



DR. SARAH NABACHWA

PERSONAL INFORMATION

Nationality: Ugandan

Gender: Female

Address: P. O Box 1410, Mbarara University of Science and Technology

Phone Contacts: +256 787083553/ +256 757479826

Email: snabachwa @must.ac.ug

PROFILE

Sarah Nabachwa is a Senior Lecturer (Marketing and Entrepreneurship) in the Faculty of Business and Management Sciences at Mbarara University of Science and Technology 'MUST', Uganda. Sarah has been a visiting staff at Powiślański University, Poland, under the Erasmus + Staff Mobility program (2024). She was an AfOx (African Oxford Initiative) visiting fellow (2023) at the Said Business School, University of Oxford in England. She has been a visiting staff member at Hochschule Mainz, University of Applied Sciences, Germany, under the Erasmus + staff Mobility program (2022). Sarah has been a visiting lecturer (2022) at the University of Nairobi, Kenya, under the Inter-University Council for East Africa (IUCEA) staff-mobility program. She is an external examiner at Mountains of the Moon University, Uganda. Her research interest is to develop locally contextualised business teaching case studies, particularly on '*Street Smart*' Entrepreneurs. She has a PhD in Management and a Masters in Management Studies. Sarah is a mentor at the Consortium for Affordable Medical Technologies (CamTech Uganda), MUST Centre for Innovations and Technology Transfer (CITT), and MUST Business Incubation Clinic.

ACADEMIC QUALIFICATIONS

2016 -2021	Doctor of Philosophy in Management (Marketing) Mbarara University of Science and Technology
2011 - 2012	Masters in Management Studies Uganda Management Institute
2009 - 2010	Post Graduate Diploma (PPM) Uganda Management Institute
2003-2006	Bachelor of Commerce (Marketing) Makerere University
2001 - 2002	Uganda Advanced Certificate of Education (UACE) Entebbe Senior Secondary School
1997-2000	Uganda Certificate of Education (UCE) Trinity College Nabbingo

WORK EXPERIENCE

2008 – 2013 **Assistant Lecturer** (Mbarara University of Science and Technology)

2013 - 2024	Lecturer (Mbarara University of Science and Technology)
2024-Todate	Senior Lecturer (Mbarara University of Science and Technology)
2013 - 2022	Head of Department, Procurement and Marketing (MUST)
2008 to 2017	Result Coordinator in the Faculty of Business (MUST)
2008 to 2017	Timetable coordinator in the Faculty of Business (MUST)
2016-2019	Member of the MUST Quality Assurance Committee
2019 - TODATE	Mentor at the MUST Business Incubation Clinic (BIC)
2018 – TODATE	Mentor and a reviewer/expert panellist on the Project Qualification Reviews (PQR) for the Consortium for Affordable Medical Technologies (CamTech Uganda)
2021	Mentor for the FUNZI Entrepreneurship course
2020 – TODATE	Coordinator of the Mainz (Germany)-MUST Collaboration
2021 - TODATE	External examiner (Mountains of the Moon University)
2022	Visiting Lecturer at the University of Nairobi under the Inter-University Council for East Africa ‘IUCEA’ staff-exchange program.
2021 - TODATE	Internal reviewer and panellist for the MUST MBA and PhD students’ thesis in the Faculty of Business and Management Science of Mbarara University of Science and Technology
2020 - TODATE	Member of the MUST Internal Staff Disciplinary Committee
2020 - TODATE	Member of the MUST Anti-Sexual Harassment Committee
2011- 2015	Member of the Greater Mbarara Regional Centre of Expertise
2011-2019	MUST-HOPENET consultant under MGH
2009 – 2011	Public Relations Officer (SHIP) Sustainable Household Income Project, an initiative of MUST, Harvard University and Massachusetts General Hospital (MGH)
2007 - 2008	Sales Representative in charge of Kampala

COMMUNITY SERVICE

2020- To date	Western Regional Coordinator for (GERA)
2019-TODATE	Chair and Mentor of the MUST PhD Clinic
2021- TODATE	Reviewer for PhD proposals at MUST PhD Symposiums
2017 – TODATE	Mentor for MUST MUBSA students

OTHER COMPETENCIES

- i. I am knowledgeable about using qualitative tools like Atlas. ti and Nvivo and Quantitative tools like STATA, Smart-PLS, SPSS statistics, and AMOS.

