

ACADEMIC STAFF PROFESSIONAL PROFILE FORM



1. Personal Data

Name: Dr. Rose Bujehela Otieno
Title/Qualifications: CText ATI; BEd (Nairobi); MEd (Kenyatta); PhD (Manchester Metropolitan UK)
Department/Unit/Section: Fashion Design & Marketing, Kenyatta University
Contact Address: P.O Box 134 – 00621 Village Market, Nairobi
Email: otieno.roseb@ku.ac.ke
Position: Senior Lecturer
Area of Specialization: Anthropometrics, Research Methods, Project Design & Evaluation
Research Interests: Issues relating to education, community development, women and children welfare, 3D body scanning and anthropometrics, comparative national and international surveys.

2. Conference Presentations

- Otieno, R.B (2013), Three-Dimensional Body Measurement Technology: Its Usability and Adoption in the Clothing Industry in Africa. A paper presented at the Regional Conference of the International Network of Women Scientists and Engineers (INWES), 19-21 Nov. 2013, Nairobi Kenya.
- Otieno, R. (2008). Integrating body scanning technologies in educational programs: critical issues, International Technology, Education and Development (INTED2008) Conference, 3rd – 5th March 2008, Valencia, Spain.
- Otieno, R. The teaching and learning of anthropometrics: Approaches in researching human measurement and their implications. A paper presented at the 'Designing for people - Size matters' Conference hosted by the Ergonomics Society in London, 12th November 2003.
- Apeagyei, P.R. & Otieno, R. Body shape and the male clothing consumer (Australia).
- Otieno, R. & Apeagyei (TI 2007, Colombo, Sri Lanka).
- Otieno, R. & Power (TI) 2007 (TI 2007 Colombo, Sri Lanka)

- Otieno, R. (2008). Integrating body scanning technologies in educational programs: critical issues, International Technology, Education and Development (INTED2008) Conference, 3rd – 5th March 2008, Valencia, Spain.
- Vronti, P. & Otieno, R. Meeting garment sizing needs for women's wear and it's implications for the clothing industry in Cyprus. A paper presented at the '3D scanning Virtual Try-on' Conference, Athens, 24-25/11/03. Available at <http://www.eurasia-tex.net/public/outcome.asp>
- Otieno, R. The teaching and learning of anthropometrics: Approaches in researching human measurement and their implications. A paper presented at the 'Designing for people - Size matters' Conference hosted by the Ergonomics Society in London, 12th November 2003
- Vronti, P. & Otieno, R. Meeting garment sizing needs for women's wear and it's implications for the clothing industry in Cyprus. A paper presented at the '3D scanning Virtual Try-on' Conference, Athens, 24-25/11/03. Available at <http://www.eurasia-tex.net/public/outcome.asp>
- Otieno, R. The body size of your global customer in the new millenium: the case of the anthropometry of Kenyan children. A paper presented at the Textile Institute's 79th World Conference in Chennai India, 12th February 1999.
- Otieno, R. The impact of legislation on the clothing and Textiles industry in developing countries: The case of liberalisation in Kenya. A paper presented at the XVII International Consumer and Home Economics conference, Liverpool John Moores University, 9th July 1998

3. Research

- 2006–2008: Faculty Research Co-ordinator, Hollings faculty, MMU. Led and managed research funding competitive bids and research activities for postgraduate, PhD and staff. I facilitated admission of national and international researchers to the faculty, managed the learning process and support, organised examination and supervision of all research.
- 2005–2008: Research Coordinator, Clothing Design & Technology Department, Manchester Metropolitan University, UK. Developed and operationalised departmental strategy, yearly plans and research brochure, seminars for staff & students; annual research programmes, allocated supervision and coordinated research degree examinations, developed the yearly prospectus for research, information packs for staff and students, meetings for teams and individual researchers, coordinated PhD researchers' facilities and infrastructure, and supervised and coordinated the department's contribution in the Research Assessment Exercise (a nationwide research evaluation exercise in the UK which influenced funding).
- 2012-2013: Internal Examiner for PhD & Masters, Kenyatta University (3PhD & 3 Masters).

