



Inspiring Innovation and Leadership

## KARATINA UNIVERSITY

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### STAFF PROFILE TEMPLATE

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1. **Name:** Prof. Juliet Wambui Macharia
2. **Designation:** Associate Professor
3. **Employment details**

School: School of Business

Department: Department of Human Resource Development

#### 4. Contact Information

**Email Address :** [jmacharia@karu.ac.ke](mailto:jmacharia@karu.ac.ke)

- **Research Links:** ResearchGate- <https://www.researchgate.net/profile/Juliet-Macharia>
- Google Scholar- <https://scholar.google.com/citations?user=ZUJp42IAAAAJ&hl=en>
- Orcid ID- (<https://orcid.org/0000-0002-0842-7565>),

#### 4. Describe your professional self :

**Juliet Wambui Macharia is an Associate Professor of Communication Studies. She is the former Dean, School of Business at Karatina University.** She is currently the Academic leader of Post Graduate and undergraduate Communication and Public Relations Programmes . She holds a PhD in Educational Communication Technology( Moi University) ,a Masters of Arts degree,(University of Birmingham,1990 ),PGD in Public Relations,(Presbyterian University of East Africa,2011) a PGD in Human Resource Management,(Cambridge International College,U.K.,1992) and a Bachelor of Education degree (Kenyatta University,1985) She has 33 years university teaching experience teaching

Communication and Public Relations courses both at undergraduate and post graduate levels. She has occupied several administrative positions, among them, Dean School of Business, Head of Department, Communication Studies, Moi University and Head of Department of Human Resource Development at Karatina University. Prof. Macharia is very experienced in curricula design, having participated in designing Communication Studies Curricula (undergraduate, Masters and PhD) in Moi University, Presbyterian University of East Africa and at Karatina University. She has attended many international and local conferences such as *The International Communication on Media for Sustainable Development in Africa*, Lagos, Pan Atlantic University (2022), *The International Communication Association conference in Ghana-Accra* at University of Ghana and presented a paper “Communicating The Role Of Women In Development In The Age Of Digitization. The Contradiction Between Actual Cultures, Cyberspace Presence And The Reality In Africa (2018)”. Prof. Macharia has also attended local and International conferences as a Keynote speaker or a thematic keynote or as a lead paper presenter. Some of these are: 2023 (October, 24-25) Caleb University International Conference (Lagos) and presented a paper entitled “21st Century Innovations, Communication and Sustainable Development in Africa”, National Open University of Nigeria. (13<sup>th</sup>, July, 2023) “*Harnessing African Solutions to Combat Fake News, Misinformation and Disinformation*” organised by the Olusegun Obasanjo Centre for African Studies, Attended the Nigeria Institute of Education Planning and Administration (NIEPA) conference and delivered a keynote paper entitled “African Higher Institutions of Learning As Seats of Research And Innovation for Development : Reality Demystified (July 23- 28, 2017)”. She also Attended the African Interdisciplinary Studies Association (June 23-31, 2017) conference and gave a keynote paper entitled “ICTs Role in Africa : Media as Agents of Social Economic Development. She has supervised both undergraduate and post graduate students. She has been an external examiner and in this capacity, she has examined students thesis at Moi University, Karatina University, Pwani University among others.

Prof Macharia is a well published author of many articles in peer reviewed journals and several chapters in books. Some of her publications in journals and books include: **Macharia, J.W (2023) “The Role of The Media In The Management Of Pandemic Situations In Africa. An Application of Selected Health Communication Theories”** in Nelson Okorie Babatunde Raphael Ojebuyi • Ngozi Okpara (Editors, 2023) **Media and Communication Theory in Africa**. Palgrave Macmillan, )Macharia, J.W ( 2021) **Artificial Intelligence and Gendered Communication: An Examination of Stereotypical Portrayals in Africa in Knowledge Societies : Artificial Intelligence and the Media**. (UNESCO, 2021), **Macharia, J.W (2019) “Role Of The Media In The Age Of Digitization: Reshaping The African Woman Narrative For The 21 Century Positioning** “She is an editor of several peer reviewed Journals such as Higher Education Research Policy Network Journal (HERPENT), Consultant Editor, International Journal of Education Management and Caleb University Journal of Social and Management Sciences (CJSMS). She is a manuscripts reviewer for IGI-Global Publishes and Palgrave MacMillan publishers. Prof. Macharia is an active member of the following professional bodies: Public Relations Society of Kenya (PRSK), Association of Media Women in Kenya and East Africa Communication Association. She is passionate about gender issues and Chairs the International Women’s Day Committee that organizes The International of Women and Girls in Science and International Women’s Day events among other gender related activities at Karatina University.

