



**ZETECH  
UNIVERSITY**

**THEME**

**Leveraging on Technology for Sustainable Social Economic Development**

# **Research & Innovation Week**

**24<sup>TH</sup> - 28<sup>TH</sup> JULY**  
**Zetech University Thika Road Campus, Ruiru**



**25 YEARS**  
OF  
**SCHOLARLY EXCELLENCE**

## HOUSE KEEPING

### Zetech University

The conference will take place at Zetech University Ruiru Campus. You can make any queries at our reception desk, through the conference assistant, or to a member of the support team, who will be happy to help.

### Wi-Fi Access

Wi-Fi accessible at the conference halls and the auditorium. See wall posters for Wi-Fi Passwords.

### Mobile Phones

Please switch your mobile phones to silent mode during the presentations. You are free to tweet at any time of the conference using the hash tag #Zetechinnovationweek & #Inventyourfuture. We will also be Live on YouTube.

### Luggage

Coat rails are provided near our library luggage area at the ground floor. Ensure that your sensitive and personal items are secure.

### Washrooms

You can access washrooms on any floor of the University complex.

### Meals

Lunch will be available on both days for registered participants, at the students' restaurant first floor. Catering staff will be available to assist.

You are requested to give speakers who have presentations after lunch priority.

You will need to have your conference badge on, as an indication that you are a conference delegate and are thus entitled to a free meal.

### Support team

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

Prof. Alice Njuguna - 0722 850 186  
Prof. Peter Kibas - 0727 048 528  
Esther Mwangi - 0722 575 400  
Flora Mwanja - 0710 580 778  
Mercy Ruto - 0729 418 437  
Geoffrey Njaramba - 0719 876 936

### Our Partners



**DAY 1 [DRY RUN]**

24<sup>th</sup> July 2023

**Theme: “Leveraging on technology for sustainable social economic development”**

<b>08:00am - 08:30am</b>	<b>Registration of Exhibitors</b>		
<b>08:40am - 4:00pm</b>	<b>Exhibitions Set Up</b>		
<b>Time</b>	<b>Session</b>		
<b>10:30pm – 12:00pm</b>	<p align="center"><b>Session 1 Morning Sub-Theme #2:</b> “Transforming education through technology: empowering learners in the digital age”.</p>	<b>Moderator Rapporteur</b>	<b>Prof. Owen Ngumi Doreen Mwangi</b>
		<b>Keynote speech</b>	<b>Dr. James Mulli</b> - European Business University of Luxembourg
		<b>Panelists</b>	<ul style="list-style-type: none"> <li>• <b>Prof Alice Njuguna</b> – DVC.</li> <li>• <b>Dr. Mary Mwanzia</b> – Panelist from KCA University.</li> <li>• <b>Dr. Lawrence Nderu</b> – Panelist from JKUAT</li> <li>• <b>Daniel Njeru</b> – EdTech Innovator.</li> <li>• <b>Michael Kamau</b> – HUAWEI Academy Representative</li> <li>• <b>Dr. Njoki Chege</b> – Lecturer School of Business Zetech University</li> </ul>
<b>2:00pm – 3:30pm</b>	<p align="center"><b>Session 2 Afternoon Sub-Theme #5:</b> Tech trends: exploring innovations for business growth</p>	<b>Moderator Rapporteur</b>	<b>Prof. Peter Kibas Henry Kiogora</b>
		<b>Keynote speech</b>	<b>Faith Kaithia</b> - Head of Branches, Faulu Microfinance Bank - “ <i>The rise of artificial intelligence: transforming business operations and customer experiences</i> ”
			<ul style="list-style-type: none"> <li>• <b>Koki Nakaya</b> - Director ChiQ Group Ltd.</li> <li>• <b>Dr. Nicodemus Kitukutha</b> - Finance Director Kiambu County</li> <li>• <b>Charles Njuguna</b> - Branch Manager Faulu Microfinance Bank, Githurai</li> <li>• <b>Daniel Wachira</b> - Ministry of Industry, Trade &amp; Co-operatives State Dept. for Trade.</li> <li>• Panelist from Safaricom</li> <li>• <b>Kelvin Gitau</b> - Youth Innovator</li> </ul>
<b>1:00pm – 2:00pm</b>	<b>Lunch Break</b>		
<b>3:30pm – 5:00pm</b>	<b>Exhibitions</b>		