- 2000–2008: Internal examiner for PhD & Masters, Manchester Metropolitan University, UK (2 PhD & 50+ masters).
- 2000–2008: Experienced supervisor for undergraduate (50+) & postgraduate research (5 PhD).
- 2000–2008: Proposal writing for internal & external funding (Manchester Metropolitan University).
- 2000–2007: Co-ordinator for MMU international research links with African universities e.g. Kenyatta, Masinde Muliro, Botswana.
- 2004–2005: External Examiner PhD (1 University of Manchester; 1 University of Stellenbosch).
- 2005: Departmental Research Leader and representative for Fashion Business Technology with MIRIAD university management committee.
- 2005: Member of the Faculty Research & Degrees Committee, Hollings Faculty. Involved examining and teaching, and attending meetings for policy.
- 2001–2002: Coordinator, Size UK project, UK. Size UK refers to a unique national anthropometric survey of 10,000 men and women in the United Kingdom. I managed and co-ordinated data collection for the North West (UK) at MMU using the state-of-the-art scanning technology and methods. Eighteen major UK retailers and 8 universities participated; funded by Department of Trade & Industry and MMU. This led to the development of the MMU Anthropometrics laboratory with 3D scanner facilities and research.
- 1999: Project Researcher in ‘Size availability and its Provision in the mail order catalogues and stores’. The Mason Williams Group & Manchester Metropolitan University.
- 1998: Project Researcher in ‘Skills needs assessment in the SMEs in the clothing and textiles sector in Manchester’, Manchester Metropolitan University.
- 1990: Research Assistant in ‘Nutritional status of children below five years in nursery schools in Kenya’, Kenyatta University.
- 1989: Research Assistant in ‘Adolescent fertility – who makes the decision’, Kenyatta University.

4. Publications

- Otieno, R.B (2013), 3D Body Measurement Technology and utilisation: Implications for the clothing Industry in Africa, African Journal of Education, Science and Technology (AJEST), Vol 1 No 1.

- Otieno, R. (2008), Approaches in researching human measurement: MMU model of utilising anthropometric data to create size charts, EuroMed Journal of Business, Volume 3, No. 1, pp. 63-69.
- Otieno, R.(2007). The role of garment sizing *in* Fairhurst, C. The future of the clothing industry, Woodhead Publishing, Maidenhead.
- Otieno, R. New clothing size charts for 3 to 6 years old female nursery schoolchildren in the Nairobi Province of Kenya: implications for marketing strategy. PhD thesis, The Manchester Metropolitan University (April, 1999)
- Otieno, R. (2008), Approaches in researching human measurement: MMU model of utilising anthropometric data to create size charts, EuroMed Journal of Business, Volume 3, No. 1, pp. 63-69.
- Apeageyi, P. & Otieno, R., (2007), Usability of pattern customising technology in the achievement of fit for mass customisation, JFMM, Vol. 11, No 3, pp. 349-365.
- Apeageyi, P.R, Otieno, R. & Tyler, D. (2007), Ethical practice and methodological considerations in researching body cathexis for fashion products, JFMM, Vol.11, No. 3, pp. 322-348.
- Otieno, R. (2007). The role of garment sizing *in* Fairhurst, C. The future of the clothing industry, Woodhead Publishing, Maidenhead.
- Otieno, R., Harrow, C. & Lea-Greenwood, G. The unhappy shopper, a retail experience: Exploring fashion, fit and affordability, International Journal of Retail & Distribution Management Vol. 33 No. 4, 2005.
- Otieno, R. Development of a conceptual framework of the role of sizing in marketing strategy within clothing firms: Indications from in-depth interviews with manufacturers. The Journal of Fashion Marketing & Management, November 2000, Vol. 4, Number 4, 337-350.
- Otieno, R. The role of garment sizing in the creation of customer satisfaction: Indications from focus group responses. The Journal of Fashion Marketing & Management, November 2000, Vol. 4, Number 4, 325-327.
- Otieno, R. & Fairhurst, C. The development of new clothing size charts for female Kenyan children Part II: Size range categorization and presentation of final charts. The Journal of The Textile Institute 2000 Vol. 91 Part 2 No.2.
- Otieno, R. & Fairhurst, C. The development of new clothing size charts for female Kenyan children. Part I: Using anthropometric data to create size charts. Journal of The Textile Institute 2000 Vol. 91 Part 2 No. 2.
- Otieno, R. New clothing size charts for 3 to 6 years old female nursery schoolchildren in the Nairobi Province of Kenya: implications for marketing strategy. PhD thesis, The Manchester Metropolitan University (April, 1999)
- Otieno, R. The problems of child rearing among working mothers. A report of the study funded by the Organisation of Social and Scientific Research in Eastern Africa, Nairobi, 1994.
- Otieno, R. Acquisition and use of teaching aids in home science

education: a survey of selected secondary schools in Nairobi Kenya. MEd. Dissertation. Kenyatta University, 1989.

