

Kabarak University International Conference on Business and Economics



Report of Contributions

Contribution ID: 3

Type: **Research Paper**

ANALYSIS OF THE ECONOMIC STRATEGIES ON STRATEGIC NATURAL RESOURCES LEVERAGING ON KENYA'S VISION 2030 STRATEGIC PLAN FOR ALLEVIATION OF ABSOLUTE POVERTY IN BOMET COUNTY.

Absolute poverty is a socio-economic phenomenon that is intimately associated with inequality and social exclusion. It deprives part of the society of basic necessities of life –food, clothing, education and health. Absolute poverty is defined by the World Bank as living below \$1.25 per day per person. There should be rapid economic growth as seen in Asian Tigers such as South Korea, Singapore, Taiwan and Hong Kong, to accelerate access to services like education and health for all, especially the marginalized citizens. The objective of the research was to analyze unique strategies leveraging on Kenya's vision 2030 strategic plan for alleviation of absolute poverty in Bomet County. The literature review was based on Resource Based View Theory as the recent theory of strategic management recently applied in Asian Countries and Europe and has successfully improved their economic growth. The specific objectives were: to identify the cash and subsistence crops, to determine the economic importance of water, to determine the assistance required by the residents of Bomet County and to identify intervention by the County government in Bomet County leveraging on Kenya's vision 2030 on alleviation of absolute poverty in Bomet County. In the research methodology, the survey design will be adopted in collecting primary and secondary data from households. The targeted population was 141, 219 households from five sub-counties in Bomet County. By comparing Cochran formula and Krejcie and Morgan table the sample taken was 384 households. Data analysis was done using descriptive statistics (Percentages and averages), Inferential statistics was part of the data analysis. The Significance of this study was to identify the resources and the likely exploitation strategies that will generate wealth and consequently alleviate absolute poverty in Bomet County. It was established that economic strategies ($r = 0.537^{**}$).

Keywords

crop farming, water, government assistance, entrepreneurship, alleviation of absolute poverty

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Track Classification: Emerging issues of Economic Development and Sustainability

Contribution ID: 5

Type: **Research Paper**

World Black Tea price volatility, Market Linkages and coping strategies among global tea auction markets

The primary determinant of the growth of the global tea economy is demand for the commodity. Tea auction markets refer to market leaders to discover prices and market behavior. The purpose of the study was to evaluate the degree of integration between the world markets price measured by FAO composite price index and black tea auction markets around the world. The study captures tea price dynamics and evolution of tea prices at the major tea auction markets around the world. It reports the study utilizes monthly tea auction data from 2003 to 2009 to investigate tea price dynamics to capture price evolution and volatility at the key tea auction markets around the world. The research uses time series methods to analyze tea auction prices. The hypothesis of integration was tested using the Augmented Dickey-Fuller test, and Johansen Cointegration estimation procedure. The study uses Granger causality test to discover how price information and volatility transmits between market

The study found that multivariate cointegration test suggests one common stochastic trend driving all the tea prices, indicating volatility in the prices. Granger causality interestingly shows that most of the tea auction prices have a significant trend and cyclical components. Volatility seems to spill across all tea markets with markets experiencing common shocks, rather than being isolated from each other. Sri Lanka is Granger causing all the other markets.

The findings of the study indicate that tea agribusiness firms refer to Sri Lanka prices to make decisions on markets behavior and are likely to incorporate world price information into planting decisions which will create significant challenges whose implications will lead to oversupply if world consumption of tea does not improve in tandem with increased production

Keywords

tea price volatility, tea auction markets, Granger causality, Cointegration

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Track Classification: Emerging issues of Economic Development and Sustainability

Contribution ID: 6

Type: **Research Paper**

Relationship between Media Coverage and Destination Marketing Performance by Public Organizations in Kenya

