

# EAMARC 2

**EASTERN AFRICAN MULTIDISCIPLINARY  
ANNUAL RESEARCH CONFERENCE**

**THEME: TRANSFORMING AFRICA  
THROUGH INDIGENOUS APPLIED  
RESEARCH**

**18<sup>TH</sup>-20<sup>TH</sup> NOVEMBER 2015  
AT USIU-AFRICA NAIROBI KENYA**



National Commission for Science,  
Technology and Innovation



United States  
International  
University-Africa



KCB | Making the  
Difference



#### Participants of EAMARC 2.

Including the Chief Guest Edward Odundo CEO of RBA, DVCAA Amb. Prof. Ruthie Rono, Associate DVCA Research Prof. Francis Wambalaba, CEO of Aga Khan University Hospital Shaun Bolluki, Dean of Chandaria School of Business Dr. George Achoki, Prof. Peter Lewa, Prof Sylvester Namuye, Prof. Paul Katuse, Prof. Jimmy Macharia, Nad Okello, Karen Nguru, David Nerubucha, DBA Student Fred Mueni, Susan Muchai, Bonn Jonyo and Reuben Mutegi

#### Conference overview

The Eastern Africa Multidisciplinary Applied Research Conference (EAMARC 2) was held at USIU-A on 18<sup>th</sup> to 20<sup>th</sup> Nov 2015. The purpose of the conference was to create a platform for the distinguished researchers, industry practitioners, professionals and students to share findings from their applied research along with experiences, achievements and challenges in their respective areas of proficiency. The conference specifically aimed at providing a podium for researchers to vitrine their research activities through;

- Discussion of specialized applied research related to development goals and policy issues relevant to decision making, in particular with respect to the East African region;
- Collaboration among researchers and linkages with practitioners and policy makers;
- Contribution to publications and dissemination of research finding

#### Conference Outputs:

Besides paper presentations, the conference was very interactive hence stimulated networking, collaborations, and sharing of best practices and solutions to the emerging issues in academia and industrial arena. The other output will be publications/conference journals, reports from interactive sessions as well as uploading materials in the university repository

## CONFERENCE PREPARATIONS

**Secretariat:** the secretariat comprised of Eight (8) members who had a duty to organize the activities of the conference. The team started organizing for the conference in January 2015 through consultative fortnight meetings geared towards reaching out to the participants and also funders. The meetings also created awareness about the conference as well as crafting structures to monitor conference progress. The team comprised of: Prof Wambalaba as the Key organizer, Karen Musikoyo and Salome Asena who were in charge of branding and marketing the conference, Susan Muchai coordinating registration of participants, Everlyne Otiato and Bonn Jonyo in charge of fund raising, Paul Ruto in charge of publications and paper review and Reuben Mutegei as an overseer of conference activities through monitoring and evaluation.

**Task force team:** The secretariat worked hand-in-hand with the faculty and staff members from School of Science and Technology, School of Humanities and Social Sciences, Chandaria School of Business and School of Pharmacy. The members of the squad volunteered to participate in the preparation of the conference in different capacities as reviewers, moderators and rapporteurs. This team met three times with the view of getting updates on conference arrangements and also to offer technical advice in their areas of expertise as well as generously supporting the marketing of the conference in their various school and networks. The task-force was augmented by a team of students ushered in the participants during the conference time and also helped at the registration desk.

In general, there were five teams of specialist who combined effort to realize the dream of the conference. The teams were comprised of:

	<b>Category</b>	<b>Number of members</b>
<b>Workforce</b>	Secretariat	8
	Moderators	12
	Rapporteurs	16
	Reviewers	23
	Ushers	7

**Marketing and Branding:** different avenues such as flyers, posters, social media (Facebook and twitter), USIU-A webpage, collaborative networks, face-face interactive forums (class rooms) were used to sensitize people on the conference. The team in charge of marketing worked in conjunction with USIU-A Public Relations Department to expedite the marketing of the conference. All the avenues were very successful; in terms of attracting participant as discussed in subsequent sub sections.

