

THE PROFESSIONAL

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Established as a registered Charitable Trust under the Trustees (Perpetual Succession) Act Cap 164 of the laws of Kenya, KASNEB Foundation is a testament to the dedication of the Kenya Accountants and Secretaries National Examination Board (kasneb) towards supporting needy and bright students in their pursuit of kasneb qualifications.

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KASNEB Foundation stands as a catalyst for educational empowerment, breaking barriers and creating opportunities for those who aspire to make a mark in the business world. Together, through collaboration and support, we can pave the way for a brighter future, one student at a time.

CONTACT US WITH ANY ENQUIRIES

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Kasneb Towers 1, Upperhill 4th Floor

CORPORATE SOCIAL INVESTMENT FOR COMMUNITIES

The foundation extends its impact beyond individual students, engaging in initiatives aimed at benefiting communities at large. By fostering a sense of responsibility and commitment to societal development, KASNEB Foundation continues to make meaningful contributions beyond the realm of education. Some of these contributions have been provision of dignity kits, hygiene kits, tree planting initiatives, educational books to school students, as well as desks, chairs, and tables.



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Message from The Chairman



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MIHRM & MIoD
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Greetings from

The Association of Professional Societies in East Africa (APSEA)

As Chairman of APSEA, it is my great privilege to extend warm congratulations to all the nominees and winners of APSEA Inaugural Professional Excellence Awards 2024. This event represents a significant moment for APSEA and for the Professionals who are shaping the future of Kenya and East Africa.

These awards are a testament to the hard work and determination that professionals demonstrate every day. They reflect the values of excellence, integrity, and impact that we, as an Association, hold dear. As we celebrate your accomplishments, let us also reaffirm our shared commitment to driving forward the growth and development of our region.

Over the years, our region has emerged as a hub of growth and transformation. Across sectors, from technology and manufacturing to agriculture, healthcare and finance, we are witnessing the power of ingenuity and leadership that is driving sustainable development. Behind every achievement, breakthrough and new horizon, there are passionate individuals and teams who have worked tirelessly to bring progress to Professionalism.

The awards we present today are not just symbols of individual achievement; they reflect the collective progress of the East Africa region. The professionals we honor have pushed boundaries, embraced innovation and demonstrated an unwavering commitment to excellence. Their efforts have not only contributed to economic development but have also fostered sustainable growth, empowered communities and inspired the next generation of leaders.

At APSEA, we believe that the future of Kenya and East Africa is in the hands of such professionals; who are bold enough to challenge the status quo and forward-thinking enough to envision new possibilities. APSEA is proud to support and recognize these trailblazers who have taken the lead in their respective fields, ensuring that our region continues to be a key player on the global stage.

As we celebrate this year's awards, let us acknowledge the shared responsibility we have in driving the future of our industries and economies. By fostering innovation, empowerment, inclusivity, collaboration and sustainable practices, we can ensure that the positive trajectory of our region continues for years to come.

Congratulations to all the winners and nominees! Let us continue to build on the foundations laid, working together to shape a brighter and more prosperous future for Kenya and East Africa.

Prof. Nicholas K. Letting'
PhD, EBS, HSC, FFA, FCPA, FCS, FKIM, MIHRM and MIoD
Chairman, Association of Professional Societies in East Africa
(APSEA).

APSEA Executive Committee Members



**PROF. NICHOLAS
LETTING**

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PROFESSIONAL SOCIETIES IN
EAST AFRICA (APSEA)
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HISTORY & RELEVANCE OF PROFESSIONAL AWARDS IN KENYA AND THE EAST AFRICAN REGION



Dr. Kenneth Wyne Mutuma

Executive Committee in Charge of Business(Corporate Governance)

Introduction

Kenya and the East African region boasts a rich and diverse landscape of professionals across various fields, ranging from medicine, law, accounting, engineering, and agriculture, to the rapidly growing sectors of technology and innovation. The pursuit of excellence, recognition of skill, and adherence to ethical standards are common threads that tie these professions together. Professional awards have become a crucial aspect of this dynamic landscape, serving as a means to celebrate achievements, foster innovation, and inspire continuous growth. They serve as a benchmark for quality and excellence, providing a platform for professionals to showcase their skills, knowledge, and contributions to their respective fields. In the context of Kenya and East Africa, these awards have gained significant prominence, not only in acknowledging individual and organizational accomplishments but also in shaping the future of professional practices, encouraging ethical behavior, and promoting the highest standards of integrity.

