

CURRICULUM VITAE

DR. RONALD NYAGAKA BONUKE, PhD.

BA (Technology Management Studies) Moi University, MBA University of Nairobi, PhD Business Management Moi University



ADDRESS

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PERSONAL DETAILS

NAME	RONALD NYAGAKA BONUKE
GENDER	MALE
MARRITAL STATUS	MARRIED
DATE OF BIRTH	23/3/1969
LANGUAGES	(SPOKEN & WRITTEN): ENGLISH, KISWAHILI.

EDUCATIONAL BACKGROUND

2008 - 2011	Ph.D., Business Management (Marketing), Moi University
1994 - 1996	Master of Business Administration, University of Nairobi
1989 - 1993	Bachelors of Arts (Technology Management Studies), Moi University
1987 - 1988	KACE, 3 Principals- Nyansiongo High School
1983 - 1986	KCSE- Division II -Moi Gesusu High School

CURRENT POSITION	
Senior Lecturer	
EMPLOYMENT RECORD	
2016 – To date	Senior Lecturer, Department of Marketing and Logistics
2002 – 2016	Lecturer, Department of Marketing and Logistics
1998 – 2002	Assistant Lecturer, Department of Marketing and Logistics
1996 – 1998	Tutorial fellow, Department of Business Management.
1994 – 1996	Graduate Assistant, Faculty of Commerce, University of Nairobi.
1993 – 1994	Trade officer, Ministry of Industry and Trade (GOK)
RESPONSIBILITIES	
2019 - Date	Associate Dean, School of Business and Economics Moi University
2014 - 2015	Ag. Director Innovation Firm Limited, Moi University
2006 - 2014	SBE PSSP Coordinator
2002 - 2006	HOD Marketing and Logistics Department
SERVING IN COMMITTEES OF THE UNIVERSITY	
<ul style="list-style-type: none"> ○ Moi University committee on Apple Marketing Policy 2022 ○ Moi University Committee on Strategic Plan 2022 ○ Senate Ad-hoc Committee on Merit Award Committee, 2022 ○ Senate Ad-hoc committee to Examinations Rules & Regulations, 2022 ○ Chair of School of Business & Economics on Merit Award Committee, 2022 ○ Chair of School of Business & Economics on Blended Committee, 2020 ○ Post graduate committee, School of Business & Economics, 2019 to date ○ Public Private Partnership (PPP) Committee, 2014 ○ Moi University 9th Annual International Conference ○ School representative to the Student Disciplinary Committee, 2011-2013 ○ A member of the Curriculum Review Committee, School of Business and Economics, 2012-2016 ○ Chairman, Budget Committee School of Business & Economics, 2009-2015 	

ASSIGNMENT OUTSIDE THE UNIVERSITY

- Founding Dean School of Business - Alupe University College, 2016 to 2019
- External Examiner Jomo Kenyatta University of Agriculture and technology 2022 to date
- Commission of University Education (CUE): A member of the committee that worked on Credit transfer and accumulation system for Master of Business Administration (MBA) Programmes in Kenya
- Rongo University: Resource person on Curriculum Review Workshop for BBM and MBA Programmes, 2014

TEACHING COURSES

Undergraduate	Masters	PhD
BBM 200: Principles of Marketing BBM330: Marketing Management BBM 337: Services Marketing BBM 335: Marketing Research BBM 433: Relationship marketing BBM454: Marketing Information Systems	MBM802: Marketing Management MBM 837: Relationship Marketing MBM 835: Marketing Seminar MLS 813: Supply Chain Process MLS823: Strategic Purchasing	DBM:930: Marketing Theory DBM:933: Relationship Marketing

THESIS SUPERVISION

1. **Robert Chumba, PhD.** Effects of Advanced Supply Chain Planning Systems, Supplier Relationship and Supply Chain Agility on Firms' Supply Chain Performance of Selected Manufacturing Firms in Nairobi County. Graduated 2022.
2. **Muia Bernard Mulandi, PhD.** Social-Cultural Factors, Attitude, Knowledge and purchase Intention of Counterfeits in Kenya. Graduated 2022.
3. **Lwanga Freddie, PhD** Organizational Learning, Innovativeness, Chief Executive Officer Values, and Sustainability Performance of Medium and Large Manufacturing Firms in Uganda. Graduated 2022.