<b>DAY 2</b> <b>25<sup>th</sup> July 2023</b> <b>Theme: “Leveraging on technology for sustainable social economic development”</b>			
08:00am - 08:30am	Registration of Exhibitors		
8.30am -10:00am	Exhibitions		
Time	Tech Day		
10:30am – 12:00am	<b>Session 3 Morning</b> <b>Sub–Theme #1:</b> Building a smart society: harnessing the power of digital innovations	Moderator Rapporteur	Dr. Ing Wilfred Gikaru Daniel Njeru
		Keynote speech	Mr. Ojwang Omuga Oongo <i>“The future of intellectual property: navigating the digital landscape and protecting innovation”</i>
		Panelists	<ul style="list-style-type: none"> <li>• <b>Fatma Salim</b> - Panelist from iLab Strathmore University</li> <li>• <b>Dr. Alex Kibet</b> - Laikipia University</li> <li>• <b>John Musyoki</b> Panelist from DP Safe Technologies</li> <li>• <b>Esther Mwangi</b> - Director Research Zetech University</li> <li>• <b>Dr. David Njoga</b> - Digital Transformation Specialist JOOUST</li> <li>• <b>Isaac Muendo</b> - Zetech University Youth Innovator</li> </ul>
11:30am – 1:00pm	Exhibitions		
1:00pm – 2:00pm	Lunch Break		
2:00pm – 3:30pm	<b>Session 4 Afternoon</b> <b>Sub–Theme #3:</b> Renewable energy revolution: harnessing the power of technology	Moderator Rapporteur	Prof. Gitau Kamau Barrack Ouma
		Keynote speech	Catherine Masolia <i>“The circular economy: enabling a sustainable energy transition”</i>
		Panelists	<ul style="list-style-type: none"> <li>• <b>Eddy Gitonga</b> - Circular Innovation Hub. (Innovator - TBIN)</li> <li>• <b>Dr. Isaac Kalua</b> - Think Green</li> <li>• <b>Dr. William Muriithi</b> - CMBE</li> <li>• <b>Samuel Oduor</b> - Founder and Lead Partner Youth Innovator (Real Oil Project)</li> </ul>
3:30pm – 5:00pm	Design Thinking Workshop	Proposed Facilitators – Safaricom	TBA

