

DR JACQUELINE KISATO'S SUMMARY OF CV

I am a PhD holder in E-Marketing strategies in Fashion MSEs and a researcher in projects on experiential entrepreneurship, E-marketing and circular value chains that can be monetized. As a visiting fellow (2021) at Leiden University in the Netherlands, I continue to research how to create and capture value from circular economy models that promote sustainability and social impact for entrepreneurial value chains in alignment with the SDGs. With colleagues from different universities globally, we have published several papers and book chapters on these topics in reputable journals. I am passionate about contributing to the goal of moving from research to commercialisation in academia. I have also been involved in research on the future of work and entrepreneurship for the underserved, which is a global challenge that requires urgent attention and action. In this work, we explored how technology, automation, innovation, and collaboration can create opportunities and mitigate risks for underserved communities in sub-Saharan Africa. I continue to examine how experiential learning, diversity, inclusion, and capacity building can prepare diverse talent for a dynamic and uncertain world and advance academic knowledge to real entrepreneurial ventures that create sustainable economic pathways for the youth and underserved communities in sub-Saharan Africa.

CURRICULUM VITAE: DR. JACQUELINE KISATO

1.1 Personal Profile

1.1.1 Personal Details

1. **Family name:** Kisato
2. **First names:** Jacqueline
3. **Passport holder:** Kenyan
4. **Department:** Fashion Design & Marketing
5. **Designation:** Lecturer
6. **Email:** Kisato.jacqueline@ku.ac.ke
7. **Area of Specialisation:** E-Marketing, innovative and entrepreneurship and Social media Marketing
8. **Research interest:** Commercializing research to products or services,, Future of Work & entrepreneurship in underserved communities, innovative entrepreneurship, circular economy AI and automation
9. **Google Scholar:** [Jacqueline Kisato - Google Scholar](#)
10. **Orcid ID:** <https://orcid.org/0000-0003-0588-7846>

1.1.2 Academic & Professional Qualifications

Academic Qualifications

Institution	Degree(s) or Diploma(s) obtained:
Kenyatta University, Kenya.	Doctor of Philosophy (Fashion Design & Marketing)E-Marketing Strategies in MSMEs
Kenyatta University, Kenya	Master of Business Administration (Marketing option)
Kenyatta University, Kenya	Bachelor of Education (Fine Arts)

Professional Qualifications

Institution	Qualification:
Leiden University-Netherlands	Visiting Fellow- Visiting research scholar in entrepreneurship, frugal innovation & circular economy.
United Nations Office on Drugs and Crime (UNODC)	Trainer of Trainers-Business Integrity
Kenyatta University, UNESCO & Leuphana University (Germany)	Master Trainer-Africa in Student Training for Entrepreneurial Promotion (STEP)
Kenyatta University	Trainer of Trainers on Use of Smart Board Teaching(Certificate of Completion)
African Cotton & Textile Industries Federation	Certificate of Attendance-ToT in Factory Evaluation & Performance. Method Engineering & Productivity Improvement
Kenyatta University	Teaching Methodology (Certificate of Completion)
Danish Federation of Small & Medium enterprises	Strategic CSR in Cotton, Textile & Apparel Sector (Certificate of participation)

Other Professional skills:

literate (Word Processing, SPSS, Excel, PowerPoint, Social Media); Field Information Gathering and Data Collection (qualitative and quantitative); Team Leadership and Supervision; Data Analysis; Report Writing; Training of Trainers (ToT); Training and Capacity Building; Facilitation; Strategic Planning; Project Proposal Development; Report writing

1.1.3 Employment History

2010- Present position: Lecturer,-Kenyatta University, Department of Fashion Design & Marketing

Years within the Kenyatta University: 11+ years

Key qualifications: Marketing; Entrepreneurship (Master Trainer); Programme Monitoring and Evaluation; Qualitative and Quantitative Researcher; Business integrity & sustainability from pre-launch to post launch.

