



ACADEMIC STAFF PROFESSIONAL PROFILE FORM

1. Personal Data

Name: DR. LYDIA NKATHA KINUTHIA
Title/Qualifications: PHD
Department/Unit/Section: FASHION DESIGN AND MARKETING
Contact Address: Box 46, 20115, Egerton
Position: LECTURER
Area of Specialization: TEXTILES, FASHION DESIGN AND ENTREPRENEURSHIP
Research Interests: ENTREPRENEURSHIP, AND TEXTILES

2. Conference Presentations

S/No	Presenter	Title of Paper presented	City/Country	Date of Conference	Funding (US\$)
1	Lydia N. Kinuthia	Internal Environmental Factors Influencing the Implementation of Marketing Strategies by Garment-making Micro and Small enterprise in Nakuru, Kenya	Bahir Dar, Ethiopia	May 2 nd to 3 rd , 2014	
2	Lydia N. Kinuthia	Marketing Strategies in The Garment-Making Micro and Small Enterprise in Nakuru, Kenya	Bahir Dar, Ethiopia	May 10 th - 11 th 2013	
3	Lydia N. Kinuthia	Determination of <i>triumfetta tomentosa</i> B. growth parameters and fibre properties in Kenya.	Nakuru, Kenya	September 21 st – 23 rd 2011	

3. Research

S/No	Researcher	Year	Title	Donor	Funding (US\$)
1	Lydia N. Kinuthia	2011	Marketing strategies and factors influencing their implementation by the garment-making micro-enterprises in Nakuru town, Kenya	Self	
2	Lydia N. Kinuthia (PI)	2009	Factors influencing brand loyalty in sportswear among Kenyan university students: the case of swimmers	Self and team	

3	Lydia N. Kinuthia (PI)	2007	Higher Education Status for Persons with Disabilities: Socio-Economic Challenges in Egerton and Kenyatta University	Self and team	
4	Lydia N. Kinuthia	1999	Determination and utilization of Aramina fibres from the plant from the <u>Urena Lobata</u> as a Textile in Kenya.	Self	

4. Funded projects

S/ No	Researcher	Year	Title	Granting Body	Funding (US\$)
1	Lydia N. Kinuthia (PI)	2011	Investigation of the ecological and economic potential of <i>triumfetta tomentosa bojer</i> as source of textile fibre in Kenya	National Commission of Science and Technology formerly NCST	23,250
2	Lydia N. Kinuthia (PI)	2008	Determination of growth requirements, production and utilization of Aramina fibers from <i>Urena Lobata l.</i> in Kenya	Egerton University	4,325
3	Lydia N. Kinuthia (PI)	2004	The impact of small-scale trade in new clothing on the domestic economy. A case of female owned enterprises in Nakuru municipality.	Clothing and Footwear Research Network (CFRN) through IDS, University of Nairobi	1,750

5. Publications

S/ No	Author	Year	Title	Journal	ISBN/ISSN Reference No.
1	Kinuthia L. N. , Mburugu K. G., Muthomi H. N. & Mwihaki M	2012	Factors Influencing Brand Loyalty In Sportswear Among Kenyan University Students, Case of Swimmers.	<i>Asian Journal of Social Sciences & Humanities (AJSSH).</i>	ISSN: 2186-8492 Online, ISSN: 2186-8484 Print. VoL.1, Number 4, November 2012
2	Kinuthia L. N. , Mathooko J. M., Kariuki S. T. & Mucike, W	2012	Determination of <i>Triumfetta Tomentosa B</i> Growth Parameters and Fibre Properties In Kenya	<i>Egerton Journal of Science and Technology</i>	ISSN 2073-8277 Volume 12 (2012)pp 64 - 72
3	Ochola J., Kisato J., Kinuthia L. , Mwasiagi J. & Waithaka, A	2012	Study on the Influence of Fibre Properties on Yarn Imperfections in Ring Spun Yarns.	<i>Asian Journal of Textile</i>	Vol 2 (3): 32-43, 2012 ISSN 1819-3358/DOI:10.3923/ajt.2012.32.43

6. Consultancy and community service

S/No.	Consultant (s)	Consulting Person/ Body/	Year	Title Consultancy Service	Payment (US\$)
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		Organization			
1.	Dr. Lydia N. Kinuthia, Ms. Jane Muchembi, Prof. Joseph Wamutitu	The Economic Projects Trust Fund (EPTF)	2010	Development of Entrepreneurship Curriculum and training approaches for “The Youth Enterprise Development Program” (YEDP)	2,325

7. Affiliation to Professional Bodies

S/No	Name of professional body
1.	Organization for Social Science Research in Eastern and Southern Africa (OSSREA), Kenya Chapter.

8. National and International awards and Recognitions

S/No	Name of award or Recognition	Awarding Organization/Body	Year

9. External Examination (if any)

S/No	Institution	Year

10. Supervision of postgraduate students (if any)

S/No	Name of student	Thesis title	Status of project(e.g.First year etc)
1.	NYARUNDA A. C	Consumer perception and attitude towards locally produced versus imported textiles and apparels. Case study of Nairobi central business district- Kenya	Submitted first draft of thesis to the supervisors Masters - Kenyatta university
2.	ODAWA CONSOLATA ADHIAMBO	Utilization of rusty objects as a source of textile dye in Kenya	Presented proposal at the Department Masters - Kenyatta university

3.	KIBET J. J.	Factors influencing provision of pre-school education in public schools in Koibatek district, Baringo County	Writing first draft Masters - Egerton university
4.	CASTRO N. G.	Influence of participation in Table Banking on the growth of female owned micro and small enterprises in Nakuru Municipality	Graduated in June 2014 Masters - Egerton University
5.	ADONIJAH OMBURA	An Investigation of the Influence of Product Design Strategies on the Performance of Textile Micro, Small And Medium Enterprises (MSMEs) in Nairobi, Kenya.	Proposal writing PhD – Kenyatta University
6.	PAULINE GITHAIGA	Impartation of Moral Education through Secondary Schools Christian Religious Education Curriculum: A Case of Nakuru County, Kenya)	Proposal writing PhD – Egerton University

11. Patents (if any)

S/No	

12. Administrative positions held to date

- (i) June 2014 – date –Assistant Dean of Students – Egerton University
- (ii) August 2012 – June 2014 – Deputy Director Examinations and Time Tabling – Egerton University
- (iii) July 2012 – date - Member of the Technical Committee on Dyestuffs, Chemicals, Auxiliaries and Finishing TC65- KEBS
- (iv) May 2012 – date - Member and chairperson of the Technical Committee on Ready Made Garment TC70 - KEBS
- (v) Sept. 2011 – August 2012- Clothing, Textiles and Interior Design Program Coordinator and Examinations officer