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<p style="text-align: center;"><b>DAY 3</b>  <b>Official Opening Ceremony</b>  <b>26<sup>th</sup> July 2023</b>  <b>Theme: “Leveraging on technology for sustainable social economic development”</b></p>		
<b>08:00 – 08:30am</b>	The Zetech University Vice Chancellor <b>Prof. Njenga Munene</b> receives guests, diplomats and other dignitaries and proceeds to visit the exhibition stands where innovators will be showcasing their products and services Venue: Graduation Square	
<b>Guests proceeds to the Zetech University Auditorium for The Opening Ceremony</b>		
<b>Time</b>	<b>Activity</b>	
<b>09:00 – 09:10am</b>	Opening prayers by <b>Rev. John Mbae PCEA KIRK</b> & The National & EAC Anthem.	
<b>09:10 – 09:20 am</b>	Welcome address: <b>Prof. Alice Njuguna</b> – DVC Academics, Research and Student Affairs, Zetech University	
<b>09:20 – 09:25 am</b>	Introduction of special guest by the master of ceremony ( <b>John Mwai</b> ) [Recognition of corporate & institutional leaders].	
<b>09:25 – 09:30am</b>	Concept address: <b>Esther Mwangi</b> – Director Research and Innovation, Zetech University	
<b>09:30 - 09:35am</b>	Research & commercialization address: <b>ABSA Bank</b> representative	
<b>09:40 – 09:45am</b>	Climate change and the green revolution, digital transformations: <b>Mr. Joseph Murabula</b> – Kenya Climate Innovation Centre.	
<b>09:45 – 09:55am</b>	Opening remarks: <b>Prof. Dr. Njenga Munene J.</b> (BVM, MSc., Ph.D., Adv. Prot) – Vice Chancellor, Zetech University	
<b>10:15 am – 10:30am</b>	Chief Guest: <b>Fraiser Kilonzo</b> Information Security Enginee, HackTheBox	
<b>10:30 am</b>	<b>Theme: “Leveraging on technology for sustainable social economic development”</b>	
<b>10:30 am – 11:30 am</b>	<b>Panel Discussion</b> Theme: “Innovations for sustainable development and emerging disruptions in the 21 <sup>st</sup> century”	
	<b>Session 5 Morning Sub-Theme: #4: “Leveraging on technology for sustainable development”</b>	<b>Moderator Rapporteur</b>
		<b>Panelists</b>
	<b>Robinson Okenye – Harriet Kinya -</b>	<ul style="list-style-type: none"> <li>• <b>Dr. Beatrice Muganda Inyangala</b> PS State Department for Higher Education and Research</li> <li>• <b>Edith Njeri</b> – AJIRA Kenya</li> <li>• <b>Absa Bank Representative</b></li> <li>• <b>Anne Lawi</b> - Managing Director IMPACC Kenya.</li> <li>• <b>Esther Maina</b> - Project Manager Huawei Kenya</li> <li>• <b>Lorna Juma</b> Oracle Academy Program Manager EA</li> <li>• <b>Peter Njuguna</b> – Finnish Development NGOs (Fingo), Designation: ICT4D Specialist</li> <li>• <b>Daniel Kimani</b> Youth Innovator – Founder and CEO Ohospital</li> </ul>
<b>10:40am – 11:00am</b>	<b>Breakfast &amp; Entertainment</b>	
<b>11:00 pm – 1:00 pm</b>	<b>Exhibitors showcase their products and services to the public</b>	
<b>1:00 pm – 2.00pm</b>	<b>Refreshments, entertainment &amp; networking</b>	
<b>AFTERNOON SESSION</b>		

2:00pm – 3:00pm	<b>Session 6 Afternoon Sub-Theme #6: Media &amp; digital disruptions</b>	<b>Moderator Rapporteur</b>	<b>Dr. Benjamin Muindi Roy Khaemba</b>
		<b>Keynote address</b>	<b>Zubeidah Kananu - CEO Kenya Editors Guild</b>
		<b>Panelists</b>	<ul style="list-style-type: none"> <li>• <b>Ms. Eunice Kilonzo</b> - Panelist from Safaricom, Content Manager.</li> <li>• <b>Shitemi Khamadi</b> - Panelist from Aga Khan University.</li> <li>• <b>Kipkoril Brian</b> - Youth from ZU</li> <li>• <b>Dr. Simon Chege</b> - Panelist from ZU, Media Department</li> <li>• <b>Anthony Ndiema</b>- Panelist from KTN.</li> <li>• <b>Shiko Kaittany</b> - Panelist from K24.</li> <li>• <b>Kevin Mudavadi</b> - Panelist from Indiana University.</li> <li>• <b>Glory Agape</b> - Youth from ZU</li> </ul>
3:00pm – 4:00pm	<b>Innovativeness in the media industry - Media Council of Kenya</b>		
3:30pm – 5:00pm	<b>Exhibitions</b>		

## Our Partners





# 5<sup>TH</sup> RESEARCH & INNOVATION CONFERENCE

## 27<sup>TH</sup> - 28<sup>TH</sup> JULY

Conference Theme: “Leveraging on Technology for Sustainable Social Economic Development”