4. **Kerich C. Edna Korir, PhD** Psychological Contract Violation, Turnover Intention, Relationship Quality and Workplace Deviance among Employees of Agriculture and Food Directorates in Kenya. Graduated 2022.
5. **Kisubi, Moses Kisame, PhD.** Entrepreneurial Education, Entrepreneurial Attitude, Self-Efficacy and Entrepreneurial Intention among Undergraduate Finalists In Central Uganda. Graduated 2021.
6. **Langat Daniel Kipkirui, PhD.** Mobile Banking Service Quality, Customer Perceived Value, Corporate Image and Customer Retention in the Kenyan Banking Industry. Graduated 2021.
7. **Simiyu Gabriel, PhD.** Social Media, Brand Personality and Attitude on Students Behavioural Intention to Enroll in Universities for Postgraduate in Kenya. Graduated 2021.
8. **Gladys Cherotich Byegon, PhD.** Effect of Behavioral factors, Financial Innovation and Financial Literacy on Financial Inclusion of Micro Enterprises in Nairobi. Graduated 2021.
9. **Peninah Jepkogei Tanui, PhD.** Ownership Structure, Corporate Diversification, capital Structure and Finance Performance of Firms listed at Nairobi Securities Exchange in Kenya Graduated in 2019.
10. **Waari Daniel Nderi, PhD.** The effect of Loyalty program Benefits on Customer Loyalty. Moderated mediation role of customer satisfaction and experiential Encounter in the Hospitality Industry in Coastal region in Kenya. Graduated 2019.
11. **Nkaabu Clement, PhD.** The Moderating Effect of Store Image on The Indirect Relationship Between Experiential marketing and the Purchase Intention Via Customer. Graduated 2018.
12. **Nyachanchu Thomas, PhD.** Moderating Role of Transformational Leadership Behavior on the Relationship between Dynamic Capabilities and Performance of Manufacturing Firms in Nairobi County, Kenya. Graduated 2018.
13. **Makau Schola, PhD.** Information Quality, Information Systems Support Capability and Performance of Hotels in Nairobi, Kenya. Graduated 2018.

MASTERS

14. **Joseph Okech Odhiambo, MTC.** Effects Of Alternative Dispute Resolution on

Tax Revenue Performance in Kenya, A Case Study of Kenya Revenue Authority. Graduated 2022.

15. **Justus Kamau Kiondo, MTC** Determinants of Digital Service Tax Compliance Among Corporates with Digital Presence in Kenya. Graduated 2022
16. **Eva Cherono, MLS.** Effect of Electronic Logistics Practices on Supply Chain Performance of Logistic Companies in Nairobi, Kenya. Graduated 2021.
17. **Naibei Benson Barasa, MBM.** Effect of procurement practices on performance of supply chain in public sector: A Case Study of Agriculture and food Authority in Kenya. Graduated 2020.
18. **Elijah Mulinge, MBA.** Moderating Effect of Environmental Uncertainty on Relationship Between Marketing Strategies and Competitive Advantage of Selected Insurance Firms in Kenya. Graduated, 2020.
19. **Esther Cherotich, MBM.** Factors affecting sales force commitment in customer-oriented organizations in Kenya. Graduated 2013.
20. **Nancy Jerotich, MBM,** Factors affecting commercial real estate investment in Eldoret. Graduated 2014.
21. **Namayo Brigid Kibone, MBM,** The effects of networking capital on economic empowerment of women entrepreneurs in Kenya. Graduated 2013.
22. **Alphaeus K Tanui, MBM.** Effects of corporate governance on social responsibility disclosure of listed firms in Nairobi securities exchange Kenya. Graduated 2014.
23. **Viola C. Yego, MBM.** Work place commitment factors at Kenya cooperative creameries in Eldoret Kenya. Graduated, 2014.
24. **Kamarey K. Julius, MBM.** Perceived determinants of customer adoption of Agency banking, A survey of KCB Eldoret, Kenya. Graduated 2014.
25. **Kimani Agnes Wangai MBM,** Effects of innovation on firm performance: A Case of manufacturing industry in Nairobi Kenya. Graduated 2014.
26. **Joseph Osoro, MBM,** Effects of change strategies on financial inclusion of members of teacher-based savings credit cooperatives societies in Kenya. Graduated 2015
27. **Peter K Kibor, MBM.** Effects of organizational factors on customer satisfaction in Rift –Valley bottlers limited in Eldoret Kenya. Graduated 2015.
28. **Ndegwa Hellen Wanjiru, MBM.** Determinants of Technology adoption in the sales