**Fund Raising:** the fundraising team explored different avenues for generating funds. Such avenues included registration fees and donations from well-wishers. The institutions approached for financial and in-kind support were; National Commission for Science, Technology ( NACOSTI), Kenya Commercial Bank (KCB), Safaricom Foundation, Standard Media Group, Institute of Economic Affairs (IEA), Retirement Benefit Authority (RBA), Windsor Hotel Holdings, Kenya Institute for Public Policy Research and Analysis ( PIPPRA) and Insurance Regulatory Authority (IRA). This was achieved through talking to individuals in these institutions and, some institution like NACOSTI a funding proposal was developed. Out of nine institutions targeted for funding, only 2 NACOSTI and KBC who donated Ksh200, 000 and Ksh 300,000 respectively. Registration as a source of fund raising generated Ksh 599,142 broken down as follows

- Registration for faculty Ksh 222,142 (paid by deans in respective schools)
- Registration for undergraduate students Ksh 60,000 (Paid by Research Office, a kitty for students publications)
- Individual registration Ksh 217,000 (self-sponsored).

NB: The total from all the fund raising avenues was Ksh 999,142

## Actual Conference:

Day One: The CEO of KCB Mr. Joshua Olgara was scheduled to be the key note speaker However, due to unavoidable circumstances he did not turn up. The conference was officially opened by Vice Chancellor USIU-A Prof. Frieda Brown and thereafter 5 papers focusing on general emerging issues were presented. In the afternoon, there were break-out session where papers focusing on health, education and human resource management were presented. The MC was Dr. George Achoki Dean Chandaria School of Business .





Day Two: The MC: Dr. Tom Onditi Dean, School of Humanities and Social Sciences gave an introductory remarks and later introduced **Prof. Peter Anyang Nyong'o** who gave key note address on matters relating to cancer. Thereafter, four papers were presented focusing on cancer, ICT and micro-economics. In the mid-morning session, there were two break-out session where papers focusing on entrepreneurship, leadership, transport were presented. In the afternoon there were two break-out session focusing on finance and technology.





Day Three: The papers on day three focused on economic issues, water, human resource management, leadership and marketing. The wrap up ceremony was held in the mid-morning hours where the Dean School of Science and Technology Dr. Jimmy Macharia introduced the key note speaker Dr. Edward Odundo, CEO Retirement Benefit Authority (RBA). Later Prof. Francis Wambalaba gave introductory remarks and then introduced Amb. Prof. Ruthie Rono DVCAA who officially closed the conference.





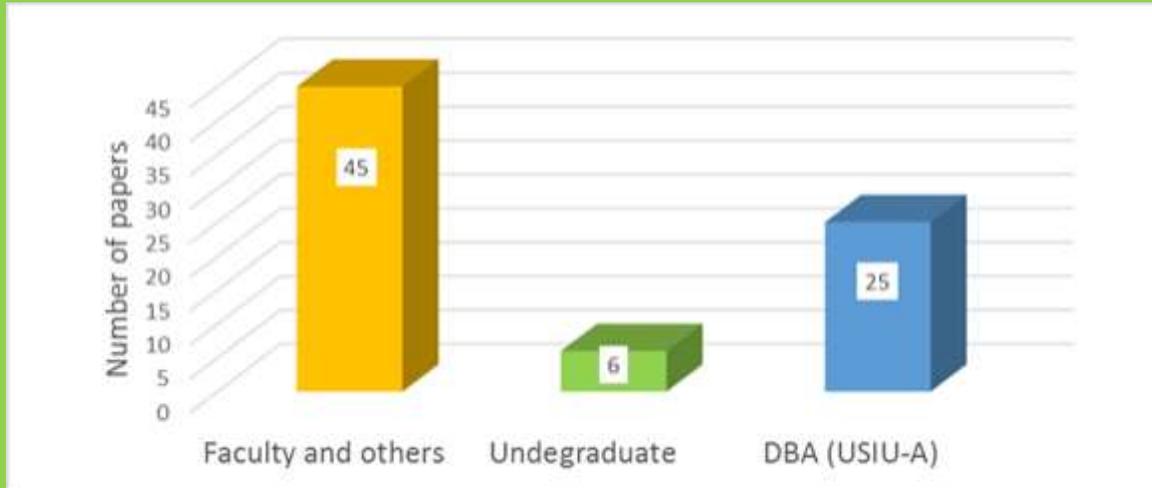
Participants: The conference attracted distinguished researchers, industry practitioners' professionals and students from different disciplines as listed below:

	Category	Number attended
<b>Attendance</b>	Undergraduate/masters (USIU-A)	455
	Faculty (USIU-A)	36
	Staff (USIU-A)	24
	DBA (USIU-A)	29
	Others Universities	4
	Others	34
	<b>Total</b>	<b>581</b>



## Paper presentations

The conference papers were organized according to sub themes, this made it easier to get the moderators and rapporteurs for each session.