Kenya as a destination for tourists has unique features that make it attractive and competitive in the global tourism market. Despite Kenya's efforts and heavy investment by government owned in the industry, it seems that destination marketing has not yet picked up to the desired levels in the country. This may be attributed to several factors that have shaped Kenya's image in the global arena. Media coverage has been used by diverse destination marketing organizations to varying success in relations to their marketing challenges such as after terrorism attacks, political violence, and natural disasters among others. The study examined the factors affecting destination marketing performance by public organizations in Kenya. More specifically the research sought to examine the role of media coverage on destination marketing performance in Kenya. The study is based on the positivism research philosophy and adopted a descriptive research design. The target population comprised employees of Kenya Tourism Board, Bomas of Kenya, Kenya Wildlife Services, Tourism Research Institute, Kenya Airways Kenya Safaris Hotels and Lodges, Kenya Airways, Kenya Incentives Convention Center and Brand Kenya Board. The census sampling method was employed to capture respondents totaling 115. Findings for the study indicated that there was a statistically significant positive correlation between media aspects and destination marketing performance ($r = 0.380$, $p < 0.05$). This implies that when media aspects are enhanced destination marketing performance improves. The study concludes that if government invested more resources on media, destination marketing performance in Kenya would have a significant improvement index.

Keywords

- Media coverage, Destination Marketing, Public organizations, Tourism.

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Track Classification: Marketing and Tourism Innovations Paradigm Shift

Contribution ID: 8

Type: **Research Paper**

ASSESSMENT OF FACTORS INFLUENCING RETENTION OF TEACHERS IN PRIVATE SECONDARY SCHOOLS IN NAKURU SUB COUNTY

ABSTRACT

The purpose of the study was to assess the factors influencing teacher turnover in private secondary schools in Nakuru Sub County. The objectives of this study were to assess the extent to which leadership, working environment, remuneration and Organizational culture contribute to teacher turnover. The study was guided by the Herzberg's motivation theory and Vroom's Expectancy theory. Descriptive survey research design was used. Stratified sampling was used to select a total of 18 private secondary schools and purposive sampling was used to pick 116 teachers out of a total population of 19 schools and 238 teachers. Primary data was collected by administering pretested structured questionnaires to respondents and analyzed using descriptive and inferential statistical techniques.

The findings indicate that working environment, organizational culture and leadership have no significant influence on turnover of teachers in private secondary schools in Nakuru Sub County (0.062, -0.137, and -0.142 respectively). Remuneration was found to have significant influence on teacher turnover in private secondary schools (0.442**).

The study recommended that Turnover rate should be monitored and considered important in policy formulation regarding Human Resource factors and organizational factors since it will help management in retaining their teachers. Rewards and any benefits should be awarded on merit and experience in order to help in retention.

The salaries of teachers need to be increased, which will not only retain the present teachers but also attract teachers from other schools as well. Schools should identify those benefits which have more influence on teacher retention. Furthermore, Schools need to revisit their present benefits package to identify those benefits which are not useful in order to replace them. Schools must conduct "stay" and "exit" interviews to understand as to why teachers choose to leave. This information will help in understanding the reasons why teachers leave and mitigate on them.

Keywords

Leadership, Working Environment, Organizational Culture, Remuneration, Private Secondary School

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Track Classification: Trending Issues in Human Capital, Operations Management and Procurement

Contribution ID: 11

Type: **Research Paper**

EFFECTS OF MOBILE BANKING ON THE LIQUIDITY OF COMMERCIAL BANKS IN KENYA

Liquidity held by commercial banks depicts their ability to fund increases in assets and meet their financial obligations as and when they fall due. In 2015 and 2016, CBK placed 3 commercial banks in receivership in a record period of 9 months sparking panic in the financial market. This study sought to assess the effects of m-banking, a new platform bank customers are using to access bank services on liquidity of commercial banks. In the efforts to estimate the implications of m-banking phenomena, this study sets out to bring to light the critical changes in bank liquidity models arising from the emerging m-banking technology innovations. The study was structured to provide strategic insights into the m-banking services offered by banks and a review of emerging risks and challenges in liquidity management of commercial banks. The paper was based on a study of Effects of M-banking on Liquidity of Commercial Banks in Kenya. The study used a cross-sectional descriptive design that provided a snapshot explanatory relationship between the main independent variables of m-banking products and liquidity levels. The study covered commercial banks operating in Kenya. The target population was two officers working in finance and risk departments from the 40 commercial banks operating in Kenya as at June 2017. Data was then produced from the respondents using structured questionnaires that were administered through the drop and pick method. Data analysis was done using both descriptive and inferential statistics. Regression analysis was used to determine the relationship between variables. The study established that there is a strong relationship between the liquidity of the bank and deposit mobilized through m-banking transactions. The study recommends that commercial banks should focus on liquidity management models that incorporate m-banking deposit.

