MBEYA UNIVERSITY OF SCIENCE AND TECHNOLOGY

WEEKLY RESEARCH SEMINAR SERIES

MUST Community and General Public are cordially invited to attend the 45th Research Seminar Presentation

COLLEGE OF HUMANITIES AND BUSINESS STUDIES (CoHBS)   **DEPARTMENT OF HUMANITIES**

RESEARCH TITLE: Improvement of Honey Marketing (HM) in Njombe and Siha Districts, Tanzania

SPEAKER: Dr. CRN, Charles Raphael (PhD. in Business Management)

BIOGRAPHY OF THE SPEAKER: Dr. CRN, Charles Raphael is a lecturer, researcher and consultant in strategic management, performance management, marketing management, linguistics, literature, business, legal and technical communication, research methodology, education management and generic skills. He pursued his PhD (Business Management) and MBA (Corporate Management) from Mzumbe University and BAED (Linguistics and Literature) from the University of Dar es Salaam. He attended more than 6 International Conferences for papers' presentation. He published more than 16 articles in learned international journals. He has been internal, external and reviewer for various examinations, dissertations and theses. He is a professional registered teacher by NACTE. He is an editor, interpreter, and translator. He is experienced in organizing, coordinating and directing events and programmes. Finally, he is currently a Head of Humanities Department in College of Humanities and Business Studies.

R-ID NO: 0100

DATE: Wednesday 27th January, 2021   **TIME: 04:00PM**   **VENUE: MUST CONFERENCE AT OLD LIBRARY**

SUMMARY OF THE PRESENTATION: This study gaged the HM performance following the wished-for architype of the mapping study commissioned by the United Nations Development Programme (UNDP) on honey value-chain in Njombe and Siha districts in 2014. It was approached ontologically, epistemologically and methodologically. The HM is improved to a small extent in Siha and Njombe Districts following the proposed paradigm in 2014. The study advocates the stakeholders to unequivocally linger in executing the wished-for architype for successful HM.

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