Professional Awards

The origins of professional awards in Kenya and the East African region can be traced back to the establishment of professional bodies and associations that emerged during the colonial period. These associations were initially formed to regulate the standards of practice within specific fields, ensuring that professionals adhered to ethical guidelines and upheld the integrity of their industries. Over the years, these bodies have evolved to play a more active role in recognizing and rewarding excellence, innovation, and leadership within their sectors.

The development of professional awards in East Africa has been closely linked to the broader objectives of promoting economic growth, regional integration, and sustainable development. The East African Community (EAC), which has historically prioritized cohesion, transparency, and accountability in its initiatives, has been a key player in advancing the cause of professionalism within

1. *Asia Architecture design awards, Why professional awards should matter in your business*, https://aadawards.com/news/Why_professional_Awards_Should_Matter_To_Your_Business-tid50 Accessed 3rd October 2024
2. Bronwen Harisson & Denise M., *The career impact of winning an external work-related award*, *Journal of Vocational Behaviour*, Volume 89, 2015, pp. 21-31
3. *Overview of the East African Community* <https://www.apsea.or.ke/aboutus/our-history/our-history> Accessed 2nd October 2024
4. *Constitution of Kenya 2010, Article 37*
5. Kathina, Catherine & Bula, Hannah. (2021). *Effects of Recognition and Job Promotion on Employee Performance of Commercial Banks in Kenya*. Vol.13. 2021. 10.7176/EJBM/13-8-05.

the region. Some of the East African Awards include: The East Africa Brand Quality Awards, Uongozi Career Awards for students and youth and The Lawyers Global Sub-Regional Awards among others. Professional awards help foster a culture of meritocracy, where individuals and organizations are encouraged to pursue excellence, innovate, and contribute positively to their communities. These awards have also played a critical role in bridging the gap between professional achievements and societal impact, highlighting the contributions of professionals to national development, economic progress, and social well-being.

In addition to promoting high standards and ethical behavior, professional awards have become a powerful tool for advocacy and policy development. Through their influence, professional bodies have been able to shape public policy, lobby for regulatory reforms, and advocate for the rights of their members. In Kenya, the Constitution of 2010 guarantees the right to freedom of association, which has empowered professional organizations to operate independently, set their standards, and engage in advocacy initiatives. This legal framework has been fundamental in enabling the growth of professional awards



as a legitimate and respected means of recognizing talent and leadership in various sectors.

One of the most significant aspects of professional awards in Kenya and East Africa is their role in enhancing regional integration and collaboration. Through the recognition of talent and achievement across borders, these awards have facilitated the exchange of ideas, best practices, and innovations among professionals from different countries. They have encouraged the development of networks and partnerships that transcend national boundaries, promoting a sense of unity and shared purpose among professionals in the region. This has been particularly important in fields such as healthcare, engineering, and technology, where collaboration is essential to address regional challenges and leverage collective expertise.

Despite the progress made in the establishment and promotion of professional awards, the journey has not been without its challenges. In the past, issues such as limited resources, lack of standardized criteria, and regional disparities in professional development have hindered the effectiveness of these awards. However, with the advent of digital transformation, globalization, and a growing emphasis on knowledge-based economies, there is renewed optimism about the potential of professional awards to drive meaningful change in the region. As more professionals embrace technology and innovation, there is a significant opportunity to leverage these developments to enhance the visibility and impact of awards, making them more accessible and inclusive.

Professional awards serve not only as a mark of distinction for individual and corporate achievements but also as a testament to the evolving nature of professional standards and ethics. In a world that is increasingly driven by data, technology, and innovation, professional awards have become an essential element in encouraging continuous learning, fostering creativity, and pushing the boundaries of what is possible. They play a crucial role in motivating professionals to adopt new approaches, explore uncharted territories, and make impactful contributions to their fields. Furthermore, professional awards are instrumental in shaping the career trajectories of individuals by opening

6. *ibid*
 7. *The Association of Professional Societies in East Africa*, <https://apsea.or.ke/aboutus/our-history/our-history> Accessed 2nd October 2024
 8. *The History of Association of Professional Associations in East Africa History* <<https://apsea.or.ke/aboutus/our-history/our-history>>
 9. *Ibid*

10. *ibid*
 11. *Ibid*
 12. Nyaga I. Gitonga, *The rebirth of East Africa community; the second Development strategy and its social-economic and political dimensions between 2001-2005 (2006)*
 13. *Ibid*

doors to new opportunities, leadership positions, and global recognition . They provide a platform for professionals to build their personal brands, expand their networks, and connect with like-minded individuals who share their passion and drive for excellence. For organizations, winning a professional award is not only a source of pride but also a powerful marketing tool that enhances their reputation, credibility, and competitive edge in the marketplace .

