

MS. SUSAN GACHORA

Name: Ms. Susan Gachora

Title/Qualification: Tutorial Fellow

Position: Tutorial Fellow

Department: Business and Economics

School: Business and Economics

Area of Specialization: Strategic Management

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Short Biography:

Studied Bachelor of Commerce at the University of Nairobi. Attained MBA from Kenyatta University. Currently pursuing PhD in Business Administration (Strategic Management) at the University of Embu. Worked with the Kenya government as Executive Officer and Personnel officer. Worked with the cooperatives in the level of management. Teaching as part time lecturer in JKUAT MKU and University of Nairobi.

Currently teaching at the University of Embu

Research Interests

Management (strategic management)

Publications in Journals:

1. Gachora S. W, Kinyua J.M, & Kirema N. M (2020). The influence of value innovation strategy on the financial performance of manufacturing firms in Kenya.
2. Githaka, J. M., Kimani, E. M. & Gachora, S. (2017). Effect of liquidity management on liquidity of savings and credit co-operative societies in Kirinyaga County, Kenya. *International Academic Journal of Economics and Finance*, 2(3), 57-73
3. Gachora S. (2015). The Effect of Credit Information Sharing on Loan Performance in Commercial Banks in Nairobi County. *International Journal of Arts and Entrepreneurship* 4(3), 115-129