

CURRICULUM VITAE

1. Personal Data

Peter K. Turyakira
Makerere University
School of Business
Department of Marketing and Management
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Email: pturyakira@gmail.com, peter.turyakira@mak.ac.ug

Nationality: Ugandan

Sex: Male

Date of birth: February 03, 1965

2. Employment Record

Regular employment

Makerere University, Kampala, Uganda, College of Business and Management Sciences, School of Business, Department of Marketing and Management

August 2012 (Lecturer), Jan. 2017 to Oct. 2021 (Sen. Lecturer) and November 2021 (Associate Professor):

- Teaching and supervising undergraduate and post-graduate students; research & publication; and participating in academic workshops and conferences.
- Coordinating Examinations in the Department of Marketing and Management (2010-2014).
- Coordinating Graduate Programmes and Research in the School of Business (2014 to-June 2017).
- Head, Department of Marketing and Management (May 2017 to-date).

2004- June 2012: Assistant Lecturer:

- Teaching and marking students; and participating in academic workshops and conferences.

Makerere University Business School (an affiliate of Makerere University), Kampala, Uganda

2001-2004: Assistant Lecturer and Lecturer.

- Teaching undergraduate students; Research & publications, and participating in academic workshops and conferences.

Lake View Hotel, Mbarara, Uganda

1999-2000: General Manager

- Carrying out management functions including planning, organizing, staffing, directing, co-ordinating, control and monitoring of hotel activities and resources.

Kampala Club Ltd, Kampala, Uganda

1995-1999: General Manager

- Undertaking management functions including planning, organizing, staffing, directing, co-ordinating, and control and monitoring of hotel activities and resources.

Nile Hotel International, Kampala, Uganda

1990-1993: Housekeeping attendant; Housekeeping Supervisor

- Initially working as a Housekeeping Attendant and promoted to Housekeeping Supervisor in overseeing the work of room attendants, ensuring cleanliness of the premises, providing for and meeting guest requirements and handling guest complaints and compliments.

Consultancy

2020: Contracted by Alliance for African Partnership (AAP) Consortium as a Country Research on Youth Entrepreneurial Ecosystem in Sub-Saharan Africa.

2015: Contracted by Africa Renewal University, Kampala, Uganda, to review and edit Bachelor of Business Administration (BBA) and Diploma in Business Administration (DBA) Programmes.

2012: Contracted by Busitema University, Kampala, Uganda, to develop its Bachelor of Business Administration (BBA) and Masters of Business Administration (MBA) Programmes.

2008-2011: Contracted by DFID to conduct research jointly with Professors from University of Strathclyde-Scotland on “Strengthening the Competitiveness of Tourism and Hospitality Enterprises and Education (SCOTHEE)”. This involved getting and analyzing data from key Hospitality stakeholders in Uganda, Kenya Utali College and United Kingdom.

2007 to-date: Contracted by African Runners Co. Ltd (ARC), a key travel agency that books and transports tourists in East Africa: Training staff in customer care.

2008: Contracted by The Pacific Hotel, Kampala, Uganda, to restructure the hotel business and to prepare the hotel's Operations Manual.

2002: Contracted by Shell Uganda Ltd, Kampala, to train staff of Shell Select in Customer Service/Care and offered consultancy services.

2001-2002: Contracted by Shanghai Hotel and Restaurant, Kampala, Uganda, to train staff in Customer Service/Care and Front Office Operations and Management.

2001-2002: Contracted by Namirembe Guest House, Kampala, Uganda, to train staff in Customer Service/Care and Front Office Operations and Management.

3. Academic and Professional Education

Academic qualifications

PhD in Business Management (2012), Nelson Mandela Metropolitan University (NMMU), South Africa.
[Dissertation: Corporate Social Responsibility: A Competitive Strategy for Small and Medium-sized Enterprises in Uganda]

Master of Business Administration (2003), with a focus on Marketing, Makerere University, Kampala, Uganda.

Bachelor of Science in Hotel Administration (1995), International School of Hospitality Management, Leeuwarden, The Netherlands.

Uganda Diploma in Hotel and Institutional Catering (1990), National College of Business Studies, Kampala, Uganda.

Professional certification

2018 Certificate of Participation in the Graduate Supervision and Mentoring Course- 2017 conducted by Makerere University in partnership with Uppsala University- Sweden.

2014 Certificate of Merit as Board Chairman of Kigezi Kampala Residents Savings and Credit Cooperative Society (KKR SACCO) 2012 to 2014.

