KARATINA UNIVERSITY
Inspiring Innovation and Leadership

STAFF PROFILE



Dr. Esther Maina

1. **Designation**: Lecturer
2. **Employment details**

   School : School of Business
   Department: Human Resource Development
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4. **Research interests**: trategic management, corporate governance, strategic leadership, organizational transformation, digital innovation, risk management, and sustainable performance.

BIOGRAPHY

Dr. Esther Maina is a PhD-qualified University Lecturer in the School of Business, Human Resource Development Department specializing in Strategic Management. She has a strong passion for teaching, research, knowledge creation, and academic mentorship, with a commitment to advancing management education and contributing to the development of effective business leaders.

Her areas of academic interest include strategic management, strategic planning, corporate strategy, organizational performance, competitive advantage, leadership, corporate governance, and strategic decision-making. Her academic and professional interests focus on understanding how organizations formulate, implement, and evaluate strategies to achieve sustainable competitive advantage and long-term organizational success.

As an academic professional, she is committed to delivering quality university education, mentoring students, conducting scholarly research, and contributing to academic and professional development. She seeks to bridge the gap between management theories and practical business applications by providing insights that address contemporary organizational and managerial challenges.

Her broader academic aspiration is to contribute to the advancement of strategic management knowledge, promote evidence-based management practices, and support organizations in achieving sustainable growth, innovation, resilience, and superior performance.

PUBLICATIONS

1. Influence of Collaborations and Partnerships on the Competitiveness of Insurance Companies in Kenya: The Moderating Role of Competency Traps. ISSN: 2309-9240, May 2026.
2. Strategic Role of Customer Relationship Management Policies in Enhancing Competitive Advantage in Private Universities in Kenya. ISSN: 2664-9470, October 2025.
3. Strategic Role of Customer Relationship Management Technologies on leveraging the competitiveness of Private Universities in Kenya. ISSN: 2958-1125, October 2025.
4. Effects of Mergers and Acquisitions on the competitiveness of insurance companies in Kenya. The moderating effect of competency trap. Journal and Business and Economics and Management Research Studies, August 2025.
5. Moderating Effect of Competency Trap on the Relationship Between Re-Engineering and Firms Competitiveness of Insurance Companies in Kenya. ISSN 2958-1109, August 2025.
6. Role of church leaders in Retaining Youth in the Anglican Church of Kenya; A case study of the Ruiru Archdeaconry. ISSN: 2663-9335, November 2022.
7. Influence of microeconomic factors on financial sustainability of informal finance groups in Kiharu constituency – Kenya. ISSN 2147-4478, 2020.
8. Effect of Strategic Product Development Practices on Competitiveness of Kenyan Tea in the Global Market. Bus Eco J 9: 340. doi: 10.4172/2151-6219.1000340. ISSN: 2151-6219, February 2018.

9. Influence of strategic Market Development Practices on Competitiveness of Kenyan Tea in the Global market. ISSN (e): 2321-3418, Index Copernicus value 57.47, (2016): 93.67, DOI: 10.18535/ijsm/v6i1.em03, January 2018.
10. Competitive Approaches used by Rural SACCOs in Kenya. LAMBERT Academic Publishing; ISBN: 978-3-8443-2187-6. (2011)
11. Diversification as a Business Growth and Sustainability Strategy. International Journal of Research in Commerce and Management; Volume No. 4 Issue No. 01. ISSN: 0976-2183 (2013)
12. Strategic Positioning as a Growth Strategy of Commercial Banks in Kenya. International Journal of Research in Commerce and Management; Volume No. 4, Issue No. 04. (2014)