>01:00 - 02:00pm</b>	<b>Lunch Break / Visit to the exhibitions</b>		
		<b>Keynote</b>	<b>Kenneth Oyola:</b> Chief Communications Officer, Nation Media Group

02:00pm - 03:00pm	Media and Digital Transformations	<b>Moderator</b> Dr. Benjamin Muindi <b>Rapporteur</b> Miriam Kaara	<b>Panellists:</b> <ul style="list-style-type: none"> <li>• <b>Dr. Simon Chege:</b> Lecturer Media and Journalism Studies Zetech University</li> <li>• <b>Paul Muniu:</b> Journalist TV 47</li> <li>• <b>Diana Olenja:</b> Public Relations Manager, KLB</li> <li>• <b>Shiko Kaittany:</b> Tv Producer/Presenter/ Scriptwriter, K24 Tv</li> <li>• <b>Christine Kaku:</b> Student Digital Media and Journalism Studies</li> </ul>
03:00pm - 04:00pm	Leveraging AI to Embrace Future Innovations for circularity	<b>Moderator</b> Prof. Alice Njuguna <b>Rapporteur</b> Linet Chedeye	<b>Panellists:</b> <ul style="list-style-type: none"> <li>• <b>Dr. Wilfred Gikaru:</b> Dean School of ICT and Engineering, Zetech University.</li> <li>• <b>Dr. Samuel Bosire:</b> Chief Information Officer Nelson Mandela University</li> <li>• <b>Caleb Nyoiro:</b> Site Director Zone01</li> <li>• <b>Andrew Masila:</b> Safaricom PLC</li> <li>• <b>Lynn Gitau:</b> Africa-Meta Club</li> <li>• <b>James Okoth:</b> Starter Up Grind</li> </ul>

**10<sup>TH</sup> July 2024**

### Day Two (Official Opening Ceremony)

**Venue:** University Auditorium

Zetech University Technology Park Mang'u Campus

**Theme:** “Innovate, Disrupt, Regenerate: Unleashing the Transformative Power of AI for a Circular Economy”

Time	Activity	Presenter	
08:00 - 08:30am	Registration		
08:30 - 08:35am	Prayers by Rev Eric Irungu. TBA & The National & EAC Anthem		
08:35 - 08:45am	Introduction of Special Guest by the Master of Ceremony (John Mwai) [Recognition of Corporate & Institutional Leaders]		
08:45 - 08:50am	<b>Concept Address:</b> Esther Mwangi – Director Research and Innovation, Zetech University		
09:50 - 10:00am	<b>Welcome address:</b> Prof. Alice Njuguna – DVC Academics, Research and Student Affairs, Zetech University		
10:00 - 10:30am	<b>Messages of Goodwill:</b> Prof. Wacheke Wanjohi - <b>VC Kenyatta University</b> , Dr. Bienvenu Comlan - <b>Director, Government Affairs Africa at Intel</b> , Joseph Murabula - <b>CEO KCIC</b> , Dr. Tonny Omwansa - <b>CEO KeNIA</b> , Irene Githinji - <b>Education Engagements Lead, Microsoft ADC</b> . Mumbi Ndungu, <b>Executive Director Power Learn Project</b> .		
10:30 - 10:35am	Stephen Gitagama - <b>Managing Director, Nation Media Group</b>		
10:35 - 11:05am	<b>Welcome Remarks:</b> Prof. Dr. Njenga Munene J. (BVM, MSc., PhD, Adv. Prof) – Vice Chancellor, Zetech University		
11:05 - 11:20am	<b>Opening Remarks:</b> Prof. Susan Alfano Nkinyangi, PhD Chancellor, Zetech University.		
11:20 - 11:40am	<b>Keynote Address:</b> CS Industry Trade, Investment Hon. Rebecca Miano, EGH		