Keywords

Withdrawal Services, Deposit Services, M-Banking Pay Bill Services, M-Banking Savings,

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Track Classification: Financial and Accounting Topical Issues

Contribution ID: 12

Type: **Research Paper**

INFLUENCE OF MONITORING AND EVALUATION STRATEGY ON IMPLEMENTATION OF DONOR ASSISTED E-HEALTH MANAGEMENT SYSTEMS IN PUBLIC HEALTH FACILITIES IN NAKURU COUNTY

E-health is emerging as one of the most important paradigms of healthcare management due to its significant potential to deliver quality health care and cost-effectiveness depending on e-health systems by governments and development partners. However, E-Health adoption remain low in many countries and even when some of the known barriers have been mitigated by the implementers using several strategies among them the use of monitoring and evaluation (M&E). Therefore, the purpose of this study was to analyze the influence of M&E strategy on implementation of donor assisted e-health management systems in Kenya focusing on public health facilities in Nakuru County. The study was guided by The Resource-Based View of organizations. The study used descriptive survey research design targeting; 2 health ministries at the national and county levels, 42 public health facilities and 7 NGOs in the County and the accessible population was 220 persons comprising e-Health program managers and staff. Both purposive and stratified random sampling was used to obtain a sample size of 111 respondents out of which 79 participated in the study. Data was collected using questionnaires and analyzed using both descriptive and inferential statistical methods. The findings revealed that M&E strategy ($t = 2.01$, $p < 0.05$) had a statistically significant relationship with the implementation of e-health management systems in public health facilities in Nakuru County in the regression model implying that it was an influential factor which could not be overlooked in the implementation process. Further, results from the regression analysis revealed that M&E strategy could explain up to 21.9% of the variations in the implementation variable. The study, therefore, recommends that the e-health system implementing organizations ensure that in addition to the M&E evaluations, quality evaluation and reporting be also made so as to be able to raise the quality standards of the system after implementation.

Keywords

E-Health Management Systems, Implementation, Monitoring and Evaluation strategy

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Track Classification: Financial and Accounting Topical Issues

Contribution ID: 14

Type: **Research Paper**

EFFECTS OF CREDIT MANAGEMENT ON THE FINANCIAL PERFORMANCE OF DEPOSIT TAKING SAVINGS AND COOPERATIVE SOCIETIES IN NAKURU TOWN CENTRAL BUSINESS DISTRICT, KENYA

Credit management is an important component in firms that offer credit to clients. Sound credit management is a prerequisite for a financial institution's stability and continuing profitability. The research focused on the effect of credit management on financial performance of deposit taking SACCOS in Nakuru town. The specific objectives of the study were to determine the effect of credit standard, debt recovery, collection policy and credit terms on the financial performance of deposit taking SACCOS in Nakuru Town CBD. The target population of the study was 220 employees of the selected deposit taking SACCOs in Nakuru Town. Exploratory research design was used in the study. The sample size was obtained using a stratified random sampling method of Nassiuma (2000) formula. A stratified random sample of 74 employees was used in the study. Data was collected using questionnaires. The study utilized primary data. Primary data was obtained through questionnaires administered to employees of the deposit taking SACCOs. Both descriptive and inferential statistics (correlation and regression analysis) were used in analyzing data with the help of statistical package for social sciences (SPSS) version 16.0. The findings showed that credit standard had a positive and significant effect on the financial performance of the SACCOs. The results indicated that there was a positive relationship between financial performance and credit standard, debt recovery, collection policy and credit terms. The study concluded that all the variables under study are statistically significant in explaining the financial performance of SACCOs. The study recommends that SACCOs should consider credit management as a critical determinant of their financial performance. The SACCOs should create effective credit management policies, standard and terms and enhance debt recovery techniques.

Keywords

Credit Standards, Debt Recovery, Collection Policy, Credit Terms, Financial Performance.

