



UNIVERSITY OF EMBU

Dr. Zippy Mukami

Name: Dr. Zippy Mukami

Title/Qualification: PhD

Position: Lecturer

Department: Business

School: Business and Economics

Area of Specialization: Marketing

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Short Biography

A marketer by profession, Lecturer and Management consultant. I have worked in the Sales and Marketing Departments of various corporate organizations in Kenya. I carry with me a wealth of experience from the Corporate world and combine my teaching with practice acquired from the corporate world. Having worked at Toyota Kenya, I am a firm believer of Kaizen (a Japanese business philosophy of continuous improvement of working practices and personal efficiency). I am a PhD Holder from Moi University(Marketing), Masters in Business Administration from JKUAT(Marketing), Bachelor of Business Management from Moi University(Marketing)

Research Interests



ISO 27001:2013 Certified

Knowledge Transforms



ISO 9001:2015 Certified

Marketing Management, Salesforce Management, Change Management, Digital Marketing, Branding.

Publications in Journals:

Zippy, N., Lagat C; Korir M. (2019), Self Efficacy, Goal Commitment and Sales Performance among Insurance Sales Agents in Mombasa, European Scientific Journal May 2019 edition Vol.15, No.13 ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431

Zippy, N., Lagat C; Korir M. (2019), Moderated Mediation Effect of Feedback Seeking Behavior and Goal Commitment on the relationship between Proactive Personalities and Sales Performance of Insurance Sales Agents in Mombasa, Kenya European Scientific Journal May 2019 edition Vol.15, No.13 ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431

Presentation of Papers at Academic and Professional Conferences

Attended the Academy for Global Business Advancement (AGBA) Conference in Delhi India, and presented a paper entitled; Proactive Personalities, Goal Commitment and Sales Performance among Insurance Sales Agents in Kenya. (July 2-4, 2019)

Community Service

Through a personal initiative, I mentor some single mothers within my village and encourage them on the need to further their education

I am the founder of Giving Hope Dadas. A group I started in March 2019. Together with some friends, we donate and distribute sanitary towels and other necessities to girls and young needy women in our villages.

I am involved from time to time in mobilizing friends to contribute food and other necessities and distribute them to the needy and elderly

Books/Book Chapters Published



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