force. The moderating effect of sales force characteristics among insurance sales agents. Graduated 2015.

29. **Korir Loice, MBM.** Effect of Entrepreneurial supply chain management competencies on organization performance in manufacturing firms in Nairobi County Kenya. Graduated 2015.
30. **Sila Kiprotich, MBM.** Moderating effects of social networking on the relationship between entrepreneurial orientation and firm performance. Graduated 2015.
31. **Sang Nemeiah Kibiwot, MBM.** The moderating effect of personal characteristics on the relationship between work related environment and employee commitment. Graduated 2015.
32. **Sang Joywin Chepkemoi, MBM.** Effects of green supply chain practices on supply chain performance of manufacturing firms in Nairobi Kenya. Graduated 2015.
33. **Yegoh Michael, MBM.** Factors contributing to successful supplier client relationship in public sector in Kenya. Graduated 2015.
34. **Joseph Bett MBM** effect of green purchasing on business performance among food industry in Nairobi Kenya. Graduated 2015.
35. **Kimtei Edwin Kipchirchir, MBM.** Effect of supply chain linkages and information sharing on supply chain performance. A case of flower firms in Kenya. Graduated, 2015.
36. **George Muriuki Iringu, MBM.** The moderating effect of knowledge management practices on the relationship between E banking innovation and company performance of commercial banks in Kenya. Graduated 2016.
37. **Mukiti Samuel Mutia, MBM.** Effect of business planning on repayment of loans by MSMEs. A case of electrical business in Nairobi Kenya. Graduated 2016.
38. **Joyce Nabwire Songoi.** The conditional effect of word of mouth on the relationship between sales promotion and brand equity among consumers of detergents in Nairobi County Kenya. Graduated 2018.

