

**CURRICULUM VITAE**  
**SHIRUMISHA CLEMENT KWAYU**  
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**EDUCATION**

**PhD, Social Media**, Nottingham Trent University, UK (2014 – 2020)

**Thesis Title:** The influence of social media on processes, structure and strategies within organisations

**MSc Finance and Management**, Loughborough University, UK (2013)

**BA (Hons) Economics**, Nottingham Trent University UK, (2012)

**Dissertation topic:** Effective Application of Quantitative Easing Policy

**ADDITIONAL COURSEWORK:**

**Certificate of Intercultural Management: Scandinavian Perspective**, BI Norwegian Business School, Norway (2011)

**Certificate of Norwegian Life and Society**, University of Oslo, Norway (2011)

**Certificate of Mandarin Language**, Beijing Language and Culture University, China (2010)

**LEADERSHIP ROLES**

**Course representative**, Nottingham Trent University (2011-2012)

**Class representative**, Nottingham Trent University (2009-2012)

**International Student Ambassador**, Nottingham Trent University (2009-2010)

**AWARDS**

**Vice Chancellor Mandarin Scholarship**, Nottingham Trent University (2010)

**Discipline Award**, Agape Lutheran Junior Seminary (2006)

**PUBLICATIONS**

Kwayu, S., 2020. The influence of social media on processes, structure and strategies within organisations (Doctoral dissertation, Nottingham Trent University).

Lal, B., Ismagilova, E., Dwivedi, Y.K. and Kwayu, S., 2020. Return on Investment in Social Media Marketing: Literature Review and Suggestion for Future Research. In Digital and Social Media Marketing (pp. 3-17). Springer, Cham

Kwayu, S., Lal, B. and Abubakre, M., 2019, June. Influence of Social Media Practices on the Fusion of Strategies within Organisations. In International Working Conference on Transfer and Diffusion of IT (pp.5133-528). Springer, Cham.

Kwayu, S., Lal, B. and Abubakre, M., 2018. Enhancing organisational competitiveness via social media-a strategy as practice perspective. *Information Systems Frontiers*, 20(3), pp.439-456.

Kwayu, S., Lal, B. and Abubakre, M., 2018, June. The Influence of Social Media on Engendering Strategic Organisational Practices–The Case of Two Tanzanian Telecommunications Companies. In *International Working Conference on Transfer and Diffusion of IT* (pp. 47-59). Springer, Cham.

Kwayu, S., Lal, B. and Abubakre, M., 2018. The Impact of Social Media on Internal Communications in the Tanzanian Telecom Industry. In *Emerging Markets from a Multidisciplinary Perspective* (pp. 119-131). Springer, Cham.

Kwayu, S., Lal, B. and Abubakre, M., 2016, September. Strategy Reformation? Materialization of Social Media in Telecom Industry. In *Conference on e-Business, e-Services and e-Society* (pp. 31-41). Springer, Cham..

## **WORK EXPERIENCE**

**CEO**, Nlolo Company Limited (May 2020 - Present)

**Owner**, KwayuFashion (2018 - Present)

**Consultant**, Bumaco limited [www.bumacoltd.com](http://www.bumacoltd.com) (Feb – October 2014)

**Mathematics Student Mentor**, Nottingham Trent University (2011-2012, 2015- 2017)

## **COMMUNITY WORK**

**Arkwright Meadows Community Gardens**, (summer 2011) <http://www.amcgardens.co.uk/>