1.1.4 Achievement since Last Appointment:

Country & Institution	Date from - Date to
<u>Visiting Fellow- Leiden University(African Studies Centre), Netherlands</u>	Sept 2021- November 30th 2021
<u>Kenya-Nairobi- Master Entrepreneurship Trainer (Student Training for Entrepreneurial Promotion, STEP)</u>	2012-Present
<u>Kenya, Djibouti & Madagascar- M&E of entrepreneurship training (2016, 2018, 2020 respectively)- funded by UNESCO</u>	July 2021
<u>Madagascar- Master Trainer in Entrepreneurship startup (STEP) in Madagascar(Partnership with UNESCO)</u>	2018-2019
<u>Djibouti- Master Trainer in Entrepreneurship startup (STEP) in Djibouti (Partnership with UNESCO)</u>	2018- August 2019
<u>Entrepreneurship Trainer-Akili Dada high school graduates</u>	2017-2018
<u>Kenya-Nairobi- Entrepreneurship & Mentorship Trainer (Chandaria Business Innovation and Incubation Centre- Kenyatta University)</u>	2012-2018
<u>Lesotho- STEP Trainer of Faculty from university and technical institutions in Lesotho</u>	Dec 2014-Sept 2015
<u>Kenya- Knowledge Partner & Juror in National innovation and entrepreneurship competitions in different organizations :YouWinAwards, The Next Big Thing Innovation Competition, National Commission of Science & Technology (NACOST)</u>	2013-2018
<u>Kenya-Nairobi- Juror & Researcher- E4Impact Business Competition- (Tangaza University)</u>	2017-2018
<u>Uganda- Master Trainer in Entrepreneurship Startup (STEP)</u>	2015-2017
<u>Nigeria – Online Volunteer Mentor in Innovation &</u>	2016-2017

Entrepreneurship –Tony Elumelu Foundation	
Morocco – Online Volunteer Mentor in Innovation &Entrepreneurship –African Entrepreneurship Award	2017-2018
Kenya- Nakuru, Nairobi (Program coordinator of Workforce Development Global Alliance, WDGA-Kenya enhancing youth empowerment)	2008-2016

1.2 Research Journals

1.2.1 Referred Journals

Rolle J.D, **Kisato J.** & Kebaya C.(2020) **Preliminary review of abstracts on a handbook on the future of work and entrepreneurship for the underserved.** The Business & Management Review, Volume 11 Number 2: ISSN 2047-2862(PRINT).ISSN 2047-2854 (ONLINE)

.Rolle J.D, **Kisato J.** Rock P. & Winstanley J. (2020). **Inclusive entrepreneurship: A critical look at the inclusion of persons with Disabilities.** The Business and Management Review, Volume 11 Number 1 pg 199.ISSN 2047-2862(PRINT) ISSN 2047-2854 (ON-LINE)

J.D. Rolle and **Jacqueline Kisato.** (2019). **The Future of Work and Entrepreneurship for the Underserved.** Conference Proceedings. The Business and Management Review, Volume 10 Number 2. 2019.

Rolle J.D, Billy I., **Kisato J.**, Acevedo R., & Khasadyahu Z. (2017).**The Cultural Genogram: Experiential Entrepreneurship through a Global lens.** Academy of Business and Retail management, vol 8, No.4. ISSN 2047-2854

Kisato J., Wandaka I. & Rolle J. (2016). **Social Media Marketing in Micro and Small Fashion Enterprises in Nairobi, Kenya.** International Journal of Social Science and Business. <http://ijssb.com/index.php/54-contact/102-vol-1-no-4-december-2016>

J.D.Rolle, Iris Billy, **Jacqueline Kisato**, Roberto Acevedo & Khasadyahu Zarbabal (2016). **Preparing Students for Entrepreneurship Careers.** American International Journal of Humanities and Social Science. Vol. 2 No. 5

Kisato J. Wandaka I. & Muigai D. (2015).**E-Marketing Utilisation among Apparel MSEs in Nairobi, Kenya.** African Journal of Textile and Apparel Research vol. 1 issue 1

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.** Asian Journal of Textile 2 (3): 32-43, 2012 ISSN 1819-3358/DOI:10.3923/ajt.2012.32.43

Books & Book Chapters

Creative Economy in East Africa: Leveraging Technology and Marketing for Growth. A book chapter in the **Handbook on the Future of work and entrepreneurship for the underserved:CBER, UK – in print 2021-** Book chapter Kisato J. Busolo H. & Kama A.