PUBLICATIONS

- 1 Lwanga, F., Korir, M., & **Bonuke, R.** (2023). Organizational Learning Process, CEO Values and Sustainability Performance of Manufacturing Firms in Uganda. *SEISENSE Journal of Management*, 6(1), 39–57. <https://doi.org/10.33215/sjom.v6i1.85>
- 2 Lwanga, F., Korir, M., **Bonuke, R.**, & Ssekakubo, J. (2022). Organizational learning, innovation types and sustainability performance: Testing a multiple-mediator model. *Operations Research Society of Eastern Africa*, 12(1). <https://orseajournal.udsm.ac.tz/index.php/orsea/article/view/14>
- 3 Korir K.E., Kemboi A., **Bonuke R.** (2022), Psychological Contract Violation and Workplace Deviance: The Mediating Effect of Turnover Intention. *British Journal of Management and Marketing Studies* 5(3), 98-115. doi:10.52589/bjmms-49im12wm.ISSN:2689-2022
- 4 Francis Nyarombe, Josphat Cheboi, **Ronald Bonuke** (2022). Shareholder Activism and Market Value of Firms: A Moderated Mediation Model of Corporate Social Responsibility Disclosure and Dividend Policy. *Journal of Business Management and Economic Research*. 6(4):142-159DOI: 10.29226/TR1001.2022.317.
- 5 Bernard Muia, **Ronald Bonuke**, Charles Lagat (2022). Moderated Mediation Effect of Consumer Knowledge on the Relationship between Social Cultural Factors and Purchase Intention through Attitude of Mobile Phone Counterfeits in Kenya. *The International Journal of Business & Management*. ISSN 2321–8916.
- 6 Caroline Tirisa Bonareri, Josphat Cheboi, **Ronald Bonuke** (2022). Integrated Reporting and Earnings Quality Among Listed Firms in East Africa *Journal of Business Management and Economic Research*. 6 (4): 123-141 DOI: 10.29226/TR1001.2022.316.
- 7 Langat, D. K., **Bonuke, R.**, & Kibet, Y. (2021). Mobile Banking Service Quality and Customer Retention in the Kenyan Banking Industry: A Moderated Mediation Model of Customer Perceived Value and Perceived Corporate Image. *SEISENSE Journal of Management*, 4(4), 47-61. doi:10.33215/sjom. v4i4.672.
- 8 Moses Kisame Kisubi, **Ronald Bonuke** & Michael Korir | Richard Wickramaratne (Reviewing editor) (2021). Entrepreneurship education and self-employment intentions: A conditional effect of entrepreneurial self-efficacy evidence from a developing country, *Cogent Business & Management*,8:1, DOI: 10.1080/23311975.2021.1938348 Taylor& Francis Online.
- 9 Kisubi, M., Korir, M., & **Bonuke, R.** (2021). Entrepreneurial Education and Self-employment: Does Entrepreneurial Self-Efficacy Matter? *SEISENSE Business Review*, 1(1), 18–30. <https://doi.org/10.33215/sbr.v1i1.498>.
- 10 Kisubi, M., **Bonuke R.**, Korir, M., (2021). The Impact of Entrepreneurship

Education and Entrepreneurial Attitude on Entrepreneurial Intentions among Undergraduate Students in Uganda *Business Management Review*, 2021 ISSN 0856 2253 (Print) & ISSN 2546-213X (Online).

- 11 Simiyu G, **Bonuke R**, Komen J. (2020). Social media and students' behavioral intentions to enroll in postgraduate studies in Kenya: a moderated mediation model of brand personality and attitude, *Journal of Marketing for Higher Education*, DOI:10.1080/08841241.2019.1678549 Taylor & Francis Online.
- 12 Simiyu G, **Bonuke R**. (2019). Social Media, External Prestige and Students' Attitude towards Postgraduate Enrollment: A Conditional Process Analysis across Levels of University Reputation *SEISENSE Journal of Management* Vol 2 No 5 (2019): DOI:<https://doi.org/10.33215/sjom.v2i5.186>, 1-19
- 13 Tanui P, Cheboi Y, **Bonuke R** (2019). Effect of Ownership Structure on Corporate Diversification of Listed Firms in Kenya: The Moderating Role of Capital Structure *SEISENSE Journal of Management* Vol2No5(2019): DOI:<https://doi.org/10.33215/sjom.v2i5.194>, 29-46
- 14 Byegon G. Cheboi J, **Bonuke R**. (2019). Mediating Effects of Financial Innovations between Behavioral Factors and Financial Inclusion of Micro Enterprises in Kenya *SEISENSE Journal of Management* Vol2No6(2019): DOI:<https://doi.org/10.33215/sjom.v2i6.227>, 49-64
- 15 Kipngetich, T. J., **Bonuke, R.**, & Tenai, J. (2019). Does Board Education Diversity affect Environmental Accounting Disclosure? Evidence from Listed Firms in Kenya *SEISENSE Journal of Management*, 2(6), 17-29. DOI: 10.33215/sjom.v2i6.217.
- 16 Edwin Kimitei, Joel Chepkwony, Charles Lagat, **Ronald Bonuke** (2019). Influence of Valence of Logistic Information Integration Capability on Firm Performance in Kenya. *Journal of Logistics Management*, 8(3): 51-60 DOI: 10.5923/j.logistics.20190803.01
- 17 Sang Chebet, Simiyu G, **Bonuke R** (2018). The conditional effect of inter functional Coordination on the relationship between customer Orientation and firm performance: empirical evidence from manufacturing firms, Nairobi, Kenya. *International Journal of Economics, Commerce and Management United Kingdom* Vol. VI, Issue 9 ISSN 23480386 <http://ijecm.co.uk/>
- 18 Waari Daniel, **Bonuke R**, Kosgei D. (2018) Loyalty programs benefits and Customer loyalty: the mediating Role of customer satisfaction. *International Journal of Economics, Commerce and Management United Kingdom* Vol.VI, Issue 4 ISSN 23480386 <http://ijecm.co.uk/>
- 19 Waari Daniel, **Bonuke R**, Kosgei D (2018). Loyalty programs benefits and customer

