

DR. SUSAN GACHORA

Name: Dr. Gachora Susan Wanjugu

Title/Qualification: PhD.

Position: Lecturer

Department: Business

School: Business and Economics

Area of Specialization: Strategic Management

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Short Biography:

Studied Bachelor of Commerce at the University of Nairobi. Attained MBA from Kenyatta University. Holds a PhD in Business Administration (Strategic Management) from the University of Embu. Worked with the Kenya government as Executive Officer and Personnel Officer. Worked with the cooperatives at the level of management. Taught as a part-time lecturer in JKUAT, MKU and University of Nairobi. Currently teaching at the University of Embu.

Research Interests

Management (strategic management)

Publications in Journals:

1. Gachora S. W, Kinyua J.M, & Kirema N. M (2020). The influence of value innovation strategy on the financial performance of manufacturing firms in Kenya.
2. Githaka, J. M., Kimani, E. M. & Gachora, S. (2017). Effect of liquidity management on liquidity of savings and credit co-operative societies in Kirinyaga County, Kenya. *International Academic Journal of Economics and Finance*, 2(3), 57-73
3. Gachora S. (2015). The Effect of Credit Information Sharing on Loan Performance in Commercial Banks in Nairobi County. *International Journal of Arts and Entrepreneurship* 4(3), 115-129