AI, Automation and the Future of Work and Entrepreneurship for the Underserved: A literature review on the gains, losses and opportunities: A book chapter in the handbook for the future of work and entrepreneurship for the underserved by CBER, UK (2021- Kisato, J., Rolle, J.D. Hanah Thu Hanh Tran and William Viet Tran)

University Based Business Incubation and Entrepreneurial Training Initiatives as an Intervention for Urban Youth Unemployment: The Case of Kenyatta University, Kenya. A Book Chapter in the Organization of Social Science Researchers of Eastern and Southern Africa (OSSREA) Publication (by Mwangi P.Wanderi, **Jacqueline Kisato** & Gladys W. Mwangi <http://ossrea.net/publications/images/introduction-urban-youth-unemployment.pdf>

Editorship

2020-2021- Editor for a **Handbook on the Future of work and entrepreneurship for the Underserved:** Dean Jo-Ann Rolle (Medgar Evers University, USA), **Dr. Jacqueline Kisato (Kenyatta University)**. Dr. Charles Kebaya <https://cberuk.com/book/a-handbook-on-the-future-of-work-and-entrepreneurship-for-the-underserved>

1.2.2 Conference Presentations & Accepted Abstracts

25th-28th June 2023: Conference presentation: Isolation and functionalization of carrageenan produces a composite with increased swelling capacity: *Munyiri C.N. Madivoli E.S. Kisato J. & Kareru P.G under the RSIF funded project*

24 May 2023, Webinar presentation: Guest speaker on experiential learning in entrepreneurship: Promoting Innovation, Employability and Entrepreneurship among Youth presented UNESCO-UNEVOC and HP Life Entrepreneurship Learning programme <https://unevoc.unesco.org/home/HP+LIFE+Entrepreneurship+Learning+for+UNEVOC+Centres>

07th August 2023 Newspaper article in the Daily Nation: <https://nation.africa/kenya/news/education/dr-jacqueline-kisato-affordable-eco-friendly-sanitary-towels--4327980>

Jan-April 2023: Multidisciplinary nature- Emma Velasova-visiting Masters Student research affiliate in the NRF and RSIF funded projects. A Masters student from Leiden University, the Netherlands visited Kenyatta University, collected data and published her thesis: Research area: Socio-cultural aspects of menstruation.

March 2022- Seminar Presentation- J. Kisato, Stephanie Musombi & Faustina Efema (Ghana) Italian Design Day: "Re-generation. Design and new technologies for a sustainable future". Presented at Kenyatta University seminar entitled: **Design and New Technologies for a Sustainable Future.**

October 2021: J. Kisato, Chelule K, Kiprop A, Ochola J- Seminar presentation on Bio degradable packaging & sanitary towels Presented at Leiden University, Netherlands.

April 2020- J. D Rolle & Kisato J. *The Future of Work and Entrepreneurship*. CBER Conference, USA

June 2020- Best paper presented- Rolle, J.D., **Kisato, J.**, Rock, P. and Winstanley, J. *Inclusive Entrepreneurship: A Critical look at Inclusion of Persons with Disabilities*. Presented at CBER conference in the UK.

April 2019 – J.D. Rolle & Jacqueline Kisato *"The Future of Work and Entrepreneurship for the Underserved"*. Presented at International Conference on Business & Economic Development in New York, USA.

April 2017-J.D.Rolle, Iris Billy, Jacqueline Kisato, Roberto Acevedo & Khasadyahu Zarbabal *"The Cultural Genogram: Experiential Entrepreneurship through a Global lens."* Presented at the 6th International Conference on Business & Economic Development (ICBED), 10-11th April 2017, New York, USA

March 2017- Women Economic Forum- Paper presentation on Entrepreneurship at United Nation Church house conference in New York, USA.

November 2016- J.D.Rolle, Iris Billy, Jacqueline Kisato & Roberto Acevedo (2016) *"Preparing Students for Entrepreneurship Careers."* presented in New York City, USA.

June 2016-*Exploring Corporate Social Responsibility with the Global Community (Collaborative Conference paper* (USA, Kenya, Chile & Jamaica) presented in 4th International Academic Conference in Paris (IACP)-2016

May 2014- Best Paper Presenter: Dr. Kisato J. National Commission for Science Technology & Innovation (NACOSTI) 3rd National Science Technology and Innovation week: *"Employment Creation through Innovation, Business Incubation and Entrepreneurship Promotion: A Case of Kenyatta University."*

May 2014- Wanderi, P., Kisato J. and Mwangi G. (2014) *"University Based Incubation and Entrepreneurial Training Initiatives as an Intervention for Urban Youth Unemployment: The Case of Kenyatta University, Kenya."* Presented at Moi University on 5th-6th May 2014

May 2014-Kisato J., Wandaka I & Muigai D. (2014). *"Utilisation of E-Marketing Strategies among Apparel MSEs in Nairobi, Kenya"*. Presented in the Clothing Textile and Apparel conference in Bahir-Dar University, Ethiopia 1st-3rd May 2014.