Loyalty among patrons of star rated Hotels in Kenya: a Moderated mediation Model of experiential encounter and Customer satisfaction. *International Journal of Economics, Commerce and Management United Kingdom* Vol.VI,Issue4ISSN23480386<http://ijecm.co.uk/>

- 20 Songoi Joyce N, **Bonuke R.** Simiyu G. (2017). The conditional effect of word of mouth on the relationship between sales promotion and brand equity among consumers of detergents in Nairobi County, Kenya. *International Journal of Economics, Commerce and Management United Kingdom* Vol.V,Issue9ISSN 23480386<http://ijecm.co.uk/>
- 21 Nyachanchu T. Chepkwony, **Bonuke, R.** (2017). Role of Dynamic Capabilities in the Performance of Manufacturing Firms in Nairobi County, Kenya. *European Scientific Journal* November 2017 edition Vol.13, No.31 ISSN: 1857 – 7881 (Print) e - ISSN 1857-7431
- 22 Nkaabu C G, **Bonuke R.**, and Saina E (2017). Effect of Emotional Experience on Purchase Intention: A Sequential Mediation of Social Value and Hedonic Value in a Retail Setting *British Journal of Marketing Studies* Vol.5, No.6,pp.33-47ISSN2053-4043(Print),ISSN2053-4051(Online)(www.eajournals.org).
- 23 Nyachanchu T, **Bonuke R.**, Chepkwony J. (2017). Moderating Role of Transformational Leadership Behaviour on the Relationship between Dynamic Capabilities and Performance of Manufacturing Firms in Nairobi County, Kenya. *International Journal of Economics, Commerce and Management United Kingdom* Vol. V , Issue 11.
- 24 Simiyu G and **Bonuke R.** (2017) The Effect of Advertisement and Word of Mouth on Brand Equity Among Consumers of Omo and Aerial Detergents in Eldoret Town, Kenya, *International Journal of Recent Advances in Multidisciplinary Research* Vol. 04, Issue 06, pp.2645-2652, ISSN:2350-0743 (www.ijramr.com).
- 25 Makau S, Lagat C, and **Bonuke R.** (2017) Information Quality, Information Systems Support Capability and Performance of Hotels in Nairobi, Kenya *Prime Journal of Business Administration and Management* (BAM) ISSN: 2251-1261. Vol. 7(3), pp. 2214- 2225 www.primejournal.org/BAM.
- 26 Ngeny R, **Bonuke R.** and Kiptum G. (2017). Effect of Working Environment on Job Satisfaction among Non-Teaching Staff in Secondary Schools in Keiyo South Sub-County, Kenya. *American Based Research Journal* Vol-6-Issue-10 Oct-2017 ISSN (2304-7151)
- 27 Simiyu G and **Bonuke R.** (2017). The moderating effect of Loyalty Cards on the relationship between store Awareness, Sore perceived Quality and store Brand Choice: A survey on selected Supermarkets in Eldoret Town Kenya *International Journal of Economics, Commerce and Management United Kingdom* Vol. V, Issue 7