11:40 - 12:40pm	“ Harnessing AI for Sustainable Growth: The Resilience of Africa’s Tech and Social Innovations in the Circular Economy Era”.	<b>Moderator</b> Esther Mwangi <b>Rapporteurs</b> Paul Kibet	<b>Panellists:</b> <ul style="list-style-type: none"> <li>• <b>Joseph Murabula:</b> CEO KCIC</li> <li>• <b>Walter O Oyawa:</b> Director General NACOSTI</li> <li>• <b>Mercy Kimalikit:</b> CEO, Association of Kenya startup Enablers (ASSEK)</li> <li>• <b>Ebenezer Amadi:</b> SIB Kenya, KEPSA</li> <li>• <b>Mumbi Ndungu:</b> Power Learn Project</li> <li>• <b>Isaac Muendo:</b> iZet Hub, Youth representative</li> </ul>
12:40 - 01:00pm	Photo session and a visit to the Exhibitions		
<b>01:00 – 02:00pm</b>	<b>Lunch Break</b>		
02:00 - 03:30pm	<b>Session 5 Sub – Theme #5:</b> Impact of AI Technologies in the Financial Sector	<b>Keynote</b>  <b>Moderator</b> Dr. Wicliffe Anyango <b>Rapporteurs</b> Jenniffer Gachukia	<b>ABSA Bank Branch Manager Thika</b>  <b>Panellists:</b> <ul style="list-style-type: none"> <li>• <b>Barrack Ouma:</b> AQA Manager Zetech University</li> <li>• <b>Panellist from ICEA Lion</b></li> <li>• <b>Panellist from Powerlearn Project</b></li> <li>• <b>Fadhil Mulinya:</b> FinTech Student Innovator</li> </ul>
<b>11<sup>TH</sup> July 2024</b>			
<b>Day Three</b> <b>Venue:</b> University Auditorium Zetech University Technology Park Mang’u Campus <b>Theme:</b> “Innovate, Disrupt, Regenerate: Unleashing the Transformative Power of AI for a Circular Economy”			
<b>Time</b>	<b>Activity</b>	<b>Presenter</b>	
08:30 - 09:00am	Registration		
08:30 - 08:40am	Opening Prayers	Dr. Catherine Chege	
08:40 - 08:50am	Welcome Remarks	Prof. Alice Njuguna	
08:50 - 09:00am	Opening Remarks	Prof. Njenga Munene	
08:50 - 09:00am		<b>Keynote</b>	<b>Dr. Ehud Gachugu:</b> Director Ajira Digital
09:20 - 10:40am	Business Entrepreneurship and Start-Ups: Disruptive Innovations and the Circular Economy:	<b>Moderator</b> Prof. Gitau Kamau <b>Rapporteurs</b> Isaac Muendo	<b>Panellists:</b> <ul style="list-style-type: none"> <li>• <b>Kennedy Lanaya Osano:</b> GTXN FinTech</li> <li>• <b>Morris Mbetsa:</b> Numeral IOT</li> <li>• <b>David Ogiga:</b> Sote Hub</li> <li>• <b>Prof. Peter Kibas:</b> iZET hub Chairperson</li> <li>• <b>Konstantinos Maragkos:</b> Youthmakers Hub, Greece</li> <li>• <b>Ludovica Ochieng</b> – Incubation Manager; ILAB Africa</li> </ul>
10:40 - 11:00am	Group Photo Session		

11:00 - 1.00pm	Research Conference Breakout Sessions		<ul style="list-style-type: none"> <li>• <b>Session A:</b> Education, Arts &amp; Social Sciences</li> <li>• <b>Session B:</b> Media, and Digital Transformation</li> <li>• <b>Session C:</b> Business and Economics</li> <li>• <b>Session D:</b> ICT and Engineering</li> </ul>
01:00 - 02:00pm	Lunch		
	Research Conference Breakout Sessions		<ul style="list-style-type: none"> <li>• <b>Session A:</b> Education, Arts &amp; Social Sciences</li> <li>• <b>Session B:</b> Media, and Digital Transformation</li> <li>• <b>Session C:</b> Business and Economics</li> <li>• <b>Session D:</b> ICT and Engineering</li> </ul>
<b>12<sup>TH</sup> July 2024</b>			
<p style="text-align: center;"><b>Day Four</b>  <b>Venue:</b> University Auditorium  Zetech University Technology Park Mang'u Campus  <b>Theme:</b> “Innovate, Disrupt, Regenerate: Unleashing the Transformative Power of AI for a Circular Economy”</p>			
<b>Time</b>	<b>Activity</b>	<b>Presenter</b>	
08.00am	Registration		
08:00am - 10:30am	Research Conference Breakout Sessions		<ul style="list-style-type: none"> <li>• Session A: Education, Arts &amp; Social Sciences</li> <li>• Session B: Media, and Digital Transformation</li> <li>• Session C: Business and Economics</li> <li>• Session D: ICT and Engineering</li> </ul>
10:30 - 11:00am	Tea Break		
11:00 - 1:00pm	Research Conference Breakout Sessions		<ul style="list-style-type: none"> <li>• Session A: Education, Arts &amp; Social Sciences</li> <li>• Session B: Media, and Digital Transformation</li> <li>• Session C: Business and Economics</li> <li>• Session D: ICT and Engineering</li> </ul>
1:00 - 2:00pm	Lunch Break		
2:00pm - 4:00pm	<p style="text-align: center;"><b>CLOSING CEREMONY</b>  <b>Closing Remarks:</b> Prof. Dr. Njenga Munene J. (BVM, MSc., PhD, Adv. Prof) – Vice Chancellor, Zetech University.  <b>Closing Remarks:</b> Prof. Susan Alfano Nkinyangi, PhD Chancellor, Zetech University.</p>		
4:00pm - 4:30pm	Award Ceremony - John Mwai, Director Corporate Affairs & Marketing		
4:30pm - 4:50pm	<p style="text-align: center;"><b>VOTE OF THANKS</b>  Esther Mwangi – Director Research and Innovation, Zetech University  <b>CLOSING PRAYER</b>  Prof. Gitau Kamau – Associate Professor School of Business and Economics</p>		
4:50pm - 5:00pm	<b>TEA BREAK &amp; NETWORKING</b>		

