

### **3<sup>rd</sup> DBA-AMR International Conference**

On 28th April 2017, the School of Business hosted 3<sup>rd</sup> DBA-AMR International Conference, the theme of the conference was “Drivers of Business Growth in Emerging Markets” the forum attracted various industry players who discussed on most recent innovation. The aims of the conference were to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Business Management and Research.

On his welcoming speech the Principal College of Humanities and Social Science, Prof. Enos Njeru thanked the School of Business for the sparkling Idea of hosting such an important forum. He urged the University to concentrate more on market research to identify problem areas; existing needs in order to make well-informed decision that addresses the current issues that affect the University and the County at large. He noted that the University has been doing well in the recent webometrics ranking and challenged scholars to come up with novel strategies for promoting the University performance in the upcoming ranking

The chief guest for the event was the DVC Academic Affairs, Prof. Mutoro who represented the Vice Chancellor. On his remarks, he urged the School of Business to advance their teaching methodology and concentrate more on the practical in order to endow students with the relevant skill to costume the job market. He challenged the school to stumble on more ways of raising funds for running their projects and prop up the University financially.

Later on, there were parallel presentation panels where Scholars and Students presented their papers. Also present at the conference included the Deputy principal- Prof. Kobonyo, Associate Dean - Dr. Marry Kinoti, Chairs of Departments, Scholars and industry players.