Historical Background of Professional Awards in Kenya and East Africa

The historical development of professional awards in Kenya and the East African region is deeply intertwined with the evolution of professional bodies and associations that have guided the standards, practices, and ethical conduct of various professions . The roots of professional awards in Kenya and East Africa can be traced back to the colonial period when the need for skilled labor and professional expertise began to grow . During this time, the colonial governments in East Africa established various institutions to support the development of professions such as engineering, medicine, law, and architecture . The focus was primarily on creating a structured framework to regulate these professions, ensuring that only qualified individuals could practice in their respective fields. Professional bodies like the Architectural Association of Kenya and the Law Society of Kenya were among the earliest associations formed to regulate standards within their industries . While their initial purpose was to maintain ethical practices and ensure adherence to industry standards, these bodies soon realized the importance of recognizing and rewarding excellence as a means of



promoting continuous learning and innovation. This laid the groundwork for the concept of professional awards as a tool for enhancing the quality of services offered by professionals and encouraging others to strive for similar achievements.

A significant milestone in the history of professional associations in the region was the establishment of the Association of Professional Societies in East Africa (APSEA) in 1961 . Initially created as a joint forum by architectural and engineering professionals, APSEA was instrumental in bringing together different professional groups under one umbrella. Its aim was to promote, maintain, and advance high professional standards, ethics, and integrity across the region. APSEA's establishment marked the beginning of a coordinated effort to recognize professional excellence on a broader scale. Over the years, APSEA has expanded to include a diverse range of professions, fostering a collaborative

environment where professionals from various fields could share their expertise and celebrate each other's accomplishments.

The resurgence of the East African Community (EAC) in 2000 provided a new impetus for regional integration and collaboration among professionals in Kenya, Uganda, Tanzania, Rwanda, Burundi and South Sudan. The EAC's focus on creating a unified economic and professional environment encouraged the harmonization of standards and the recognition of professional qualifications across the member states . As a result, professional awards in East Africa began to take on a regional dimension, celebrating excellence beyond national borders. APSEA played a pivotal role in facilitating this transition by organizing events in partnership with other organizations such as the Kenya Revenue Authority, Environment Institute of Kenya and Institute of Certified Secretaries (ICS) with awards such as Champions

14. *Association of Professional Societies in East Africa, Advocacy and policy formation*, <<https://apsea.or.ke/aboutus/our-programs/advocacy-and-policy-formation>>

15. Salilew, Getinet & Babu, N. (2024). *Corporate Social Responsibility Practice of East African Countries: Review on Triple Bottom Line Approach*. 23. 391-417. 10.37896/YMER23.01/31.

16. Victoria Tur-Vines, *Advertising and Creativity in Award Ceremonies: The Challenge of Transparent Evaluation*, *Vilnius Tech Journals*, <https://journals.vilniustech.lt/index.php/CS/article/view/18715> Accessed on 2nd October 2024

“Over the years, APSEA has expanded to include a diverse range of professions, fostering a collaborative environment where professionals from various fields could share their expertise and celebrate each other’s accomplishments.”



of Governance for ICS that brought together professionals from different sectors, fostering cross-border collaboration and exchange of best practices. These awards helped to create a sense of unity and shared purpose among professionals in the region, emphasizing the importance of working together to address common challenges and leverage opportunities for growth.

Relevance of Professional Awards in the East African Region

Professional awards in the East African region play a pivotal role in shaping professional standards, fostering excellence, and enhancing the overall development of various sectors. Awards are not only a recognition of individual and organizational achievements; they also serve as catalysts for growth, innovation, and collaboration across the region. They also promote high professional standards and ethical practices. Through recognizing individuals and organizations that exemplify integrity, accountability, and excellence, these awards set benchmarks for others to aspire to. They reinforce the importance of adherence to ethical guidelines, which is crucial for building trust and credibility in various professions.

