

NJERU SAMUEL GITONGA

Name:Njeru Samuel Gitonga

Title/Qualification: B.Ed (Arts), MBA (Marketing)

Position:Assistant Lecturer

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Short Biography

An Assistant Lecturer in Marketing in the Department of Economics and Business having attained a Bachelor of Education (Arts) degree (2003) and a Master's Degree in Business Administration (Marketing) – 2005 both from Kenyatta University. I am a PhD candidate at Kabarak University. My hobby is planting trees and getting involved in charity work.

Research Interests:

- Brand Management
- Marketing Research

Publications in Journals:

- Socio-economic Effects of Mpesa Adoption on the Livelihoods of People in Bureti Sub County, Kenya
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