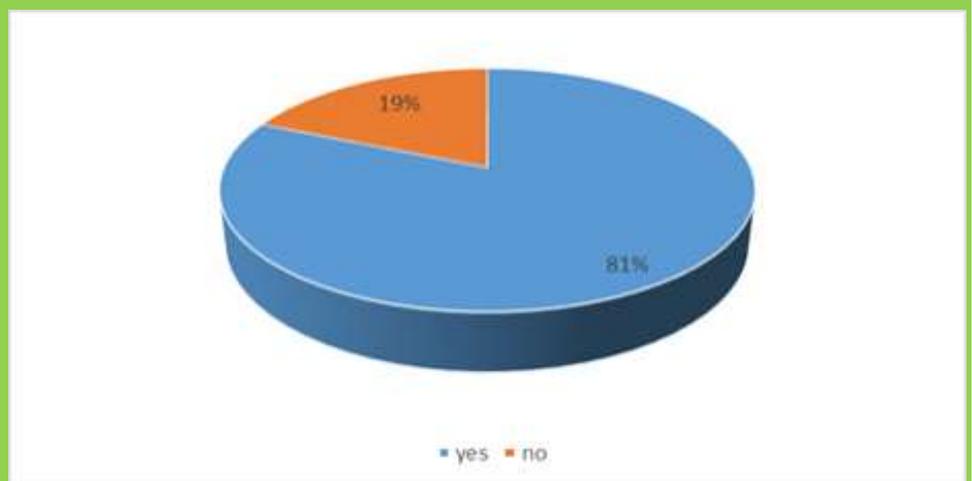
The above diagram shows the distribution of the 76 papers presented

## Participants' views on conference

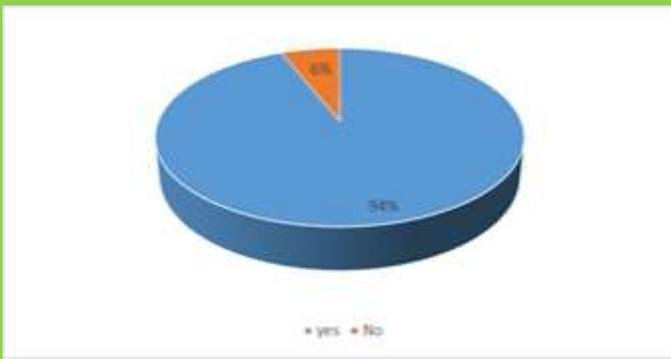
An evaluation form was given to the participants on each day of conference, this aimed at getting the views of the participants for future planning of subsequent conferences. The views are as discussed under the following subheadings:

### 1. Frequency of attending EAMARC conference

The organizers sought to establish whether participant had attended the previous EAMARC 1 conference. This aimed at gauging the consistency of participants in attending the conferences. The results are as follows:



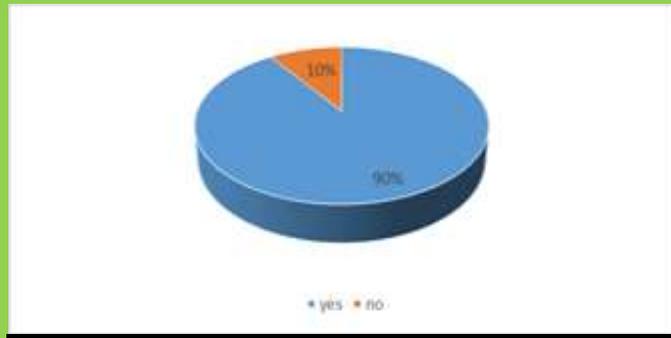
The above figure shows that majority of the participants attended the conference for the first time implying that the consistency of attending EAMARC conferences is low.