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Track Classification: Financial and Accounting Topical Issues

Contribution ID: 16

Type: **Research Paper**

EFFECTS OF SOCIAL MEDIA NETWORK SITES ON SERVICE DELIVERY IN HOTELS IN NAKURU TOWN

The importance of social media in enhancing positive relationships between customers and business cannot be gainsaid. This is because they offer new and innovative ways to communicate and network via the internet. Social media networking has become an effective form of marketing which has raised the brand awareness, brand loyalty, customer services and has led to increase in sales. The aim of this study was to investigate the effects of social networking in service delivery in the hotel industry in Kenya. It sought to establish how hotels are utilizing social media in marketing so as to boost awareness among its customers. Stratified proportionate sampling procedure has been used to pick the hotels, the study used questionnaires to collect data. A sample size of 190 employees was used. The study showed 94.1% of those sampled used social media. This was attributed to the high usage of internet enable smartphones. There was also a noted higher usage of the social media among the younger age groups compared to their old counterparts. Facebook and twitter usage topped the list of the highly used social media networks in the hotel industry that mirrored their usage in the social lives. There is different prevalence of the usage of diverse social media networks for different purposes such as marketing, sales, customer service and giving of information. In the context of marketing, 82.2% of the respondents utilized social media for marketing purposes of which the face book and Google plus topped the usage. Face book and twitter formed the highest used platforms for branding. The hotels used the social media platforms to a higher degree to elaborate on their location, available facilities, technical expertise of workers, and hotel menu among other factors

Keywords

Social media network sites, Service delivery, and Hotel industry

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Track Classification: Marketing and Tourism Innovations Paradigm Shift

Contribution ID: 17

Type: **Research Paper**

INVESTIGATION ON ENTREPRENEURIAL VIABILITY OF INDIGENOUS INNOVATIONS IN KENYA. A SURVEY OF BARINGO AND NAKURU COUNTIES ON MURSIK MILK.

Indigenous innovations can aid developing nations embark on a cumulative path of positive growth by providing great opportunities to stimulate economic growth leveraged on indigenous knowledge, cultural practices and resources residing within native communities. Mursik's milk preservation traditional technology among Kalenjin community in the Great Rift Valley in Kenya. This study therefore aimed at investigating on entrepreneurial viability Mursik so as to propose a framework model for its commercialization that can be generalized to other related indigenous innovations that abound in diverse communities in Kenya. Specifically, the study determined supply side characteristics, demand side characteristics, innovation's characteristics, and moderating effect of innovation promoters. Data was obtained using semi-structured questionnaires administered on a snow-balled sample of size of 59 accessed enterprises. However, only 35 of those enterprises completed the data collection adequately for analysis. The findings obtained indicated that whereas there was huge supply of milk in the proximal catchment area the supply was not consistent and suppliers preferred delivering it to large milk processors who had not yet adopted Mursik as part of their line of products. The innovation itself strongly possessed necessary characteristics for potential for massive adoption. It was also found to elicit a lot of interest with new users who were willing to try it. However, the knowledge and technology transfer capacity was very constraining. The traditional production process was also inevitably slow and would not be consistent with rapid production process associated with most milk products in fast moving consumer goods. The researcher therefore recommends an experimental study on technology improvement to enable rapid production and yet maintain quality and value attributed to the original Mursik product, and also determination of means of value packaging, promotion and distribution beyond the traditional users of the product.

Keywords

: indigenous innovations, entrepreneurship, Mursik, milk products

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Track Classification: Emerging Trends and Opportunities in Entrepreneurship

Contribution ID: 18

Type: **Research Paper**

Effect of Board Composition and Structure on performance of Kenya Football Premium League

Football is an “industry” and clubs “businesses” characterized by competition for resources. The opportunities presented by expanding markets and the challenges of an environment characterized by increasing competition require that clubs successfully position themselves to build sustainable, competitive advantage. The main aim of the study was to analyze the effects of board composition and structure on performance of soccer management in Kenya Premium League. The study adopted descriptive research design taking 96 elected officials and 48 employees giving a total of 144 target population who understood key issues of football governance as the target population of the study. The study used probability sampling random sampling technique to select the respondents. Data was collected using both primary data collection tools. Structured questionnaires administered to the selected respondents was used to elicit information related to governance structure of the Clubs whereas both structured questionnaire and secondary data collection form was used to collect information related to Kenya Football Premium League Performance. In spite of board membership being drawn from members who were not necessarily footballs, the board lacked wider representation in terms of gender, institutional representation like the government, age variability making the board not to have the face of Kenya, that is most clubs were aligned to specific tribe or counties, the idea which was a replica of their respective boards. The first objective of the study was to establish the effect of board composition on performance of Kenya Football Premium League. The study established that the Premium league Club’s boards had other board members who were not necessarily footballs, which was a good idea in terms of bring into the clubs varied views that are meant to make the clubs perform well. In spite of board membership being drawn from members who were not necessarily footballs, the board lacked wider representation.