- 28 Nkaabu C. K., Saina E., **Bonuke R.** (2017). Emotional Experience and Purchase Intention: A Moderated Mediation of Store Image and Utilitarian Value, *International Journal of Economics, Commerce and Management* United Kingdom Vol. V, Issue 8 ISSN 2348 0386 <http://ijecm.co.uk/>
- 29 **Bonuke R.**, Simiyu G. (2017). Effect of Store Perceived Quality and Loyalty Schemes on Store Brand Choice: A Survey on Selected Supermarkets in Eldoret Town, Kenya *Research Journal of Marketing* Vol. 5 | No. 3 August | ISSN 2348-0947.
- 30 Osieko O.M., Maru L., **Bonuke R.**, Otinga H. (2017). Emotional Self-Regulation, Organization Commitment and Strategic Decision Making in Private School Enterprises, Nairobi County, Kenya, *Journal of scientific Achievements* ISSN: 2207-4236 www.jsiachv.com
- 31 Makau S, Lagat C, and **Bonuke R.** (2017) The Role of Information Quality on the Performance of Hotel Industry in Kenya. *European Scientific Journal* July 2017 edition Vol.13, No.20 ISSN: 1857 – 7881. (Print) e - ISSN 1857- 7431
- 32 Nkaabu C K, Saina E, **Bonuke R.** (2017). The Moderating Effect of Store Image on The Indirect Relationship Between Socio-Sensory Experience and the Purchase Intention Via Social Value, *International Journal of Economics, Commerce and Management* United Kingdom Vol. V, Issue 8, ISSN 2348 0386 <http://ijecm.co.uk/>
- 33 Simiyu G, **Bonuke R.** (2017). Direct and Indirect Effect of Store Awareness and Store Perceived Quality on Store Brand Choice. Empirical Evidence from Selected Supermarkets Retail Industry in Kenya, *IOSR Journal of Business and Management*, Vol. 19, Issue 6 ISSN: 2319-7668 web www.iosrjournals.org.
- 34 **Bonuke R.**, Korir L. (2015). Effect of entrepreneurial supply chain management competencies on organizational performance in manufacturing firms, Nairobi County, Kenya, *International Journal of Recent Advances in Multidisciplinary Research* Vol. 01, Issue March, 2015 ISSN: 2350-0743 www.ijramr.com.
- 35 Koech S, **Bonuke R.**, Korir M, (2015) The moderating effect of perceived customer value on the relationship between relationship quality and customer loyalty Among bank customers in Kenya. *International Journal of Current Research* Vol. 7, Issue, 09, pp.20909- 20915, September, 2015 ISSN: 0975-833X
- 36 Jones Bor, Joel Chepkwony, **Ronald Bonuke** (2015). Employee Perceived Interference and Professional Ethics on Non- Compliance with Public Procurement Regulations, Evidence from Kenya *European Journal of Business and Management* ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.7, No.5, 2015 www.iiste.org.

- 37 Kimitei E, **Bonuke R.**, Chepkwony J. (2015) Moderating effect of information sharing on the relationship between supply chain (Linkages and supply chain performance a case of flower firms in Nairobi county, Kenya International journal of economics, commerce and management vol.ii, issue 12, united kingdom <http://ijecm.co.uk/>
- 38 Lagat C., Ndegwa H, **Bonuke R.** (2015) Determinants of sales force technology adoption among Insurance sales agents in Kenya African journal of marketing management Vol. 7(1) pp. 1-6, ISSN 20141-2421
- 39 Bosire C., **Bonuke R.**, Cheruiyot T. (2015) Moderating effect of information technology utilization on the relationship between communication and customer satisfaction, British Journal of Marketing Studies Vol.3, No.4, pp.73-82, (www.eajournals.org)
- 40 Bonuke R., Ntabo K., Chepkwony J. (2014), The effect of Network Quality on Customer Retention Among mobile phone users in public Universities of Western Kenya Region European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.6, No.32, 2014
- 41 Mboya T, **Bonuke R.**, Chepkwony J. (2014). Relationship between financial bonds and customer value in commercial banks in Kenya International, Journal of Economics, Commerce and Management United Kingdom Vol. II, Issue 12, Dec 2014 ISSN 2348 0386 <http://ijecm.co.uk/>
- 42 Osodo P, Korir M, **Bonuke R.** (2014). The Effect of Ethical Corporate Social Responsibility on Consumer Identification in Safaricom Limited Company: A Case of Kajiado County, European Journal of Business and Management ISSN 2222-1905 (Paper) ISSN 2222- 2839 (Online) Vol.6, No.30, 2014 www.iiste.org.
- 43 Tarus D., Rabach N., **Bonuke R.** (2012). Antecedents of Customer loyalty in the mobile telecommunication sector in Kenya, International journal of research in computer application and management Vol. 2 Issue 2 ISSN 2231-1009 www.ijrcm.org.in
- 44 Ntabo K., Chelangat D., and **Bonuke R.** (2012). Improving the Quality of Customer Service through ICT Use Journal of Emerging Trends in Economics and Management Sciences (JETEMS) 3(5): 461-466 (ISSN: 2141-7024 jetems.scholarlinkresearch.org).
- 45 Wambui E K, **Bonuke R.**, Lagat C. (2011). The role of street food vending and their marketing Strategies, Journal of Technology & Socio-Economic Development Vol.1 No.1: ISSN 2223-9227.