## 2. Conference Referral

Participants were asked to indicate whether they would recommend another person to attend the conference. As shown in figure below, 94% of the participants indicated that they would recommend other people to attend the next EAMARC conference.

94% would recommend the conference to another person



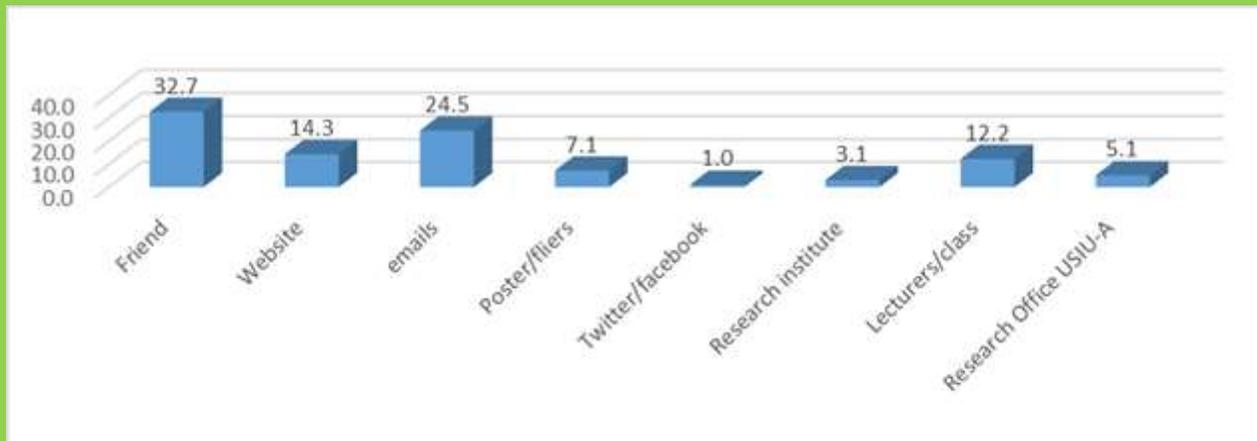
## 3. Involvement in the next EAMARC conference

Participants were asked to indicate whether they would like to be involved in the next EAMARC conference. The results shows that 90% of the participants would like to be involved in the next EAMARC conferences.

90% would like to be involved in the next EAMARC

## 4. Platforms for announcing EAMARC conference

The participants were asked to indicate how they came to learn about the EAMARC conference, different views were given as presented in the figure below



The figure demonstrates how participants came to learn about EAMARC conference

The above figure shows that most of the participants learnt about the conference through friends, this group was followed by those who indicated that they learnt about it through emails, website and lecturers in class in that order. This implies that all the avenues used to advertise for the conference were fruitful.

The conference was also evaluated in respect to communication, conference logistics and presentations as analyzed below

## 1. Communication

	Day 1					Day 2					Day 3				
	Very bad %	Bad %	Fair %	Good %	Very good %	Very bad %	Bad %	Fair %	Good %	Very good %	Very bad %	Bad %	Fair %	Good %	Very good %
Conference call/announcements	0	7	32	36	25	0	5	11	49	35	0	6	15	44	35
Information on application registration	0	0	40	44	16	0	0	14	58	28	0	6	15	59	21
Feedback on inquiries	0	0	31	42	27	0	0	14	47	39	0	0	30	48	21
Relevance of conference materials	0	8	19	46	27	0	0	8	53	39	0	0	18	65	18

Participants expressed different opinion on the manner in which communication about the conference was conducted prior to the conference day. The results shows that participants in the three days of workshop highly rated the manner in which the conference was organized. However, participants of day two rated it more than participants of other days. On information about registration, participants of day two again rated it highly. On relevance of the conference materials, still participants of day two rated it highly compared to participants of other days. In general, in all the days participants were happy on the manner in which communication about the conference was conducted.

## 2. Conference logistics

	Day 1					Day 2					Day 3				
	Very bad %	Bad %	Fair %	Good %	Very good %	Very bad %	Bad %	Fair %	Good %	Very good %	Very bad %	Bad %	Fair %	Good %	Very good %
Registration procedures	0	0	26	44	30	0	0	9	33	58	0	0	3	64	33
Conference venue ambiance	0	4	14	36	46	0	6	14	22	58	4	3	3	48	42
Food and drinks	7	4	21	46	21	0	0	12	44	44	0	3	23	58	16
Time keeping	4	0	14	50	32	0	6	22	39	33	0	9	26	53	12

On conference logistics, the evaluation focused on the way registration procedures were carried out, conference ambiance, food and drinks as well as time keeping.