**5. Area/ Field of specialization:** Communication and Public Relations

**6. Research interests:** Gender, Communication, Media, Politic and Public Relations

7. List some of your key published works. [List your publications and include links to published works done from 2018 to date]

#### Key Publications

1).**Macharia,J.W(2023)** The Role of The Media In The Management Of Pandemic Situations In Africa. An Application of Selected Health Communication Theories in Nelson Okorie Babatunde Raphael Ojebuyi • Ngozi Okpara(Editors,2023) Media and Communication Theory in Africa. Palgrave Macmillan,ISBN 978-3-031-14716-6 ISBN 978-3-031-14717-3 (eBook) <https://doi.org/10.1007/978-3-031-14717-3>

2).**Mutunga,F,Macharia Juliet&Ngugi,L(2022)** Kitchen Layout And Space As Determinants Of Cooks' Productivity In Hotels In Machakos County – Kenya in African Journal Of Educational Management ISSN 0795 – 0063 Volume 23, No. 1 ,2022. <https://journals.ui.edu.ng/index.php/ajem/article/view/867/719>  
<https://journals.ui.edu.ng/index.php/ajem/article/view/867>

3).**Jinaro,P.M, Macharia,J.W & Kiumbe P.M( 2022 )** Combined influence of choice of media channel, timing of media messages, and frequency of media messages on perception of wildlife conservation discourse in Kenya in Journal Of Communication And Media Research ,Volume 14 Number 1 APRIL 2022. ISSN 2141 – 5277

4).**Jinaro,PM, Macharia ,J& Paul Kiumbe( 2021 )** Influence Of Content Framing On The Relationship Between Media And Audience PerceptionOf Wildlife Conservation Discourse In Kenya in Caleb University Journal of Social and Management Sciences. CJSMS Vol. 6, No 1, 2021. <https://doi.org/10.26772/CJSMS2021060106>

5)**Ndung'u,K, Macharia.J& Ombaka,B(2021)**Role Of Participatory Communication In Influencing Men's Behaviour Response To Prostate Cancer Screening And Treatment In Central Region Of Kenya in Caleb University Journal of Social and Management Sciences. CJSMS Vol. 6, No 1, 2021. <https://doi.org/10.26772/CJSMS2021060106>

6) **Ndung'u,K, Macharia, J, Kuria,M & Ombaka,B(2021)**An Examination Of Kenyan Government's Use Of Interpersonal Communication In Changing Men's Behaviour Response To Prostate Cancer Screening in Journal of Communication and Media Research. Volume 13 Number 1 ,April. 2021,ISSN 2141 – 5277

7)**Macharia,J.W( 2021)** Artificial Intelligence and Gendered Communication: An Examination of Stereotypical Portrayals in Africa in Knowledge Societies : Artificial Intelligence and the Media. (UNESCO,2021) UNESCO West Africa Regional Office:UNESCO

8).**Okorie,N, Ojebuyi,R&Macharia,J.W( editors)(2019)**A Handbook on Global Impact of the Media on Migration issues in Africa By IGI-Global Publishers<https://www.igi-global.com>(**Book**)

9).**Macharia,J.W(2019)**Media's Role in Communicating Gender and Migration Messages in Africa. In Okorie,N et al(2019)A Handbook on Global Impact of the media on Migration issues in Africa By IGI-Global Publishers. <https://www.igi-global.com/>

- 10) **Macharia, J.W (2019)** Role Of The Media In The Age Of Digitization: Reshaping The African Woman Narrative For The 21 Century Positioning in *Journal Of Communication And Media Research*, Vol. 11, No. 2 October 2019, ISSN 2141 – 5277
- 11) **Macharia, J.W (2018)** ICTs, Public Relations And Brand Africa For Socio-Economic Development in *Journal of Communication and Media Research*, Vol. 10, No. 2, October, 2018 ISSN 2141 - 5277
- 12) **Macharia, J.W (2017)** The Role of New Media in Public Relations Practice in organizations in Nairobi County, Kenya in *Journal of Communication Media Research*, Vol 8 ,Number 2 .(ISSN 2141-5277).
- 13). **Macharia, J.W (2017)** The Role of New Media in Public Relations Practice in organizations in Nairobi County, Kenya in *Journal of Communication Media Research*, Vol 8 ,Number 2 .(ISSN 2141-5277).
- 14) **Macharia, J.W (2016)** Portrayal of Men and Women in the Media: The African Landscape in *Journal of Communication Media Research*, Vol, 8 ,Number 1.(2016)
- 15) **.Lusike ,LM and Macharia, J.W** (editors) (2016) Political Influence of the Media in Developing Countries. USA :IGI Global Publishers. (Book)