



Inspiring Innovation and Leadership

KARATINA UNIVERSITY

STAFF PROFILE TEMPLATE

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1. **Name:** Dr. Nyabisi Mengo
2. **Designation:** Lecturer
3. **Employment details**

School: School of Business

Department: Tourism and Hospitality Department

4. **Contact Information**

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Research Links: ORCID ID: 0000-0002-0128-2113

4. **Describe your professional self**

Dr Nyabisi Mengo is a Lecturer in the School of Business, Department of Tourism and Hospitality Management of Karatina University. Dr Nyabisi Mengo has a background in Hospitality and Tourism Management and is the current Chair of the Department of Tourism and Hospitality Management. Her research interests include Big Data and Business Data Analytics, Digital Innovations and Digital Marketing, Machine Learning and AI, especially in relation to Tourism, Culture, Hospitality, Leisure and Events; the preservation and promotion of cultural heritage thru ICTs; and the protection of indigenous communities' culture thru ICTs.

She holds a PhD in Hospitality from Kenyatta University, an MSc in Hospitality from Moi University, and a Bachelor's degree in Hospitality Management from Moi University. She is the current President of IFITT Africa Chapter. She is passionate about mentorship and tinkering with technology. She holds two annual academic mentorship programs: one with Final Year University students, and one with Primary School students in her home village. She also organizes an annual, multi-day workshop on Tourism Technologies every November in Nairobi.

5. **Area/ Field of specialization:** Tourism, Hospitality, Leisure, Events

6. **Research interests:** ICTs in Tourism; Digital Marketing and Consumer behavior in Digital Spaces; Big Data, Machine Learning and AI for businesses; Digital Innovations and Digital Marketing for Tourism and Hospitality; Digital transformations in Tourism education; Promotion and Preservation of Cultural Heritage thru ICT; protection and Promotion of indigenous communities' culture thru ICT.

7. List some of your key published works.

- Mengo, N. (2024), Sentiment analysis of online reviews of hotel products and services in Kenya (Manuscript in preparation)
- Mengo, N. (2024), Influence of opinion leaders' travel reviews on the purchase of hotel products and services in Kenya, (Manuscript submitted for publication)
- Mengo, N. (2017), Travel opinion leaders and innovators and their influence in purchasing the hotel product in Kenya. In ENTER2017 eTourism Conference PhD Workshop Research Proposals, Rome 2017, Universita della Svizzera italiana, Lugano, pp. 7-13
- Ukpabi, D., Agjei, R. O., Mengo, N. & Kingdom, D.L. (2022), Digital Technologies and Remote Teaching During Covid-19 Pandemic in African Higher Education Institutions. In Mare, A., Woyo, E., Amadhila, E.M. (Eds.), *Teaching and Learning with Digital Technologies in Higher Education Institutions in Africa: Case Studies from a Pandemic Context (1st ed.)*, Routledge, pp. 27-40