

SUMMARY OF ABSTRACTS

NO.	TITLE OF PAPER	AUTHORS	AFFILIATION/ COUNTRY	CONTACT
1.	Analysis of Consumer Based Brand Equity and Its Influence on Consumer Purchase Decisions	Lydia Kerubo Mwai		<i>lomanga2004@yahoo.com</i>
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3.	The Effect Of Corporate Governance and Capital Structure on Performance of Firms Listed at The East African Community Securities Exchange	Dr. Kennedy Okiro Prof. Josiah Aduda Dr. Nixon Omoro		<i>kennedy.okiro@uonbi.ac.ke</i>
4.	The Influence Of Country-Of-Origin On Consumer Behaviour Towards Foreign Clothing Brands In Nairobi, Kenya	Dr James N. Njuguna, Prof. Francis N. Kibera Prof. Justus M. Munyoki	Kenya	<i>jnguginjuguna@yahoo.com</i>
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6.	Public Policy Marketing Practices, Managerial Qualities Of Project Staff, Personal Characteristics Of Target Adopters, And Success Of Poverty Reduction Projects In Kenya	Gacuuru Wa Kareng	Kenya	<i>gacuuruwk@gmail.com</i>
7.	The Effectiveness Of Marketing	Kaburu Alexander Mugambi	Kenya	<i>kaburu2002@yahoo.com</i>

	Communication Strategies Adopted By Retirement Benefits Authority In Recruitment Of Jua Kali Workers Into Mbao Pension Plan			
8.	Tactical Skills and Transformation of Emergent Youth Business Ventures: An Implication for Repayment of Constituency Youth Enterprise Scheme Loans(C-Yes) in Kitui County, Kenya	Dr. Angeline Sabina Mulwa Dr. Dorothy Ndunge. Kyalo Dr. Matula D. Phylisters Sr. Dr. Justina Ndaita	Kenya	<i>asmulwa2008@yahoo.com</i> <i>Tel. 0724473490</i> <i>ndunge.kyalo@yahoo.com</i> <i>Tel. 0722821341</i> <i>matulaphil@yahoo.com</i> <i>Tel. 0722220409</i> <i>ndaitaj@yahoo.com</i>
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12.	The Marketing Channels Behavioural Processes, Market Entry Strategies And Organizational Performance Bymultinational Companies In Kenya: A Critical Review Of Literature	Thiong'o, S.M Kinoti, M	Kenya	<i>thiongosamwel@yahoo.com</i> <i>mkinoti@yahoo.co.uk</i>
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	Medium Enterprises in Nairobi, Kenya			
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15.	Public policy marketing, managerial qualities of project staff, personal characteristics of target adopters and performance of poverty reduction projects in Kenya.	Gacuuru Wa Kareng'e	Kenya	<i>gacuuruwk@gmail.com</i>
16.	Influence of Strategic responses towards price regulations by the ERC on performance of oil marketers in Kenya	Steve Munyasya Mary Kinoti	Kenya	<i>stevemunyasya@yahoo.com</i>
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20.	The role of manufacturing sector in the economic development of Six Eastern African countries: a test of Kaldor's first aw	Rioba Evans M. Kagwe, J.N		<i>jkagwe@uonbi.ac.ke</i>
21.	Factors Influencing acceptance of	Beatrice Maisori	China	<i>beatricemaisori@gmail.com</i>

	Point of Purchase Displays and Materials by Supermarkets in Mombasa.	Dr Mary Kinoti		Tel. +86 185 1117 4017 mkinoti@yahoo.co.uk
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26.	Factors Influencing the Performance of Self Help Groups In Managing Microfinance Funds for Sustainable Development:A Case of Kikuyu District, Kenya	Kikwatha Reuben Wambua	Kenya	kikwathar@yahoo.com
27.	Quality Of Work Life, Personality, Job Satisfaction, Competence And Job Performance: A Critical Review Of Literature	Florence Muindi,		florence.muindi@uonbi.ac.ke
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	Counties: A Case of Ongata Rongai, Kajiado County			
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37.	Bottom Of Pyramid Marketing Strategies, Product Positioning And Consumer Perception	Daniel Mulinge Nthenge		dwycliff@gmail.com

38.	The Impact Of Food Security on Sustainable Development- The Case Of Selected Counties	Dr. Fronica Monari		fmonari@uonbi.ac.ke
39.	The Effect Of Cross Listing On The Accounting Quality Of Firms Cross Listed In East African Markets	Emmah W. Ndirangu Dr. Cyrus Iraya	Kenya	ciraya@gmail.com
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42.	Strategy Implementation Challenges In The Developmental Non-Government Organizations In Kenya	Okoth Thomas Francis Oyaro	Kenya	<a href="mailto:oyarotomas@yahoo.com">oyarotomas@yahoo.com</a> MOBILE: 0723907899
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50.	Strategic responses adopted by commercial banks to enhance market penetration of the unbanked population in Kenya	ELVIS G. O. OPICHE MARY W. KINOTI	Kenya	eopiche@kcb.co.ke
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58.	Women Empowerment through Government Loaned Entrepreneurship Teams (GLETs) in Kenya	Mary Wanjiru Kinoti Moses Kibe Kihiko Thomas Cooney	Kenya	mkinoti@yahoo.co.uk



59.	Drivers of Religious Tourism Product Development in Coast, Western and Eastern Regions of Kenya: A Cross Sectional Study	Muriuki, L., Bururia, D. and Mutegi, J.	Kenya Chuka University	<a href="mailto:lemmiemk@yahoo.com">lemmiemk@yahoo.com</a>
60.	Effectiveness of Domestic Tourism Marketing Strategies in Central Kenya Region: A Product-Promotion Dislocation	Muriuki, L. (Ph.D.)	Kenya Chuka University	<a href="mailto:lemmiemk@yahoo.com">lemmiemk@yahoo.com</a>
61.	An Investigation Of Entrepreneurial Factors Influencing The Performance Of Coffee Marketing Co-Operative Societies. A Survey Of Nyeri County	Hesbon Mbuthia Kiura	Kenya	