## Day One [Conference Opening] 11<sup>th</sup> July 2024

08:00am – 08:30am	Registration of Exhibitors
08:30am – 09:30am	Policy Discussion on Artificial Intelligence in Kenya
09.30am – 10:40 am	Business Entrepreneurship and Start-Ups: Disruptive Innovations and the Circular Economy:
10:40am – 11: 00am	Tea Break
11:00am – 11.20am	Group Photo Session
15:30pm – 17:00pm	Exhibitions

Parallel Sessions				
11:20 am-11:40am	<b>Breakout Session A: (Media Studies)</b> <b>Session Chair</b> Dr. Nyasha Mapuweyi <b>Rapporteur:</b> Flora Mwanja	<b>Breakout Session B: (ICT &amp; engineering)</b> <b>Session Chair</b> Dr. Daniel Makupi <b>Rapporteur:</b> Nicholas Kavoi	<b>Breakout Session C: (Education Arts &amp; Social Sciences)</b> <b>Session Chair</b> Prof. Owen Ngumi <b>Rapporteur:</b> Doreen Mwangi	<b>Breakout Session D: (Business &amp; Economics)</b> <b>Session Chair</b> Dr. Wicliffe Anyango <b>Rapporteur:</b> Barrack Ouma
	Bridging The Divide: Media Literacy Interventions for Socioeconomic Equity in Education <i>Sheila Kirotwa</i> <i>Monyenye</i>	Combating education certificates fraudulence in the Kenyan Labour market through Blockchain technology <i>Miriam Kaara</i>	New Frontiers in Conflict Prevention: Integrating Artificial Intelligence in Early Warning Systems in Kenya <i>Solomon Kimaita,</i> <i>Eric J. Irungu</i>	The Rise of AI-Powered Customer Service in Kenya's Finance & IT Sectors: A Case Study of Zimele Asset Management, Safaricom & KCB Bank. <i>Anne Chege</i>
11:40 am-12.00pm	Artificial Intelligence's Potential and Challenges In African Newsrooms: A Bounded Case of Kenya's NationMedia Group <i>Benjamin Muindi</i> <i>Winnie Odwar</i>	A Systematic Literature Review on Phishing Detection Model <i>Nicholas Muriuki</i> <i>Murithi</i>	Assessment of the Impact of Multidisciplinary Education Initiatives on Climate Resilience in the Nakuru Catchment Basin, Kenya. <i>Edith Muthike</i>	Unlocking Kenya's Potential: The Intersection of Artificial Intelligence (AI) and Circular Economy Business and Entrepreneurship for Sustainable Development <i>Gitau Kamau</i>
12:00pm-12:20pm	Harnessing AI in Digital Media and Journalism for a Sustainable Circular Economy <i>Anne Mwangi,</i> <i>Shikuku S, Benjamin M.</i>	Perspectives of Librarians on Awareness and Readiness of Integration of AI for Library Operations and Services in Selected Universities in Kenya <i>Paul Kibet Maina,</i> <i>Faith Masinza,</i> <i>Rahab Koech, Jane Matasio</i>	Relationship Between Technology Adoption and Financial Performance in Public Universities, Kenya <i>Richard Nganga</i> <i>Karigi</i>	Effects Of Strategic Management Practices on The Performance of State-Owned Housing Corporations. A case Study of National Housing Corporation, Kenya. <i>Josiah Mulei Kasamu</i>
12:20pm-12:40pm	<b>Q&amp;A</b>			
w	<b>LUNCH BREAK</b>			