5 May 2014-Kisato J., Wandaka I & Muigai D. (2014). *"Social Media Marketing among Fashion MSEs in Nairobi, Kenya"*. Presented in the Clothing Textile and Apparel conference in Bahir-Dar University, Ethiopia 1st-3rd May 2014.

Wanderi, P., Kisato J. and Mwangi G. (2014) **"University Based Incubation and Entrepreneurial Education and Innovation in the Digital Age: Synergizing Technology and the Business of Learning."** A paper presented at Kenya Institute of Education (KIE), June 2011.

1.2.3 Funded Projects

1.2.3.1 Ongoing and Current Funded Projects

Lead PI 2022-2023: PASET Regional Scholarship and Innovation Fund -Enhancing Biodegradable Sanitary Towel Production through Utilization of Seaweed and Banana Pseudo stem Residues: A Value Addition Strategy. **PI: Jacqueline Kisato.** Co-PIs: Edwin Madivoli(JKUAT), Prof. Kareru(JKUAT), E.Wanzala(KU), G. Yahaya(Busitemi University-Uganda) (Funded project-USD 83,000)

Lead PI- 2020-2023 - August 2020 (180,000 USD) Multidisciplinary project- Developing Biodegradable packaging and sanitary towels. Developing business models for entrepreneurs in this sector. PI: Jacqueline Kisato (KU), Prof A. Kiprop(Moi Univ), Dr. K. Chelule(KIRDI) & Dr. J.Ochola(Moi Univ).

Co PI- 2018- December 2017: (Amount: 684, 116USD) National Phytotherapeutics Research, Upscaling and Quality Assurance Centre .In The Science and Research Park at Kenyatta University **PI:** Prof. Nicholas Kamindu Gikonyo. **Co PIs:** Prof. Ethel Oranga Monda, **Dr. Jacqueline Kisato** Dr. George K. Kosimbei Elias Onyango Ako.

1.2.3.2 Other Funded Projects & Conferences

- September-November 2021 –Dec 2021.Funded Visiting Research Scholar- Leiden University- African Studies Centre (ASCL) Netherlands- Research on Frugal Entrepreneurship, Innovation and Circular Economy.
- **August 2020: (1,000 USD) Entrepreneurship Training the Trainer (STEP Madagascar)** in Madagascar.
- **July 2019: (1,500 USD) Monitoring Evaluation & Learning (MEL) STEP Djibouti**
- **December 2018: (10,000 USD) Entrepreneurship Training the Trainer(STEP Djibouti)**
- **January 2018: (2,000 USD) STEP Master trainer- Islamic University of Uganda- Training Faculty on entrepreneurial training.**
- **November 2017: (4,000 USD) Master Trainer, STEP. Trained lecturers in entrepreneurial training from Uganda and Tanzania at Leuphana University, Germany.**
- **March 2017: (5,000 USD) Speaker at Women Economic Empowerment Conference in the Changing World to be held in New York City, USA.**
- **October 2017(1000 USD) Master Trainer-STEP Uganda Conference**
- **March 2017 (3,500 USD) Conference on Women's Economic Empowerment in Changing World to be held in New York City, USA.**
- **October 2016 (3,000 USD) Conference on Student Entrepreneurship held at Metropolitan University in New York City, USA.**
- **June 2016 (2000 USD) Conference on Corporate Social Responsibility held in NYC, USA**
- **Sept 2015 (1200 USD)STEP TOT in Uganda UNESCO Germany & Leuphana University**
- **April & July 2015(2500 USD) STEP TOT in Lesotho UNESCO Germany & Leuphana University**
- **Dec 2014 (8,000 USD) Prof. P. Wanderi & Dr. Kisato J: Entrepreneurial Training for youth in Kiambu County**
- **Jan- March 2015: (10,000 USD) Research Project on National Youth Policies: Empowering Kenyan Youth for National Prosperity) Prof P. Wanderi, Dr. Kisato J. & Mr. Kebaya C.**
- **University-Based Business Incubation and Entrepreneurial Training Initiatives as an Intervention for Urban Youth Unemployment: The Case of Kenyatta University, Kenya. OSSREA Book Chapter (5,000USD) Wanderi M. P., Kisato J. & Mwangi G. W.**