In a rapidly evolving global landscape, innovation is essential for economic growth and sustainability. Professional awards serve as a platform to celebrate and encourage innovation across various sectors in East Africa. For instance, awards in the technology sector celebrate innovations that address local challenges, such as mobile banking solutions that enhance financial inclusion or agricultural technologies that improve food security.

This recognition not only motivates innovators to continue pushing boundaries but also inspires others to explore new ideas and contribute to the region's socio-economic development. Moreover, the emphasis on excellence fosters a culture of continuous improvement within professional associations and organizations. Professionals are motivated to pursue further education, training, and certifications to enhance their skills and knowledge, ultimately benefiting their industries and communities.

Professional awards significantly contribute to the enhancement of professional identity in East Africa. They provide a sense of pride and recognition for individuals and organizations, affirming their contributions to society. This recognition is particularly important in a region where many professionals work under challenging conditions and face significant obstacles like rapid technological changes, inflation, climate change impact on business and pandemics like Covid-19. The visibility of award winners acts as a significant source of inspiration for everyone in the field, particularly for students and emerging professionals. When juniors see their peers being recognized for their hard work and creativity, it fosters a belief that they too can achieve similar milestones. This not only motivates them to strive for excellence but also reinforces the trust seniors place in their potential. This collective encouragement creates a ripple effect of aspiration, inspiring all to pursue their goals with dedication and passion.

Professional awards can create opportunities for networking and explore collaboration among professionals across various sectors. Awards ceremonies opens up a platform for professionals to connect, share ideas, and explore potential partnerships moving away from the monotony of their own profession. This networking is crucial in a region where collaboration can lead to innovative solutions to shared challenges. In the context of the East African Community (EAC), awards that recognize regional excellence promote cooperation among member states, facilitating the exchange of best practices, experiences, and resources like knowledge, technology and human resource. This collaborative spirit enhances regional integration and contributes to the development of a unified professional identity across East Africa.

Award-winning professionals often have a platform to influence policy discussions, share insights, and advocate for reforms that benefit their industries and communities. Award recipients are seen as thought leaders within their fields. Their recognition leads to opportunities to participate in advisory boards, committees, or forums where they can contribute their expertise to shape policies that affect their professions. This engagement ensures

that the perspectives of professionals are considered in decision-making processes, promoting informed policies that enhance the overall development of the region.

Furthermore, in an era where corporate social responsibility (CSR) is increasingly important, professional awards can encourage organizations to adopt socially responsible practices. Many awards emphasize not just business performance but also the social and environmental impact of organizations. This focus encourages businesses to integrate CSR into their strategies, fostering a culture of giving back to communities and addressing societal challenges. Awards that recognize companies for their commitment to sustainability, community engagement, and ethical practices promote a business environment where corporate responsibility is valued.

This shift in focus benefits not only the organizations themselves but also the communities they serve, leading to more sustainable and inclusive development. Moreover, award-winning organizations often inspire others to follow suit, creating a ripple effect of positive change. As more businesses recognize the value of CSR and seek to implement ethical practices, the region moves closer to achieving sustainable development goals and addressing social inequalities.

The relevance of professional awards in the East African region is multifaceted, encompassing the promotion of professional standards, encouragement of innovation, enhancement of professional identity, and facilitation of networking and collaboration. These awards not only recognize individual and organizational achievements but also serve as powerful tools for driving positive change within professions and society at large. As East Africa continues to navigate the complexities of a rapidly changing global landscape, professional awards will play a critical role in shaping the future of the region. Therefore, the continued support and enhancement of professional awards will be essential in nurturing a vibrant professional landscape that drives progress and innovation across the region.

Challenges and Opportunities in Promoting Professional Awards in East Africa

Promoting professional awards in East Africa presents a unique set of challenges and opportunities that shape the landscape of professional recognition. One of the significant challenges in promoting professional awards in East Africa is the lack of awareness and understanding among professionals and the general public about the

significance of awards. Individuals and organizations may not fully grasp the value of professional recognition and how it can enhance their careers, encourage ethical practices, and contribute to industry standards. This lack of awareness can result in low participation rates in award programs, undermining their potential impact.

The financial sustainability of professional awards is a major challenge. Many award programs rely on sponsorships and funding from various organizations, including government entities and private sector players. Securing adequate funding can be difficult, particularly in economies facing economic challenges. Limited resources may hinder the organization of award ceremonies, marketing efforts, and outreach programs that promote the awards to a wider audience, thus further hampering appreciation and participation in awards.