- Reddy, S. and Otieno, R. (2013), 'The relationship between body image and clothing perceptions among women aged 18-55 years in the UK', 2(5) *International Journal of Arts and Commerce*, pp. 40-49.
- Tongue, M. A., Otieno, R. and Cassidy, T. D. (2009), 'Evaluation of sizing provision among high street retailers and consumer buying practices of children's clothing in the UK', 14(3) *Journal of Fashion Marketing and Management*, pp. 429-250.

5. Consultancy and community service

- November 2012 to date: Programme Coordinator, Kenyatta University Foundation. My role and responsibility focus on fundraising, proposal writing, leveraging financial resources, networking and marketing.
- July 2011– June 2012: Consultant, Sokonet East Africa. I was part of the team that provided consultancy services for the evaluation of CDF projects in Central Region of Kenya. Tasks involved working with individuals, groups and the community, preparation of the proposal for competitive bidding, developing and conceptualising research approach, developing data collection instruments, field work, training of assistants, analysis of data, report writing and dissemination, and budgeting and accountability to the client.
- January – June 2010: Director, Africa Centre for Research, Education, Testing and Management, Nairobi Kenya at DALC institution. I was Centre leader and coordinator of anthropometric research in 3D scanning; talent and gifted testing; education and academic scholarship activities. This involves managing and coordinating resources in responding to market needs in the above three areas of consultation by clients and within the centre's vision and mission. I also developed platforms for the establishment of 3D scanning, acquisition of a 3D body scanner, training of staff, measurement of clients and analysis of data in concurrence with international ethics, benchmarks and standards.
- June – December 2009: Member of the Taskforce on the Review of the Constituencies Development Fund in Kenya. Tasks involved: developing data collection instruments, collecting data countrywide and analysing data using SPSS. I led the team in data collection, report writing and presentation of data.
- 2000 – 2008: Reviewer in the *Journal of Fashion Marketing & Management (JFMM)*. Tasks involved evaluation of academic papers and their recommendation of inclusion in the journal issues. I was Guest Editor in *JFMM* in (Understanding approaches to garment fit), Vol. 11, No. 3 (2007) and Book Reviewer (Metric pattern cutting for men, *JFMM* Vol.12, No. 3 (2008)).

- 2003: GUS (ARG Equation Ltd) Clothing size chart verification Project, UK. On behalf of Manchester Metropolitan University (MMU), I provided specialist consultation on anthropometric definitions of the company size charts for children.
- 2003 – 2008: Research Coordinator. Provided leadership in managing Faculty research and anthropometric research; I was the liaison for body scanning technology consultancy at MMU. Tasks involved fund raising, managing and dissemination of research.
- 2000: Taught the Product Development short course to practitioners from Sri Lanka, Manchester Metropolitan University.
- 2000: Regatta children's wear size evaluation project, Manchester Metropolitan University. This involved working with the industry partner and client in verifying size chart definitions for the market.
- 1999+: Chartered Associate of the Textile Institute.
- 1997: Quality Assurance Assistant, GUS Manchester.
- 1990–1995: Consultant Designer, Princess Fashions, Nairobi.

6. Affiliation to Professional Bodies

- 2009–date: The ROSE Centre, a charitable organization focusing on community outreach.
- 2007–date: Helping Hand Organization for Livelihood (Vice Chair for NGO in Kenya).
- 1992–1995: Secretary, Tunza Jamii Self Help Group
- 1992, 1993, 1994: Competition Judge at National Science & Technology Congress, Nairobi
- 1990–1992: Secretary, Regional Child Resource Centre
- Chartered Associate of Textile Institute (CTexT ATI)
- Member, Home Economics Association for Africa
- Member, Kenya Home Economics Association

7. National and International awards and Recognitions

- 1987: Kenyatta University Masters Degree scholarship
- 1995: Commonwealth Scholarship: obtained PhD in 1999.
- 1997: Drapers Records Award for best Research.