Keywords

Corporate Governance, Football Performance, Corporate Structures

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Track Classification: Emerging Trends and Opportunities in Entrepreneurship

Contribution ID: 19

Type: **Research Paper**

The impact of Transparency on Public Expenditure Management in Nigeria: A Conceptual Review

This paper reviews the impact of transparency on public expenditure management in Nigeria. The study explores the relationships between transparency and linked it with the public expenditure management in Nigerian. Conceptually, it is clear that transparency emerged from high level of corruption. Government expenditure involves all the expenses which the public sector operators incur for making the sector effective and efficient, for moving the economy forward. Public expenditure in Nigeria is usually categorized into recurrent and capital expenditure. It is recommended that there's need to restructure the public sector transparency system and it is urgently necessary to have a comprehensive revision of entire audit laws of the country with a view to aligning them with current realities and demands of globalization. Therefore future studies would extend the study beyond the conceptual linkage through quantitative analysis.

Keywords

Accountability, Transparency, Public, expenditure, Management and Nigeria

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Track Classification: Financial and Accounting Topical Issues

Contribution ID: 20

Type: **Research Paper**

THE ROLE OF BUREAUCRACY ON THE SOCIO-ECONOMIC DEVELOPMENT OF BAUCHI STATE

The role of bureaucracy in promoting socio-economic development cannot be overemphasized especially amongst the developing countries like Nigeria. The Public Bureaucracy in Bauchi State has been plagued with challenges that tend to undermine its performance in promoting socio-economic development. Bauchi State is among the state where over 80% of its population lives below poverty line of less than \$1 a day. 85% of the populations are in rural areas with low literacy level and more than 65% classified as very poor. The study aims at exploring the role of public bureaucracy in promoting development in Bauchi State. Data were collected through administering of questionnaires to the worker of Bauchi State Civil Service: Office of the Head of Civil Service. The finding reveals that the impact bureaucracy has not been felt both at the rural and urban areas this shows that the role of the bureaucracy has not been efficient and the inadequate training of the personnel has affected the performance of the bureaucracy in Bauchi State. The studies recommend that the bureaucracy need to be reshaped and reorganized to be able to discharge its function effectively and efficiently. The training and development of the bureaucrats should be given priority.

Keywords

Bureaucracy, Development, Role, Training and Development

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Track Classification: Emerging issues of Economic Development and Sustainability

Contribution ID: 21

Type: **Research Paper**

EFFECTS OF CORPORATE GOVERNANCE ON FINANCIAL REPORTING LAGS: EVIDENCE FROM NIGERIAN LISTED DEPOSIT MONEY BANKS

This paper assessed the effects of corporate governance on financial reporting lags, with particular emphasis to Nigerian listed deposit money banks. It is based on secondary data gathered from the published annual report and accounts of eight (8) sampled banks for the period of 5 years from 2010 to 2014, selected according to their data availability and time constrain from fifteen (15) that are operating on the floor of Nigerian Stock Exchange as at December, 2016. The study make used of panel data regression analysis using STATA 14.0. Based on the results from the analysis, the study founds out that all the regression results with the five of the independent variables have positive and significant relationship with the FRL. This mean that complying with corporate governance mechanism reduces FRL by at least one and half months. It was therefore recommends that, in the sense that using the service of experts and up to date monitoring and supervision reduces unnecessary delay in publishing the financial report by listed commercial banks in Nigeria. Hence, there is need for shareholders to lay their support to companies, so that they can employ professionals/skilled labour. Therefore, there is need for listed Nigerian commercial banks to increase the number of their independent directors to add to the board composition. This will lead to timely release of published accounts to enable economic decision by shareholders in respect of their investment in the banks. Possibly they can adopt the use of a two tier board to reduce the effect of agency problems/cost.

Keywords

Corporate governance, Financial reporting lags, Audit committee, Board composition

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Track Classification: Financial and Accounting Topical Issues

Contribution ID: 23

Type: **Research Paper**

EFFECT OF FIRMS' CAPITAL STRUCTURE ON FINANCIAL PERFORMANCE: EVIDENCE FROM NIGERIAN LISTED CONSUMER GOODS INDUSTRIES.

