

Session Program

8-11 Sept 2026



10th U6+ Consortium of African Universities International Conference

Business, Entrepreneurship, Economics

University of Eldoret, Main Campus
P.O. Box 1125-30100 Eldoret, Kenya. (East Africa Time)

Times shown in Africa/Nairobi

Wednesday 9 September

14:00

(Africa/Nairobi)

Business, Entrepreneurship, Economics

Session | **Location:** EKA Hotel, Sergoit, Eldoret Town | **Convener:** Prof. Kambizi - Chairperson

14:00–14:12

Mentoring and Life Skills Training as Catalysts for University Students' Mental Health and Well-Being in Kenya

Speaker

Zacharia Shitote

14:12–14:24

Artificial Intelligence and Audit Process in Nigeria

Speaker

Olaniyi Taiwo Azeez

14:24–14:36

Influence of Internship Program Quality on Employability Skills Development Among Kenyan Graduates

Speaker

Rispe Moraa

14:36–14:48

Federation Structure as a Driver of Athlete Marketing Support: Implications for Para-Athlete Inclusion in Kenya

Speaker

Kiptembur K. John

14:48–15:00

Role of digital transformation in enhancing organizational performance in the Kenyan banking sector: Mediation of organizational agility in emerging economies

Speaker

Muange, R.

15:00–15:12

Service Accuracy in Smart Hospitality Systems: A Key Driver of Customer Satisfaction in Automated Five-Star Hotel Restaurants in Nairobi, Kenya

Speaker

Erick V.O. Fwaya

15:12–15:24

CreditPulse: A Causal AI System for Equitable Credit Risk Assessment in East African Digital Lending Markets

Speaker

Brian Omare

15:24–15:36

Exploring the Entrepreneurial Ecosystem of Underdog Entrepreneurs in Kibera Informal Settlement, Kenya: what are the enablers?

Speaker

Grace Mureithi

15:36–15:48

Product Development Strategy and Competitive Advantage of Farm Input Distribution Companies in Nakuru County, Kenya

Speaker

Kiplang'at Gideon NG'ETICH

15:48–16:00

The influence of public sector regulation on the strategic competitiveness of state-owned enterprises

Speaker

Abba Walker Masungini

16:30

Friday 11 September

10:15
(Africa/Nairobi)

Business, Entrepreneurship, Economics

Session | **Location:** EKA Hotel, Sergoit, Eldoret Town | **Convener:** Prof. Kambizi - Chairperson

10:15-10:27

Financial transformation and reinvestment strategy for small business competitiveness

Speaker

Honest Khumbo Kayira

10:27-10:39

Sport Marketing as Driver of Basketball Infrastructure Development in Nigeria

Speaker

Aina, Michael Gbemisola

10:39-10:51

Extended Producer Responsibility (EPR) Regulations: A Comprehensive Literature Review for Regulatory Impact Assessment (RIA) in Kenya

Speaker

Eunice Atieno

10:51-11:03

Digital Entrepreneurship, Indigenous Knowledge and Inclusive Innovation in Africa: Collaboration and International Partnerships for Sustainable Enterprises in the Fifth Industrial Revolution

Speaker

Abdulraheem, I.

11:03-11:15

CASUAL EMPLOYMENT AND WORK-LIFE IMBALANCE AMONG CONTRACT- BASED STAFF IN NIGERIA PUBLIC UNIVERSITIES (CONCEPTUAL STUDY)

Speaker

ONYAMBAYI, Edward Taiye

11:15-11:27

The impact of islamic and conventional work ethics on organisational performance: The mediating role of organisational citizenship behaviour

Speaker

Lang Sanyang

13:00