2010 Certificates (2) of Merit as the Most Supportive Teaching Staff by the Faculty of Economics and Management Students Body (MEMS) of Makerere University in the academic year 2009/2010, 2010/2011.

2008 Certificate in Proposal Writing and Research Methodologies for Doctoral Studies by Directorate of Research and Graduate Training, Makerere University.

2007 Certificate in Project Proposal Writing Skills by Directorate of Research and Graduate Training, Makerere University.

2001 Certified Trainer in Customer Care by Ministry of Trade and Tourism, Uganda.

2001 Certified Trainer in Tourism Operations by Ministry of Trade and Tourism, Uganda.

4. Research and Publications

Published papers

Sendawula, K., Kimuli, S.N.L., Turyakira, P. and Kibanja, G. (2022), "Social media perceptions, readiness and usage in fostering sustainable growth of micro and small enterprises in Uganda", *African Journal of Economic and Management Studies*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/AJEMS-08-2021-0378>.

Sendawula, K., Turyakira, P., Ikiror, C.M. & Bagire, V. (2021). Regulatory compliance and environmental sustainability practices of manufacturing entrepreneurial ventures in Uganda. *Asia Pacific Journal of Innovation and Entrepreneurship*, 15(1), 62-74.

Sendawula, K., Bagire, V., Mbidde, C.I. and Turyakira, P. (2021), "Environmental commitment and environmental sustainability practices of manufacturing small and medium enterprises in Uganda", *Journal of Enterprising Communities: People and Places in the Global Economy*, Vol. 15 No. 4, pp. 588-607. <https://doi.org/10.1108/JEC-07-2020-0132>

Mpubani, C.D; Kintu, I. & Turyakira. P. (2020). Saccos' Financial Services and Growth of Members' Enterprises in Luweero District in Uganda. *International Journal of Business Marketing and Management (IJBMM)*, 5(10), 116-124.

Kavuma, P.; Turyakira. P.; Corey. B.; & Kalanzi. J. (2020). Analysis of Financial Management in public Emergency Medical Services sector: Case study of the Department of Emergency Medical Services, Uganda. *African Journal of Emergency Medicine*, xxx (xxxx) xxx-xxx.

Mugarura, T.J.; Zwelinzima, N., & Turyakira, P. (2020). Unleashing Public Private Partnership Understanding and the Ideal Underpinning Theories: A Public Sector View. *Public Administration Research*, 9(1), 14-29.

Kato, M. I; & Turyakira, P. 2019. Does Market Orientation Impact Customer Satisfaction? Evidence from the Banking Industry in Uganda. *International Journal of Business and Management*, 14(4), 19-23.

Turyakira, P.; Sendawula, K.; Turyatunga, P. & Kimuli, S.N. 2019. The joint effect of firm capability and access to finance on firm performance among small businesses: A developing country perspective. *African Journal of Business Management*, 13(6), 198-206.

Wanzu, I.; Turyakira, P. & Katumba, P. (2019). Ecommerce Adoption and Growth of SMEs in Uganda. *International Journal of Business and Management*, 14(1), 46-54.

Turyakira, P.K. 2018. Corporate Social Responsibility Activities that Influence Customer Loyalty of SMEs. *International Journal of Business and Management*, 13(6), 255-266.

Turyakira, P.K. 2018. Ethical practices of small and medium-sized enterprises in developing countries: Literature analysis. *South African Journal of Economic and Management Sciences (SAJEMS)*, 21(1): 1-7.

Sendawula, K.; Turyakira, P. & Alioni, C. 2018. Sustainable entrepreneurship intention among University students in Uganda: A conceptual paper. *African Journal of Business Management*, 12(6): 131-139.

Sendawula, K.; Turyakira, P. & Bananuka, J. 2018. Adoption of Sustainable Entrepreneurship in Small and Medium Enterprises (SMEs) in Developing Countries: Literature Review. *Journal of Advances in Social Science and Humanities*, 4(2): 1-8.

Turyakira, P. 2017. Small and medium-sized enterprises (SMEs) engagement in corporate social responsibility (CSR) in developing countries: Literature review. *African Journal of Business Management*, 11(18): 464-469.

Turyakira, P. and Mbidde, C.I. 2015. Networking for SMES in Uganda. A conceptual paper. *African Journal of Business Management*, 9(2): 43-49.

E.E Smith, E Venter, and P Turyakira. 2014. The influence of Corporate Social Responsibility factors on Business reputation of SMEs in Uganda. *Journal of Contemporary Management*, 11: 677-702.