	<b>Breakout Session A: (Media Studies)</b> <b>Session Chair:</b> Roy Khaemba <b>Rapporteur:</b> Anne Mwangi	<b>Breakout Session B: (ICT &amp; engineering)</b> <b>Session Chair</b> Dr. Wilfred Gikaru <b>Rapporteur:</b> Grace Shioki	<b>Breakout Session C: (Education Arts &amp; Social Sciences)</b> <b>Session Chair</b> Dr. Samuel Macharia <b>Rapporteur:</b> Henry Kiogora	<b>Breakout Session D: (Business &amp; Economics)</b> <b>Session Chair</b> Dr. Catherine Chege <b>Rapporteur:</b> Gladys Wangari
2:00pm-2:20pm	Artificial Intelligence and Journalism in Africa: Theory, Debate Trajectories and Agendas <i>Nyasha Mapuweyi</i> <i>Benjamin Muindi</i> <i>Mary Nyamaingi</i>	Faculty Perspectives on Integrating Technology into Teaching and Learning Practices in Post-COVID-19 Higher Education in Kenya: Implications for Continuous Professional Development. <i>Shadrack Ngao,</i> <i>Gladys Wagura</i>	Implications Of Generative Artificial Intelligence On Higher Education In Kenya. <i>David Muchangi</i> <i>Mugo</i>	The Benefits of Food Tourism to The Local Food Vendors in Marikiti Market, Mombasa. <i>Tamia Oduor Mboya</i> <i>Matiku Susan M.</i>
2:20 pm-2:40 pm	One Africa, Multinational Identities: A Print Media Construction of National Identities in Kenya and Zimbabwe. <i>Nyasha Mapuweyi</i> <i>Winnie Odwar</i>	Cybersecurity Threats to Product Lifecycle Management (PLM) Systems in a Circular Economy. <i>Nicholas Kavoi</i>	Leveraging On Artificial Intelligence (AI) In Environmental Diplomacy: Opportunities and Challenges Towards a Circular Economy in East Africa. <i>Ochieng' Mark</i> <i>Oduor</i>	Impact Of Expansion Strategies on Performance of Saccos in Kenya. A Survey of Kirinyaga County. <i>Moreen Wandia</i> <i>Nyathama</i>
2:40 pm-3:00 pm	Graphical Hybridisation Print Media Economics and Industrial Perspectives in Zimbabwe and Kenya. <i>Evelyne Mwangi,</i> <i>Nyasha Mapuweyi</i> <i>Simon Chege</i> <i>Fortune Nyamunda</i>	Material Solution for Cooling Hard Disk Drives with Waste Heat Recovery: A Machine Learning Approach. <i>D. A. Oeba</i>	Strategies for Policy and Practice Towards Promoting Integration of AI in Pedagogy in University Education in Kenya. <i>Simon Chege</i> <i>Benjamin Muindi</i>	Lessons Learnt from Empirical Review of Cost Leadership Strategic Practices on Performance of Private Universities in Kenya. <i>Wanjiru Catherine Njeri</i>
3:00 pm-3:20 pm	Navigating Career Crossroads In Tertiary Institutions In Kenya. <i>Henry Kiogora Thiga,</i> <i>Veronica Kamau</i>	Effect Of Cost Control Techniques On Financial Performance Of Manufacturing Industries In Kenya: (A Case Of Bamburi Cement Limited) <i>James Njoroge</i>	Artificial Intelligence Integration in Food Safety and Hygiene among Street Food Vendors: Nigeria and Kenya <i>Tabitha Atafache</i> <i>Yusuf.</i>	Factors that affect the competitive advantage of fast-food restaurants in Kenya. <i>Dennis Kariba Nugi</i>