1.3 QUALITY TEACHING, LEARNING AND MENTORSHIP

Post Graduate Supervision PhD and MSC Students

Name	Date from - Date to
ALICE NGUNU- H60/20590/2010 –MASTERS IN FASHION DESIGN & MARKETING-KENYATTA UNIVERSITY	2021
GAUSA, SOLOMON -H87F/32376/2015-PHD IN FASHION DESIGN & MARKETING-KENYATTA UNIVERSITY	2020
JOHNSON KOFI KASSAH -H87F/33386/2015 IN FASHION DESIGN & MARKETING-KENYATTA UNIVERSITY	2019
GITONGA WANJIRA ANGELICA - 16/000633- TANGAZA UNIVERSITY	2021
Continuing Students	

FAUSTINA EMEFA AGORDAH -87F/27546/2018- PHD IN FASHION DESIGN & MARKETING	2018-PRESENT
MERCY KARANI- H87F27546/2018- MASTERS IN FASHION DESIGN & MARKETING-KENYATTA UNIVERSITY	2018-PRESENT
NELIUS WANJIKU MWANGI -H60/28982/2015- MASTERS IN FASHION DESIGN & MARKETING-KENYATTA UNIVERSITY	2018-PRESENT
MULTI DISCIPLINARY PROJECT FUNDED STUDENTS -	NRF & PASET FUNDED
CAROLINE NJERI MUNYIRI- PHD LEVEL JKUAT (PROJECT FUNDED-PASET)	2022-PRESENT
DUNCAN MAINA –PHD LEVEL (PROJECT FUNDED-PASET)	2022-PRESENT
MUSOMBI STEPHANIE KOBEHLO -H60/ 25500/ 2018-MASTERS LEVEL-(NRF FUNDED PROJECT)	2021-PRESENT
BIRGEN JAEI CHEPTOO –PHD LEVEL- 184/21431/2020 (NRF FUNDED PROJECT)	2022-PRESENT

1.4 PROFESSIONAL/ CONSULTING

1.4.1 Editorial Boards/Referee for Professional Periodicals

Name	Date from - Date to
<u>African Journal of Marketing Management</u>	2017
Academia Papers	2020

1.4.2 Consulting/Mentoring for Organizations/institutions

Name	Date from - Date to
Akili Dada –Training Young ladies entrepreneurs (Pro bono)	2017
Morocco-Online Mentor-Africa entrepreneurship Awards (Pro bono)	2017-2018
Tony Elumelu- Online mentor on entrepreneurship (Pro bono)	2017-2018
Knowledge Partner for entrepreneurial ventures –You WinAwards www.YouWinAwards.com (Pro bono)	2013
Knowledge partner & Juror:Total Startup Business Competition	2017-2018
Juror E4Impact Business Plan Challenge- <u>Tangaza University (Pro Bono)</u>	2016- 2018
Knowledge partner: TheNextBigThing Competition	2014-2016

1.5 ADMINISTRATION AND RESPONSIBILITIES

1.5.1 Recognized University Administrative Positions

Name	Date from - Date to
<u>Board Member: National Phytotherapeutics Research Centre(Kenyatta University)</u>	2023- ongoing

Exam Coordinator- Department of Fashion Design & Marketing	2013-2015
Acting Chairperson-Department of Fashion Design & Marketing	5 th April-7 th May 2019
Acting Chairperson-Department of Fashion Design & Marketing	12 th August-1 st September 2021
Other School & Departmental Duties	
School of Law, Arts and Social Sciences-FDM representative-Curriculum Development, Research & Innovation and Collaboration Committees	2017- Present
Committee member-Culture Week, Baby Care, World Athletics Championship	2014-2018
Departmental Committees-Collaboration, Website, Quality Assurance, Research & Innovation, Curriculum Development	2012-Present

1.6 COMMUNITY ENGAGEMENT AND OTHER CONTRIBUTIONS

Name	Date from - Date to
Volunteer Mentor- Akili Dada	2017
Member- Kenya Museum society	2019-present
Volunteer Program coordinator-Workforce Development Global Alliance	2012-2016
Volunteer- Mentor-Elumelu foundation (Nigeria)	2017
Volunteer mentor- Africa Entrepreneur Awards-Morocco	2017-2018

1.7 Referees

Referees	
1. Prof. Maina Mwangi Director Innovation, incubation & University Linkages-Kenyatta University 2nd Floor-Chandaria Innovation & Incubation Building. Tel: 254 020 8703870 Mobile No. +254 710860550/ 0739589569 Email: maina.mwangi@ku.ac.ke	2. Prof. Richard Oduor Kenyatta University, P.O box 43844-00100, Nairobi. Central Administration Complex, 4th Floor, Room 405/6 (Main Campus), Tel No. +25420870(4054/2) director_researchsupport@ku.ac.ke

3. Dr. Jo-Anne Rolle

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