

CHUKA



UNIVERSITY

Knowledge is Wealth/Akili ni Mali (*Sapientia divitia est*)

**7th International
Research Conference**

Theme:

**“Sharing Current Innovations to Revitalize
Economic Development: Proceedings**

Dates:

3rd and 4th December, 2020

Edited by

Dorcas K. Isutsa



CHUKA UNIVERSITY FUNDAMENTAL STATEMENTS

Motto: Knowledge is Wealth/Akili ni Mali (*Sapientia divitia est*)

Slogan: Inspiring Environmental Sustainability for Better Life

Philosophy: Quality education, training, research, extension, environmental sustainability, and entrepreneurship lead to social cohesion, human integrity, and economic development

Vision: A Premier University for the provision of quality education, training and research for sustainable national and global development

Mission: To provide access, generate, preserve and share knowledge for quality, effective and ethical leadership in higher education, training, research and outreach through nurturing an intellectual culture that integrates theory with practice, innovation and entrepreneurship.

CORE VALUES

- (1) Customer Value and Focus
- (2) Diversity and Social Fairness
- (3) Environmental Consciousness
- (4) Fidelity to the Law
- (5) Innovation
- (6) Integrity
- (7) Passion for Excellence
- (8) Peaceful Co-Existence
- (9) Professionalism and Confidentiality
- (10) Prudent Utilisation of Resources
- (11) Teamwork
- (12) Timeliness and Devotion to Duty

DISCLAIMER

Views expressed in the abstracts published in this book are those of contributing authors and do not in any way represent views of Chuka University, Division of Academic, Research and Student Affairs, or Board of Research, Extension and Publications. The organisers reserve the right to edit the abstracts to meet required standards.

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PREFACE

Chuka University is the 9th Chartered Public University in Kenya. It organised the 7th Annual International Research Conference on 3rd and 4th December, 2020. The theme of the 7th Conference was: “**Sharing Current Innovations to Revitalize Economic Development**”. The Conference theme was in line with contemporary times that need recovery from negative impacts caused by misfortunes such as COVID-19 pandemic, locust invasion and floods. It contributed to the realization of national and global blueprints. Together with the subthemes, it aspired to link all stakeholders to establish firm partnerships for effective recovery.

The Organizers set six subthemes for the Conference. These were:

1. Agriculture and Environment Revitalization Innovations
2. Hospitality and Business Revitalization Innovations
3. Education and Training Revitalization Innovations
4. Humanities and Social Science Revitalization Innovations
5. Science, Engineering and Technology Revitalization Innovations
6. Health and Affirmative Action Revitalization Innovations

In this respect, the conference had four objectives; namely to: disseminate current innovations for revitalizing global economies; provide contemporary and alternative knowledge for policy setting; share research milestones to facilitate sustainable industrialization’ and forge partnerships for collaborative research endeavours.

We subsequently received 106 abstracts from Kenya and beyond, in all sectors of the economy. Many higher education institutions were represented in the Conference either through direct entry or collaboration. Similarly, many allied institutions were also represented. We were grateful to all delegates who responded to participate in this Conference through the various thematic plenary sessions. Networking sessions ran continuously during health breaks.

We have packaged full manuscripts submitted into proceedings and will upgrade highest quality ones for review and publication in the Chuka University Journal for Environmental Sustainability Enhancement Research (JESAR) Volume7.

We hope you shall find these Proceedings enlightening and revitalizing.

Professor Dorcas K. Isutsa, Ph.D.

Deputy Vice-Chancellor (Academic, Research & Student Affairs)

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