3:20pm-3:40pm	The Role of Technical and Vocational Education relative to Academic Schooling in the Transition of the Youth to Labour Markets in Kenya. <i>Bonface Munene</i> <i>Immaculate Kathomi</i>	Going Green Strategy as a determinant of sustainable development in hospitality establishments within Nairobi Metropolis Area. <i>Paul N. Mwangi</i>	Influence of Job Satisfaction on Employee Retention Among Generation Z in Deluxe Hotels-Nairobi. <i>Mercy Mugambi</i>	Unlocking Kenya’s Potential: The Intersection of Artificial Intelligence (AI) and Circular Economy Business and Entrepreneurship for Sustainable Development. <i>Fred Gichana Atandi</i>
3:40 pm - 4:00 pm	Q&A			
DAY TWO:12 <sup>th</sup> July, 2024				
8:00 am - 8:30 am	Registration			
	<b>Breakout Session A: (Media Studies)</b> <b>Session Chair:</b> Dr. Simon Chege <b>Rapporteur:</b> Winnie Oduor	<b>Breakout Session B: (ICT &amp; Engineering)</b> <b>Session Chair</b> David Kanyi <b>Rapporteur:</b> Daniel Njeru	<b>Breakout Session C: (Education Arts &amp; Social Sciences)</b> <b>Session Chair</b> Veronicah Nduta <b>Rapporteur:</b> Linda Kinyua	<b>Breakout Session D: (Business &amp; Economics)</b> <b>Session Chair</b> Samuel Mbugua <b>Rapporteur:</b> Moses Ochung
8:30 am - 8:50am	Half a century of teaching and learning French as a foreign language in Kenya: Difficulties for teachers and students <i>Mark Masebo</i>	Faculty Perspectives on Integrating Technology into Teaching and Learning Practices in Post-COVID-19 Higher Education in Kenya: Implications for Continuous Professional Development. <i>Shadrack Ngao and Gladys Wagura</i>	Evolutionary Trends in Kenya’s Digital Diplomacy in the Emerging Technological Space of Artificial Intelligence. <i>Eric J. Irungu, Solomon Kimaita</i>	Effectiveness of Internal Fraud Mitigation Approaches on Financial Performance of Savings and Credit Cooperative Societies in Kisumu County, Kenya. <i>Moses Omondi Ochung, Jeff Arodi, Peter Kibas</i>
8:50am - 9:10am	Effect of Reverse Logistics on Procurement Performance of Small Dairy Firms In Kenya: A Case Study of Palm House Dairies Limited. <i>Purity Wangari Wachira</i>	The Impact Of Electronic Procurement Systems On Organisational Performance: A Case Study Of Kenya Bureau Of Standards <i>Mercy Jemuge Kandie</i>	Smart but inclusive cities in Africa using artificial intelligence A case study of Konza TechnoPolis City, Kenya. <i>Cecily Wanjiku Murage</i>	Adoption of internet of things to Mobile Banking Services using Voice Recognition, an empirical review. <i>Yusuf Muchelule, Jacob Neyole Misiko</i>
9:10am-9:30am	Leveraging AI for Technology Entrepreneurship in Kenya’s Agricultural Sector – Challenges and Opportunities <i>Andrew K. Kibet</i> <i>Peter Kibas</i>	Determinants of Technical Efficiency In Universities: A Systematic Review Of Literature. <i>Peter Olingo Osumba</i>	Tugawe App:A Food Surplus Application For Corporate Social Responsibility and Food Waste Management <i>Brian M tana, Abby Murage</i>	Managerial Cap abilities and Performance of Private Chartered Universities in Kenya Sub Theme: Business and Entrepreneurship <i>Mary Mbithi student</i> <i>Peter Kihara</i> <i>Clemence Niyikiza</i> <i>Omanwa</i>