E. Venter, P. Turyakira & E.E. Smith. 2014. The influence of potential outcomes of corporate social responsibility engagement factors on SME competitiveness. *South African Journal of Business Management (SAJBM)*, 45(4): 33-43.

Turyakira, P., Venter, E. and Smith, E.E. 2014. The impact of corporate social responsibility factors on competitiveness of SMEs. *South African Journal of Economics and Management Sciences (SAJEMS)*, 17(1): 157-172.

Turyakira, P., Venter, E. and Smith, E.E. 2012. Corporate social responsibility for SMEs: a proposed hypothesised model. *African Journal of Business ethics*, 6(2): 106-19.

Papers presented at conferences

2001. Presented a paper on “Information Technology and Uganda's Tourism as an Invisible export” at the MUBS Annual International Management Conference, Entebbe, Uganda.

2003. Presented a paper on “Corporate Fitness Promotion and Employee Productivity” at the MUBS Annual International Management Conference, Kampala, Uganda.

2010. Presented a theoretical paper on “Corporate Social Responsibility: A Competitive Strategy for Small and Medium-sized Enterprises in Uganda” at the Annual Ben-Africa Conference Nairobi- Kenya.

2011. Presented empirical research findings on “Corporate Social Responsibility: A Competitive Strategy for Small and Medium-sized Enterprises in Uganda” at the Annual Ben-Africa Conference Zanzibar-Tanzania.

August 27-31 2012. Presented a paper on “Developing a Hypothetical model on CSR Activities and its Impact on SME Competitiveness” at the International Business Conference Mombasa- Kenya.

June 2013. Presented a paper on “Networking for SMEs in Uganda: A proposed hypothesised model” at the Emerging Markets Conference- NMMU Business School, South Africa.

Research supervision

Since 2011, I have supervised over 50 Masters of Business Administration (MBA) students of Makerere University to completion. I have also supervised 5 students of Master of Arts in Economics; and over 10 students of Master of Public Infrastructure Management (MPIM) to completion as well as 2 PhD students who are progressing well.

Areas of research Interest

Marketing and Management of SMEs
Corporate Social Responsibility
Project Monitoring and Evaluation
Entrepreneurship
Leadership and Management
Managing People in Organizations (HRM)
Tourism and Hospitality services Management
Business Administration and Management

5. External Examination and Manuscript Reviews

2010-to-date. External Examiner, Kampala International University, Uganda for Undergraduate and Graduate Programmes.

2012 to-date: External Examiner, Nelson Mandela Metropolitan University (NMMU), South Africa.

2012 to-date: External Examiner, Rhodes University, South Africa.

2013 to-date: External Examiner, Ndejje University, Uganda.

2013 to-date: External Examiner, Uganda Management Institute.

2014 to-date: External examiner, Kabale University, Uganda.

2014: External Examiner, Kyambogo University, Uganda.

2015 to-date: External Examiner, Nkumba University, Uganda.

2012: Reviewer of the Journal of Health Organization and Management.

2012: Appointed Member of Editorial Board, Online Journal of Social Sciences Research.

2012 to-date: Reviewer of African Journal of Business Ethics.

2013 to-date: Reviewer of African Journal of Business Management.

2013 to-date: Reviewer of South African Journal of Economics and Management Sciences.

2013: Appointed member of Editorial Board, Issues in Business Management and Economics.

2014: Appointed member of Editorial Board, Sage Publications.

6. Languages

English: Fluent

Runyankore-Rukiga: Fluent

Luganda: Advanced

French: Intermediate

Kiswahili: Intermediate

7. Referees

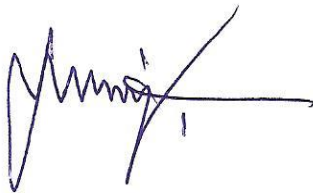
1. Prof. Eria Hisali, Principal, College of Business and Management Sciences (CoBAMS), Makerere University, P.O. Box 7062, Kampala.

2. Dr. Peter K. Ngategize, Coordinator, Medium-Term Competitiveness Strategy, Ministry of Finance, Kampala, 0772-824718.

3. Prof. Umar Kakumba, Deputy Vice Chancellor (Academic Affairs), Makerere University, P.O. Box 7062, Kampala.

8. Certification

I, the undersigned, certify that, to the best of my knowledge and belief, these bio-data correctly describes myself, my qualifications and my experience.



Signature:

Dated: 14 March, 2022