**September 2023 Intake in Progress!**

## DAY ONE: 27<sup>TH</sup> July 2023

**Session Chair:** Prof. Alice Njuguna

**Rapporteur:** Isaac Kega

Time	Activity	Presenter	Venue
8:30am - 9:00am	Registration		Auditorium
9:00am - 9:10am	Devotion & prayer	<b>Linet Chideye</b>	Auditorium
9:10am - 9:20am	Welcome address	<b>Professor Njenga Munene</b> - Vice chancellor Zetech University	Auditorium
9:20am - 9:40am	Conference official opening address	<b>Peter Kimani Mwaura</b> KCB Group Corporate Communications Manager	Auditorium
9:40 am - 10:00 am	Q & A /discussion of keynote and guest speakers'		Auditorium
<b>GROUP PHOTO SESSION (ALWIN ABOK)</b>			Auditorium
10:30 am - 11:00 am	<b>HEALTH BREAK</b>	<b>Students Restaurant</b>	
10:30 am - 1:00pm	The role of higher education in women's empowerment	Ajira Emobilis <b>Room A401 Annex Building</b>	

### PANEL SESSIONS

Time	<b>Auditorium: 11:00am - 1:00pm</b> <b>Session Chair:</b> Dr. Samuel Karimi <b>Rapporteur:</b> Winnie Odwar	<b>Room L118: 11:00am - 1:00pm</b> <b>Session Chair:</b> Dr. Benjamin Muindi <b>Rapporteur:</b> Ms Flora Mwanja
11:00am - 11:20am	The usage of open-source applications in teaching and learning of computing courses in the institutions of higher learning. <b>Daniel Njeru, Hellen Nyambura &amp; Boniface Mwangi</b>	Mutation-based user input SQL injection detection and standard dataset generator model. <b>Fredrick Ochieng</b>
11:20am - 11:40am	Primary school teachers classroom practices in implementing competency based curriculum: a case of Uasin Gishu County, Kenya <b>Cheptoo R. &amp; Owen Ngumi</b>	Exploring the impact of machine learning on financial markets: Opportunities, risks, and regulatory challenges. <b>Wicliffe Anyango</b>
11:40am - 12:00pm	Driver road safety index to curb road accidents in Kenya. <b>Daniel Makupi</b>	Use of artificial intelligence generated content among smart device users in Kenyan universities. <b>Daniel Njeru, Joseph Otieno Juma</b>
12:00pm - 12:20pm	Enhancing off-campus access: the impact of library transformations on remote resource availability. <b>Paul Kibet</b>	Mental health literacy among teachers in public schools in the central region of Kenya: a case study of Kiambu & Nyandarua Counties. <b>Catherine Njoki Chege &amp; Owen Ngumi</b>
12:20pm - 1:00pm	<b>Q &amp; A</b>	
1:00pm - 2:00pm	<b>LUNCH</b>	
	<b>Session Chair:</b> Harriet Kinya <b>Rapporteur:</b> Mary Nyamaingi	<b>Session Chair:</b> Dr. Catherine Chege <b>Rapporteur:</b> Hellen Nyambura
2:00pm - 2:20pm	The Influence of Caritas organisation on the socio-economic transformation of the people of East Pokot, 1973 - 2015 <b>Karori James Kariuki</b>	Navigating the intersection of artificial intelligence (AI) and qualitative research: a meta-synthesis of opportunities, challenges, and ethical implications. <b>Kimotho Gichuhi Stephen</b>



