

The School unveils management journal

Date and time:

Tue, 2013-03-12 11:13

School of Business launched the DBA Africa Management Review Journal. The peer-reviewed Journal which targets academicians and practitioners is in its 4th edition. The Journal is a quarterly publication consisting of original papers based on theoretical or empirical research, management case studies described in real-life situations and book reviews on current books on business and management.

Prof. Jacob Kaimenyi, Deputy Vice Chancellor, Academic Affairs launched the Journal at Education Theatre 2 and commended the department for the initiative. He challenged other units in the University to follow suit as there is need to have platforms to share research findings. He called on scholars and practitioners to publish widely and subscribe to various journals in the market.

Some of the thematic areas covered in the [DBA Africa Management Review Journal](#) include strategic management, insurance and risk management, marketing management and human resource management.



Among those who spoke during the ceremony include Prof. Enos Njeru, Principal, [College of Humanities and Social Sciences](#) (CHSS), Prof. P.O. K'obonyo, Deputy Principal, CHSS, Mr. Stephen Nzuve, Dean, [School of Business](#) and Dr. Justus Munyoki, Chairman, [Department of Business Administration](#)

Prof. Jacob Kaimenyi, DVC, Academic Affairs,

buys a copy of the journal during the launch.