This paper assessed the effect of firms' capital structure on financial performance of Nigerian listed consumer goods industries. The study utilised secondary data gathered from the published annual report and accounts of fourteen (14) sampled consumer goods industries for the period of 6 years from 2011 to 2016, selected according to their data availability and time constrain from seventeen (17) industries that are operating on the floor of Nigerian Stock Exchange as at December, 2016. The study make used of panel data regression analysis using STATA 14.0. Based on the results from the analysis, it was found out that there is a positive and significant relationship between the dependent and the independent variables. This mean that a reasonable combination of debt and equity share capital enables Nigerian consumer goods industries to increase their financial performance. It was therefore recommends that, debt should be use by the companies only to the point where its benefit should not exceeds to total cost. The debt should be long-term in nature. Moreover, government should try as much as possible to reduce the cost of borrowing to enable firm's achieve a reasonable combination of debt into their capital structure and enjoy the relative tax savings advantage of the debt.

Keywords

Capital Structure, Financial performance, Consumers goods and Nigeria Stock exchange.

Primary author: YUSIF, Idrith Ahmed

Track Classification: Emerging issues of Economic Development and Sustainability

Contribution ID: 25

Type: **Research Paper**

Effect of Monetary Policy Instruments On the Performance Of Deposit Money Banks In Nigeria

This research investigates the effect of monetary policy instrument on the performance of deposit money banks in Nigeria. The research was based on country aggregate level annual data that covered a period of twenty three years spanning from 1990 – 2013 through the application of ordinary least square (OLS) method of regression and Augment Dicky – Fuller techniques in testing the unit root property of the series. The results of the unit root test suggest that all variables in the model are stationary at $d(1)$ and the trace test indicated 1 co-integration test. The regression result indicated that monetary policies significantly affect banks. The major findings of this research is that effective monetary policies should direct on manipulating instruments and importance should be placed on justification for adopting a particular policy be rationalized in order to increase growth in economy, CBN should redefine monetary policy instruments in order to be more attractive to the DMBs and this will enable deposit money banks to embrace them beyond mere compulsion.

Keywords

monetary policy, money supply, interest rate and exchange rate.

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Track Classification: Financial and Accounting Topical Issues

Contribution ID: 27

Type: **Abstract**

EFFICACY OF MONITORING AND EVALUATION FRAMEWORK ON IMPLEMENTATION OF DEVELOPMENT PROJECTS. A COMPARATIVE ANALYSIS OF MACHAKOS AND EMBU COUNTY, KENYA

Monitoring and evaluation frameworks allow for project activities to be measured and analyzed. There is a gap in the design of M&E frameworks to generate information during the process of monitoring and evaluation and use of this information in future designs. The purpose of this research study was to establish the influence of Monitoring and Evaluation Framework in the successful implementation of County development projects. The study was guided by the main determinants of monitoring and evaluation which are: Monitoring and Evaluation framework dimensions results based performance indicators, learning capacity, participatory tracking and beneficiary accountability. The moderating effects was Government funding and disbursement of funds. The research adopted a descriptive survey design with a mixed method centered within a wider exploratory, cross-sectional framework. The study was conducted in Machakos and Embu County. The population of this study was 132 staff mandated to monitor and evaluate projects undertaken under County government devolved functions from Machakos and Embu County. A sample of 99 respondents was determined and individual elements in different categories were also determined using Stratified random sampling technique. Questionnaires were distributed to respondents through “drop and pick later” method and were subjected to a reliability test using Cronbach’s alpha and their response was analyzed quantitatively by means of SPSS. A normality test was conducted using the Shapiro Wilk’s test. Factor analysis was undertaken to determine which of the factors are important in determining project completion. The research findings were subjected to regression and correlation analysis to establish the effect and relationship between the independent and dependent variables using a multiple regression model. Data was then be summarized and presented using data tables, percentages and frequency tables. The results were discussed and conclusions made from the objectives. Recommendations were made according to the conclusions made.

Keywords

Beneficiary Accountability, Learning Capacity Monitoring and Evaluation, Participatory tracking.

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Track Classification: Trending Issues in Human Capital, Operations Management and Procurement