2:20pm -2:40pm	Lubrication in sliding/rolling bearing. <b>Macharia Karimi</b>	“Others are more vulnerable to disinformation than I am” third person effects of political disinformation in Kenya. <b>Kevin Mudavadi</b>
2:40pm - 3:00pm	Green finance for sustainable development-study on the Kenyan context. <b>Barrack Ouma &amp; Linda Akinyi</b>	Kenyan journalism? A historical reflection on imperialism of the western journalism template in the Kenyan Media. <b>Benjamin Muindi &amp; Rawlings Nyang’au</b>
3:00pm - 3:20pm	Resource adequacy in teaching entrepreneurship for business growth on Africa: Directions and hiccups in Kenya. <b>Peter Nkirina Severina</b>	Media literacy in post truth era in Kenya. <b>Mores Murimi</b>
3:20pm - 3:40pm	Student’s attitude towards online examinations in private universities in Kenya. (A case of Zetech University). <b>Gladys Wangari &amp; Bernard Mwangi</b>	Media audiences: examining africa uncensored digital native media content and audience engagement dynamics. <b>Shitemi Khamadi</b>
3:40pm - 4:00pm	<b>Q &amp; A</b>	
<b>DAY TWO:28<sup>th</sup> July, 2023</b>		
8:00am - 8:30am	Registration	
	<b>Session Chair:</b> Dr. Simon Chege <b>Rapporteur:</b> Judith Kanyoro	<b>Session Chair:</b> Dr. Wycliffe Onyango <b>Rapporteur:</b> Hellen Nyambura
8:30am - 8:50am	Does entrepreneurship contribute to business growth? A case of the SME’s in Ruiru Town. <b>Peter B. Kibas, Andrew K. Kibet, Mary Wambua</b>	Perception of interplay of communicative characteristics of smartphones and sexting among students in Nairobi, Kenya. <b>Simon Chege</b>
8:50am - 9:10am	Meal experience as a predictor of customer loyalty in african and franchised fast-food restaurants in Nairobi County, Kenya. <b>Martin Butita Khasebe</b>	The gadget in our hands: Mobility, utility and agency in the deployment of mobile journalism in Kenyan media practice - a look at the case of Kenya’s 2017 and 2022 elections. <b>Benjamin Muindi, Roy Khaemba</b>
9.10am-9:30am	Cash flow control on financial performance of listed companies at Nairobi Securities Exchange, Kenya. <b>Moses Odongo Otieno</b>	Influence of forms of cyberbullying and gender differences on the psychological wellbeing of adolescents in secondary schools in Nairobi County, Kenya. <b>Nuna R.M., Owen Ngumi</b>
9:30am - 9:50am	Teaching entrepreneurship in higher learning institutions for impact in business growth: the African narrative. <b>Peter Nkirina Severina</b>	Influence of strategic decision-making on performance of social development institutions In Kenya: A case of eleven selected self-help groups in the Archdiocese of Nairobi <b>Peter Kiguru Kuria</b>
9:50am - 10:30am	<b>Q &amp; A</b>	
<b>Health Break</b>		
	<b>Session Chair:</b> Dr. Kariuki Karori <b>Rapporteur:</b> Martin Butita	<b>Session Chair:</b> Dr. Paul Mwangi <b>Rapporteur:</b> Hellen Nyambura
	<b>Conference Papers</b>	<b>Poster Presentations</b>
11:00am - 11.20am	Events branding and customer retention in star-rated hospitality establishments within Nairobi City County, Kenya. <b>Paul N. Mwangi</b>	Influence of differentiation strategies on competitive advantage of private secondary schools in Nairobi County. <b>Christine Akinyi Ochola</b>

11:20am - 11:40am	Effects of strategic management practices on financial performance of small-scale pig farmers in Kiambu County, Kenya. <b>Zachary Muthii Rukenya, Peter Kibas, Geoffrey Kamau, Peter Kiguru, Stellamaris Kalani</b>	Effects of Corporate Governance Practices on Organizational Performance of the Ecommerce Industry <b>Julia Nene</b>
11:40am - 12:00am	The impact of sustainable finance initiatives on corporate financial performance. <b>Wicliffe Anyango, Andrew Ndege</b>	Strategic responses adopted by importing micro and small enterprises in Nairobi County <b>Kiguongo Nyambura</b>
12:00am - 12:20am	Effects of moderated ISAS on financial performance of Nairobi Stock Exchange-listed banks in Kenya. <b>Ruth M. Mokono</b>	
12.20am - 1:00pm	<b>Q &amp; A</b>	
1:00pm - 2:00pm	<b>LUNCH</b>	
<b>Session Three</b>	<b>Session Chair:</b> Dr. Mary Kioko <b>Rapporteur:</b> Mr. Daniel Njeru	
2:00pm - 4:00pm	Closing Ceremony Official closing presentation Vote of thanks and closing prayer	
4:30pm - 5:00pm	Tea break and networking	



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