## 2. Conference Logistics continued

The results shows that registration procedures on the third day was rated highly as indicated by 97% of the participants who rated it good followed by day 2 at 91% and day 1 at 74%. The conference ambiance also was rated high on day three as attested by 90% of the participants who rated it as good, followed by day 1 at 82% and day 2 at 80%. For food and drinks, day two had more participants happy about food and drinks than any other day. This was demonstrated by 88% who rated it as good. This was followed by day 3 and day 1 respectively. On day 1, people observed time better than other days, this is attested by 82% of the participants who rated it as good. This was followed by day 2 and day 3 respectively. However, on day 1, 4% of the participant indicated that there was poor time keeping.

## 3. Presentation

	Day 1					Day 2					Day 3				
	Very bad %	Bad %	Fair %	Good %	Very good %	Very bad %	Bad %	Fair %	Good %	Very good %	Very bad %	Bad %	Fair %	Good %	Very good %
Relevance of key note speakers speech	-	-	-	-	-	0	0	9	45	45	0	0	13	54	33
Relevance of papers presented	0	4	18	39	39	0	0	3	43	54	0	0	9	74	18
Time allocated for each paper	0	4	14	46	36	0	8	38	30	24	0	12	21	50	17
Coordination of events	0	4	11	50	36	0	0	17	44	39	0	0	15	50	35
Technological support/ projects	0	4	14	50	32	0	3	19	35	43	0	12	9	59	21
Moderation of events	0	0	21	50	29	0	0	5	57	38	0	0	15	53	32

Evaluation was also carried out to establish how participants rated presentations. The results shows that key note speech for day 1 was not rated because the key note speaker was absent. However, participants rated key note speech of the 2 day better than the 3 day. Nevertheless, all the speeches were rated highly on both days. In relation to relevance of papers presented, participants of day 2 rated all the papers highly compared to day 3 and 1 respectively. On time allocated for the paper presentation, participants of day 1 rated it highly followed by day 3 and 2 respectively. Events coordination was carried out better in day 1 followed by day 3 and day 2. However, participants highly rated the way events were coordinated with over 80% rating it good. For the technological support, day one scored highly than any other day, however, all days had a good rating of over 80%. The conference moderators were highly rated on all the days but day 2 was highly rated compared to other days.

## 5. Capacity involvement in the next EAMARC conferences

Participants were also asked to indicate the capacity in which they would like to participate in the next conference. This is as presented by the table below:

	<b>Frequency</b>	<b>Valid Percent</b>
Moderator	8	10.3
Sponsor	2	2.6
Facilitator	4	5.1
Exhibitor	6	7.7
Presenter	49	73.8
<b>Total</b>	<b>78</b>	<b>100.0</b>

73% of the participant indicated that they would like to be involved in the next conference as presenters and 10% indicated that they would like to participate as moderators. However, 3% indicated that they would like to be involved as sponsors.

### Participants capacity involvement in the next conference

## Challenges experienced during the conference

The following challenges were identified:

- Persons in charge of projectors delayed in providing the facility especially in library bookshop
- Some moderators did not turn up for the conference
- Some participant did not pay the registration fees
- Key note speaker absent in day 1
- Sessional venue (Break-out rooms) not indicated in the program leading to confusion among the presenters
- Some presenter hijacked the process and demanded to present their papers
- There was power black-out which temporarily disrupted presentations
- Some presenters did not turn-up for the conference

## Notable comments from participants on the way forward

- Acknowledge editors of the conference papers on the program
- Articles be published immediately after conference
- information and lobbying be done earlier
- Involve faculty, use faculty connections to publicize the conference
- Break-out rooms should be indicated on the program
- Involve more presenters from other universities not just USIU
- More time to be allocated for presentations and responding to questions
- Have proper crowd control mechanism to avoid lots of in and out movements by students
- Side sessions be within vicinity of plenary ones for convenience and mobility
- Give certificates of participation
- Conduct conference outside campus
- Provide good bags that can carry laptops