PUBLICATIONS

- Linus, A., & Nabachwa, S. (2024). Pharmaceutical Promotions and Compliance with Community-Acquired Pneumonia Prescribing Guidelines by General Practitioners in Mbarara. *Journal of Community Medicine and Primary Health Care*, 36(1), 49-66. DOI:[10.4314/jcmphc.v36i1.5](https://doi.org/10.4314/jcmphc.v36i1.5)
- **Nabachwa S**, Kamukama N, Owino OJ (2023), Promotions, Information Asymmetry and Usage of Traditional Medicine in Central Uganda: A Qualitative Perspective. *Journal of Community Medicine and Primary Health Care*. 35 (2) 65-75. <https://dx.doi.org/10.4314/jcmphc.v35i2.7>
- **Nabachwa, S** and Kamukama N (2023). Moderation Effects of Meagre Information Between Promotions and Usage of Traditional Medicine. *International Journal of Academe and Industry Research*, Volume 4 Issue 4 December 2023. DOI: <https://doi.org/10.53378/353023>:<https://doi.org/10.53378/353023>
- Porath, D., **Nabachwa, S.**, Agasha, E., Nsambu, K.F. (2021), Innovation and Employment in Sub-Saharan Africa. *University of Applied Sciences Mainz, Mainz UASM Discussion Paper Series No. 10/2021*. <https://www.econstor.eu/handle/10419/235646>
- Bakashaba, R., Musiita, B., & **Nabachwa, S.** (2024). The Mediating Role of Access to Digital Finance on the Relationship between Financial Literacy and Performance of Uganda SMEs in Mbarara City. *Journal of Economics and Behavioral Studies*, 16(1 (J)), 140-151. DOI: [https://doi.org/10.22610/jebbs.v16i1\(J\).3716](https://doi.org/10.22610/jebbs.v16i1(J).3716)
- **Nabachwa, S.**, Kamukama, N., Owino, J.O., Nsambu, K.F. (2019), Information Asymmetry: Mediator between Promotions and Usage of Traditional Medicine in Central Uganda. *British Journal of Marketing Studies*, Vol. 7, No. 3, pp.73-86. <https://www.eajournals.org/wp-content/uploads/Information-Asymmetry.pdf>
- Kaggwa, F, **Nabachwa, S**, Kyoshaba, M, Kalungi, D, Ambros, A I, Nakakeeto, R F., Agum, S (2023). Self-assessment of Internal Quality Assurance Mechanisms: An Empirical Investigation. *The Arab Journal For Quality Assurance In Higher Education*. <https://doi.org/10.20428/ajqahe.v15i54.2171>

- **Nabachwa, S.,** Kamukama, N., Nsambu, K.F. (2019), Promotions and Consumer Attitudes towards Traditional Medicine Usage in Central Uganda. *British Journal of Marketing Studies*, Vol. 7, No 5, pp.41-56. <https://www.eajournals.org/wp-content/uploads/Promotions-and-Consumer-Attitudes-towards-Traditional-Medicine-Usage-in-Central-Uganda.pdf>
- Bakashaba, R., Musiita, B., & **Nabachwa, S.** (2024). Financial Literacy, Access to Digital Finance and Performance of Ugandan SMEs in Mbarara City. *Journal of Economics and Behavioral Studies*, 16(1 (J)), 41-51. DOI: [https://doi.org/10.22610/jebs.v16i1\(J\).3696](https://doi.org/10.22610/jebs.v16i1(J).3696)
- **Nabachwa, S.,** Amwikirize, A., & Twinamatsiko, M. (2024). Determinants of Wholesale traders' participation in the purchasing consortium in Mbarara City, Uganda. *Journal of Business and Management Review*, 5(1). DOI: <https://doi.org/10.47153/jbmr51.8042024>

CONFERENCES ATTENDED

- 21st May- 26th May 2024: Presented a paper at the International Week at **Powiślański University, Poland.**
- 12th May-13th May 2023: Presented a paper at the FORA Conference at the **University of Oxford, England.**
- 20th June – 27th June 2022: invited to participate in the African-German International Conference for Coordinators at the **Hochschule Mainz, Germany.**
- 2nd August - 4th August 2021: Presented a paper at the Academy for Global Business Advancement's 17th World Congress (AGBA) at the Double-Tree Hilton Hotel Avcilar, **Istanbul, Turkey**
- 2nd July - 4th July 2019: Presented a paper at the Academy for Global Business Advancement's 16th World Congress (AGBA) at the Indian Institute of Technology in **New Delhi, India**
- 12th June - 14th June 2019: Presented a paper at the 4th Eastern Africa Business and Economic Watch annual conference (EABEW) at the College of Business and Economics, University of Rwanda, in **Kigali, Rwanda**
- 8th- 11th May 2019: Presented a paper at the 20th International Academy of African Business & Development Conference (IAABD), Hosted by the **University of Dar es Salaam Business School, Tanzania**
- 11th September – 14th September 2018: Presented a paper at the 23rd Annual International Management Conference (AIMC), Hosted by **Makerere University Business School, Kampala – Uganda**
- 23rd November 2018: Presented a paper at the 14th MUST Annual Research Dissemination Conference (ARDC) at Mbarara University of Science and Technology, **Mbarara, Uganda**
- 24th October 2018: Presented a Paper at the 4th DBA-AMR International Conference at the School of Business, **University of Nairobi, Kenya**
- 19th July 2017: Presented a paper at the 6th Annual Conference under the German Universities Partnership Programme (GAUP) at the School of Business, **University of Nairobi, Kenya**