



SCHOOL OF BUSINESS AND ECONOMICS

THE 13th INTERNATIONAL RESEARCH CONFERENCE FOR THE SCHOOL OF BUSINESS AND ECONOMICS, 2023 VIA ZOOM
CONFERENCE THEME: “EMPOWERING THE YOUTH THROUGH DIGITAL COMMERCE”

PROGRAM

PAPER PRESENTATION: TUESDAY 31st OCTOBER 2023 FROM 9AM-12PM

ZOOM LINK:

<https://kabarak-ac-ke.zoom.us/j/86025925791>

Meeting ID: 860 2592 5791

Devotion and opening prayer: Dr. Stella Korir

Opening remarks from the chair: Dr. Patrick Kibati

TRACK ONE

CHAIR OF THE SESSION: Dr. Ezra Rono

Rapporteur: Ms. Pamela Nengo

Member: Mr. Harrison Bwire

Member: Mr. Wilson Balongo

Time	Title of the paper	Name of the presenter
9:30 AM to 10.15 AM	The Influence of Market Segmentation Strategy on Performance of Star Rated Hotels in Nairobi County Q/A	Victor Kibet Kiprof Bett
10.30 AM to 11:15 AM	Theoretical Examination of Link between Remote Working Arrangements and Employee Retention of Academic Staff in Egerton University Q/A	Charity Gundi

TRACK TWO

CHAIR OF THE SESSION: Dr. Daisy Bowen

Rapporteur: Ms. Mary Wanjiku

Member: Mr. Moses Kaibos

Member: Ms. Emmy Kisang

9:30 AM to 10.15 AM	Effect of Microfinance Services on Financial Inclusion in Arid and Semi-Arid Lands in Kenya: A Case Study of Baringo County, Kenya Q/A	Silvano Cherutich
10.30 AM	The Accessibility of Records and Employee	Rose Langat

Kabarak University Moral Code

As members of Kabarak University family, we purpose at all times and all places, to set apart in one’s heart, Jesus as Lord.

(1 Peter 3:15)



Kabarak University is ISO 9001:2015 Certified

to 11:15 AM	Performance at the National Land Commission in Nairobi, Kenya Q/A	
TRACK THREE CHAIR OF THE SESSION: Prof. Lawrence Kibet Rapporteur: Ms. Rebbeca Cheruon Member: Ms. Mercy Kiprop Member: Ms. Joan Kirui		
9:30 AM to 10.15 AM	Influence Of Research and Development Programmes Strategy on The Achievement of Universal Health Coverage in Kenya Q/A	Kennedy Ogwengo
10.30 AM to 11:15 AM	The Effect of Strategy Implementation on Firms’ Performance in Kenya, A Case of Clearing and Forwarding Firms in Nairobi County. Q/A	Evalyne Chebett
11:20 AM to 11.50 AM	Effect Of Mobile Money Merchant Services on The Financial Performance of Small and Medium-Sized Enterprises in Nakuru City Q/A	Edward Njuguna Waithaka
TRACK FOUR CHAIR OF THE SESSION: Dr. Nehemiah Kiplagat Rapporteur: Ms. Beatrice Chelangat Member: Mr. Kennedy Bungu Member: Mr. Elton Kipkorir		
9:30 AM to 10.15 AM	Relationship Between Green Reward Systems and Organizational Performance of Five-Star Rated Hotels in Kenya Q/A	Moses Njogu Gitongu
10.30 AM to 11:15 AM	Influence Of Level of Last Mile Electricity Connections on Financial Performance of Kenya Power and Lighting Company, Kenya. Q/A	Winnie Chemirmir
12.00 Noon	CLOSING CEREMONY	Chair of SBE Research Committee- Dr Anne Wacira

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