9:30am - 9:50am	Effect of Upskilling On Employee Performance In Community-Based Organizations In Laikipia County <i>Benson Omondi Owino, Emily Cheposero Tumwet, Hellen Sang</i>	Influence Of Tendering Process On Performance of County Governments In Kenya. <i>Jackline Aмоke</i>	Applications of GIS in Planning for tourism resources. <i>Cecily Wanjiku Murage-Mucheru AbbyChristine Njeri Murage Kelvin Mutisya</i>	Digital Banking Among Urban Refugees In Kenya <i>Lydia Pkaremba</i>
9.50am - 10:30am	Q & A			
Health Break				
	<b>Breakout Session A: (Media Studies)</b> <b>Session Chair:</b> Dr. Nyasha Mapuweyi <b>Rapporteur:</b> Sheila Kirotwa	<b>Breakout Session B: (ICT &amp; Engineering)</b> <b>Session Chair</b> Dr. Ing. Gikaru <b>Rapporteur:</b> Jefferson Kaiga	<b>Breakout Session C: (Education Arts &amp; Social Sciences)</b> <b>Session Chair</b> Prof. Peter Kibas <b>Rapporteur:</b> Lydia Pkaremba	<b>Breakout Session D: (Business &amp; Economics)</b> <b>Session Chair</b> Dr. James Karori <b>Rapporteur:</b> Evans Langat
11:00am - 11.20am	Effects of entrepreneurship skills on agricultural production: coffee smallholder farmers (On-going study) <i>Daniel Wachira, Peter Kibas, Samuel Macharia</i>	AdaptivePersonalized Insider Threat Detection using LSTM Networks: Balancing Security and Ethics. <i>Jeff Kimanga Nthenge, Wilberforce Murikah, David Muchangi Mugo</i>	Effect Of Cost Control Techniques On Financial Performance Of Manufacturing Industries In Kenya: (A Case Of Bamburi Cement Limited) <i>James Njoroge</i>	Evaluating the Effectiveness of Kenya’s National Green Finance Strategy in Achieving Climate Goals. <i>Wycliffe Anyango, Mark Waita</i>
11:20am - 11:40am	Artificial Intelligence and Journalism in Africa: Perspectives, Research Debates, and Recommendation for Practice. <i>Dr. Simon Chege, Dr. Nyasha Mapuweyi &amp; Mary Nyamaingi</i>	Effects of entrepreneurship skills on agricultural production: coffee smallholder farmers <i>Daniel Wachira</i>	Determinants Of Technical Efficiency In Universities: A systematic review of literature. <i>Peter Olingo Osumba</i>	Influence of Principles of Public Procurement and Performance in Kenyan Counties on Contract Management <i>Augustine Mutinda Mwanza</i>
11:40am-12:00	University Branding, Comparative Identity, and the brand construction procedures at MSU and Zetech University <i>Nyasha Mapuweyi and Flora Mwanja</i>	Leveraging On Artificial Intelligence (AI) In Environmental Diplomacy: Opportunities And Challenges Towards A Circular Economy In East Africa <i>Ochieng’ Mark Oduor</i>		Effect Of Reverse Logistics On Procurement Performance Of Small Dairy Firms In Kenya: A Case Study Of Palm House Dairies Limited <i>Wachira Purity Wangari, Wycliff Arani, Catherine Njoki</i>

12: 00pm - 12:20 pm	Artificial Intelligence Role on Media Coverage of Geothermal Energy In Kenya: A Case Of The Nation And The Standard Newspapers. <i>Elsie Ochieng and Roy Khaemba</i>	Green Jobs in the AI Era: Can AI create and disrupt employment opportunities related to sustainability. <i>Esther Mwangi</i>	Supply Chain Practices And Public Procurement Performance In County Governments Of Kenya. <i>Evans Langat</i>	Impact Of Competitive Strategies On Performance Of Entertainment Joints On Thika Road, Kenya. <i>Nyaga Margaret Wanja</i>
12:20pm - 12:40pm	Nutritional knowledge and dietary intake in kenyan patients living with type 2 diabetes; a case of Gatundu level V hospital, Kiambu County, Kenya. <i>Eunice Gathoni Wamucii, Osiyel Daniel Edwin, Jacob Muthuri Mutwiri</i>	Contributing Towards Smartphone Anti Theft In Kenya and Beyond. <i>David Kanyi &amp; Antony Mwendia</i>	A phenomenological evaluation of the communication strategies and leadership styles that are most effective for select rural and secondary school heads in Zimbabwe and Kenya. <i>Nyasha Mapuweyi, Munyi Catherine and Fungisai Mapuweyi</i>	Effect of Budgetary Control on Financial Performance of Listed manufacturing firms in Kenya. <i>Moses Odongo Otieno</i>
12:40pm - 1:00pm	<b>Q &amp; A</b>			
1:00pm - 2:00pm	<b>LUNCH BREAK</b>			
2:00pm - 4:00pm	<b>CLOSING CEREMONY</b>			
4:00pm - 4:30pm	<b>VOTE OF THANKS &amp; CLOSING PRAYER</b>			
4:30pm - 5:00pm	<b>TEA BREAK &amp; NETWORKING</b>			



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