CHAPTERS IN A BOOK

Lagat C. K., Ndegwa, H. W. and Bonuke, R. Principles of Marketing. Published by The English Press, New York, NY 10001, USA. International Standard Book Number: 978-1-9789-2800-8

CHAPTERS IN MONOGRAPH BOOK

1. Joel Chepkwony, Ronald Bonuke and Grace Orinda; Efficacy of Reward Strategy on Employee Retention: A Case of Commercial Banks in Eldoret Town, Kenya; 394-420; Monograph published in Advancements in Global Business Research Across Emerging countries; Publisher: McGraw Hill Education (India) Private Limited; 2019 ISBN (13): 978-93-5316-740-0, ISBN (10): 93-5316-740-X
2. Emily Mworira, Charles Lagat and Ronald Bonuke; Effect of User Perceptions on The Relationship Between Organizational Context and Adoption of Cloud Computing, Evidence from SMEs In Nairobi County, Kenya;112-133; Monograph published in Advancements in Global Business Research Across Emerging countries; Publisher: McGraw Hill Education (India) Private Limited 2019 ISBN (13): 978-93-5316-104-4, ISBN (10): 93-5316-106-1
3. Ronald Bonuke and Clement Nkaabu ; Emotional Experience, Store image, Social Value in Retail Setting; 90-112; Monograph Book title: Advancements in Global Business Research Across Emerging countries; Publisher: McGraw Hill Education (India) Private Limited 2019 ISBN (13): 978-93-5316-104-4' ISBN (10): 93-5316-106-1

JOURNAL REVIEWER

Journal of Economics and International Business Management 2019 to date

Business and Management Journal 2018- To date

CONFERENCE PAPERS:

1. Tirisa B. Caroline, Dr. Josphat Cheboi and **Dr. Ronald Bonuke** (2022). Board Independence and Earnings Quality: Does Institutional Ownership Matter? Paper Presented At 13th African International Business and Management Conference. Date: 27th – 28th October, 2022 Held at University of Nairobi
2. Tirisa Bonareri Caroline, Cheboi Josephat, **Ronald Bonuke**, Githaiga Nderitu & Paul Kabete (2022). Integrated Reporting and Earnings Quality among Listed Firms in East Africa. Paper presented at 4th International Business Research and Industrial Conference (IBRIC) 23rd - 24th June 2022 Held at Kenyatta University.
3. Emily Mworira Chemjor, Charles Lagat and **Ronald Bonuke** (2017). Effect of User Perception on the Relationship between Organizational Context and Adoption of Cloud

Computing: Evidence from SMEs in Nairobi County, Kenya Paper presented at Academy for Global Business Advancement's 14th World Congress Held at Moi University, Eldoret, Kenya November 23—25, 2017.

