CURRICULUM VITAE: DR. FLORENCE MAINA

Name: Florence Wanjiru Maina
Date of Birth: 5th April 1990
Mobile Number: +254 711 325 896
Email: floflomaina@gmail.com
Address: P.O BOX 975, Kisumu-40100

CAREER PROFILE SUMMARY

I am a lecturer in the Department of Agricultural Economics and Rural Development at Maseno University with expertise in agricultural value chain development, digital agricultural platforms, agribusiness systems and smallholder commercialization. I have extensive experience in research design, field data collection, project implementation support and impact evaluation within smallholder agricultural systems. My work focuses on strengthening market participation, enhancing farmer incomes, improving food security and promoting inclusive agribusiness development. I have contributed to peer-reviewed publications addressing agricultural commercialization and digital marketing innovations and actively support capacity building among farmers, students and rural communities

EDUCATION BACKGROUND

- **PhD in Agricultural and Applied Economics (2020 – 2024)**
  University of Nairobi, Kenya

- **MSc in Agricultural and Applied Economics (2015 – 2018)**
  University of Nairobi, Kenya

- **BSc in Horticulture with IT (2010 – 2014)**
  Maseno University, Kenya
    - Qualification: Second Class Honors, Upper Division

- **Kenya Certificate of Secondary Education (KCSE) (2005 – 2008)**

St. Angela Nguviu Girls High School
    - Qualification: B

KEY TECHNICAL COMPETENCIES

Agricultural Value Chain Development
Digital Agricultural Platforms
Agribusiness Development
Market Systems and Commercialization
Food Security and Livelihoods
Farmer Training and Capacity Building
Gender and Youth Inclusion
Climate-Smart Agriculture
Agricultural Marketing
Monitoring and Evaluation (M&E)
Impact Assessment
Quantitative Data Analysis (STATA, SPSS, SurveyCTO)

WORK EXPERIENCE

Maseno University (*2025–Present*)

Lecturer — Department of Agricultural Economics and Rural Development

- Deliver training on agricultural marketing, agribusiness development, and rural enterprise management.
- Supervise student research projects focused on agricultural commercialization and value chain development.
- Support farmer-oriented training activities through university outreach programs.
- Conduct research on digital agricultural platforms and smallholder market participation.
- Provide technical expertise in agricultural value chain strengthening and agribusiness systems.

University of Nairobi *(2020 – 2024)*

Tutorial Fellow – Department of Agricultural Economics

- Taught undergraduate courses in Research Methods, Special Projects, Entrepreneurship, and Microenterprise Development & Management.
- Supervised undergraduate students on research projects and thesis writing.

University of Nairobi *(2017, 2021 – 2024)*

Research Assistant

- Assisted in proposal development for funding applications.
- Designed and administered survey questionnaires for research projects.
- Conducted data collection, entry, cleaning, and analysis.
- Contributed to manuscript development for peer-reviewed publications.

Finlay Flowers Chemerie Farm, Kericho *(May 2013 – Aug 2013)*

Field Assistant

- Supervised flower harvesting, fumigation, and irrigation schedules.
- Ensured compliance with export quality standards for roses.
- Managed propagation and scouting processes.

PROFESSIONAL MEMBERSHIPS

- **Member**, African Association of Agricultural Economists (AAAE)

CONFERENCES AND WORKSHOPS ATTENDED

- **KCSAP Scientific Conference**, 22-27 November 2021, Naivasha, Kenya.
- **Workshop on Impact Evaluation**, 9-11 January 2018, Nairobi, Kenya.

AWARDS AND SCHOLARSHIPS

2021: PhD Scholarship – *Kenya Climate Smart Agricultural Project (KCSAP)*

PAPERS PUBLISHED

1. **Maina, F., Mburu, J., & Nyang'anga, H. (2024).** Drivers of extent of commercialization of potato farming through digital marketing platforms in Nakuru County, Kenya. *Frontiers in Sustainable Food Systems, 8*, 1307978. https://doi.org/10.3389/fsufs.2024.1307978
2. **Maina, F., Mburu, J., & Nyang'anga, H. (2023).** Access to and utilization of local digital marketing platforms in potato marketing in Kenya. *Heliyon, 9*(8). https://doi.org/10.1016/j.heliyon.2023.e19320
3. **Maina, F., Mburu, J., Gitau, G., & VanLeeuwen, J. (2020).** Factors influencing economic efficiency of milk production among small-scale dairy farms in Mukurweini, Nyeri County, Kenya. *Tropical Animal Health and Production, 52*(2), 533-539.
4. **Maina, F., Mburu, J., Gitau, G., & VanLeeuwen, J. (2018).** Economic efficiency of milk production among small-scale dairy farmers in Mukurweini, Nyeri County, Kenya. *Journal of Development and Agricultural Economics, 10*(5), 152-158.
5. **Maina, F. W., Mburu, J., Gitau, G. K., & Van Leeuwen, J. (2018).** *Assessing the Economic Efficiency of Milk Production Among Small-scale Dairy Farmers in Mukurweini Sub-county, Nyeri County, Kenya*.

REFEREES

1. **Prof. John Mburu**

Professor, Department of Agricultural Economics University of Nairobi, Kenya

- Email: jmburu@yahoo.com
- Phone: (+254) 721 730 443

2. **Dr. Dennis Olumeh**

Agricultural economist with the World Bank Group

- Email: etemesideaty@gmail.com
- Phone: (+254) 711861194