4. Nkaabu C. G, **Bonuke R.**, and Saina E. (2017). The Moderating Effect of Store Image on the Indirect Relationship between Emotional Experience and Purchase Intention via Social Value. Paper presented at Academy for Global Business Advancement's 14th World Congress Held at Moi University, Eldoret, Kenya November 23—25, 2017.
5. Orinda G., Chepkwony J. and **Bonuke R.** (2017). Mediating Effect of Employee Satisfaction on the Relationship between Organizational Learning Culture and Employee Performance in the Banking Sector in Kenya. Paper presented at Academy for Global Business Advancement's 14th World Congress Held at Moi University, Eldoret, Kenya November 23—25, 2017.
6. Orinda G., Chepkwony J. and **Bonuke R.** (2017) Efficacy of Reward Strategy on Employee Retention: A Case of Commercial Banks in Eldoret Town, Kenya Paper presented at Academy for Global Business Advancement's 14th World Congress Held at Moi University, Eldoret, Kenya November 23—25, 2017.
7. Osodo P, Korir M, **Bonuke R.** (2014). Effects of Corporate Social Responsibility Dimension on Consumer Identification among Safaricom Clients in Kajiado County Kenya. Paper presented at 10th Moi University Annual International Conference.
8. **Bonuke, R.** (2011). Determinants of Retail Store Choice by consumers in Eldoret Kenya. Paper presented at 7th conference in Moi University, Kenya.
9. Korir, J.K., Chepkwony, J., **Bonuke, R.** and Amusala, G. (2011). Factors Affecting Relevance of Purchasing and Supplies Option of Moi University to the Work Place in Kenya. Paper presented at 7th annual Conference at Moi University.
10. Otiso K., **Bonuke R.** (2011). The Effects of ICT Service Delivery on Customer Satisfaction. The Case of Power Supply Company in Kenya. Paper presented at 7th annual Conference at Moi University.
11. **Bonuke R.**, Chepkwony J.K, Maru L. (2009). Relationship marketing: understanding and implementing the concept. Paper presented at 5th annual Conference at Moi University.
12. **Bonuke, R.** (2009). Relationship Marketing Determinants of Customer Loyalty in the Telecommunication industry in Kenya. Paper presented at 5th annual Conference at Moi University.
13. **Bonuke, R.** (2006). The strategic marketing responses of insurance firms as a result of liberalization, Nairobi, Kenya. Paper presented at 16th conference in Nairobi University.

MEMBERSHIP IN PROFESSIONAL SOCIETIES

1. European Center for Research Training and Development UK. Certificate No: 6642
2. Marketing Society of Kenya Membership No. S1106/MSK

TRAINING AND WORKSHOPS ATTENDED

- Centre for Strategic leadership development: Induction for Deans and directors Held between 22nd - 24th March 2023.
- CERM-ESA CABLES@MU2019 Capacity building for lecturers and supervisor's 3rd -7th June 2019 at the Moi University PDN Complex, Eldoret.
- University of Tennessee, at Chattanooga 2012: Collaborative Teaching and Research (Pedagogy)
- Kenyatta University 2012, Case Teaching and Training workshop
- Moi University in Collaboration Africa Project Development Facility 2005-Enhancing Management Consulting Skills Course

PROPOSAL/FUNDING

- Actively participated in raising funds from corporate world to finance School of Business and Economics Merit Award to the tune of KES. 700,000
- Actively participating in collaboration programmes with East African School of Aviation and Kenya School of Revenue Authority that generate some income for the University

COMMUNITY SERVICE/BOARD MEMBER

- A Member of the University of Nairobi Policy Briefs Editorial Board 2023
- Member of the Board of Management; Moi High School Gesusu Secondary, 2019 to 2022.
- Member of the Board of Management; Moi High School Gesusu Secondary, 2022 to 2025.
- Hope Reformation Centre: Voluntary Board Member, since 2014. This is a charitable institution offering orphanage and rehabilitation services.
- Voluntary partner, Tumaini Innovation Center, since 2021.

REFEREES

1. Prof. Michael Korir
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2. Prof. Charles Lagat
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