Concerns regarding bias and transparency in the award selection process can undermine the credibility of professional awards. If stakeholders perceive that awards are not based on merit or that the selection criteria are not clear and fair, it can lead to disillusionment and skepticism



among professionals. Ensuring a transparent, inclusive, and objective selection process is essential to maintaining trust in the awards. The diverse cultures, languages and professional practices in the East African region can pose challenges in creating award programs that are universally relevant and accepted. What may resonate with one professional community may not hold the same significance for another. Striking a balance between regional relevance and inclusivity in award criteria is a continual challenge.

Despite the challenges, the growing emphasis on professionalization across various sectors in East Africa presents a unique opportunity for the promotion of professional awards. As organizations and professions strive to establish higher standards of practice, professional awards can be used as vital tools for recognizing and incentivizing excellence. Through emphasizing the importance of ethical practices, ongoing professional development, and adherence to industry standards, award programs can gain traction among professionals seeking recognition for their contributions to their fields. This increased focus on professionalism can create a supportive environment for the growth and expansion of award initiatives.

There is also a significant potential for partnerships and collaborations between various stakeholders to enhance the promotion of professional awards. Collaborating with professional associations, government agencies, non-governmental organizations, and the private sector can provide resources, expertise, and platforms for promoting award initiatives. These partnerships can also facilitate joint marketing efforts, outreach campaigns, and knowledge-sharing, increasing the visibility and credibility of professional awards. For instance, engaging with local businesses as sponsors can create synergies that benefit both the awards and the corporate sector, fostering a culture of recognition and excellence.

The rise of digital technology and online platforms provides an opportunity to promote professional awards more effectively. Utilizing social media, websites, and digital marketing strategies can enhance the reach and visibility

of award programs, attracting a broader audience. Online nomination processes and virtual award ceremonies can simplify participation, making it easier for professionals to engage with the awards. Moreover, leveraging technology can facilitate data collection and analysis, allowing organizers to evaluate the effectiveness of their award programs and make necessary adjustments based on feedback and trends. This adaptability can contribute to the long-term success and relevance of professional awards in the region.

Lastly, as East Africa becomes more focused on diversity and inclusion, there is an opportunity for professional awards to reflect this ethos. Developing awards that specifically recognize underrepresented groups, such as women, youth, and marginalized communities, can foster a more inclusive environment within professional sectors.

Future of Professional Awards in the East African Region

The future of professional awards in the East African region appears promising, with potential for growth, evolution, and increased relevance. As the professional landscape continues to transform, driven by globalization, technological advancements, and changing societal expectations, the role of professional awards will become increasingly significant. As the region grapples with issues such as corruption, lack of transparency, and ethical dilemmas across various sectors, professional awards will play a crucial role in promoting ethical behavior and integrity. Award programs that prioritize ethical considerations in their criteria and evaluation processes will resonate with professionals seeking to uphold high standards of conduct.

The integration of technology and innovation will significantly influence the future of professional awards in East Africa. As digital platforms continue to evolve, award organizers will leverage technology to streamline nomination processes, enhance participant engagement, and create more interactive award ceremonies. Virtual events and online voting systems will become increasingly common, allowing for broader participation and reaching professionals who may have been unable to attend traditional award ceremonies. This digital transformation will not only improve accessibility but also create opportunities for showcasing nominees and winners through multimedia presentations, enhancing their visibility and impact. Moreover, incorporating data analytics into the award process will enable organizers to track trends, assess participant satisfaction, and measure the overall impact of the awards. This data-driven approach will allow for continuous improvement and adaptation, ensuring that the awards remain relevant and aligned with the evolving needs of professionals.

As the East African region continues to grow and develop, the role of professional awards in promoting sustainable development, innovation, and regional integration will become even more critical. These awards will be central to creating a culture of excellence, where individuals and organizations are encouraged to pursue higher standards, challenge the status quo, and contribute to the region's socio-economic progress. Through recognizing and celebrating the achievements of professionals, these awards will help to foster a spirit of innovation, collaboration, and resilience, which are essential for navigating the complexities of the modern world.

The future of professional awards in East Africa will likely see an expansion of award categories to reflect the evolving landscape of professions and the growing emphasis on inclusivity. This in turn will create an opportunity for collaboration within same and different professions, public and private sectors and the East African Community. Award programs that recognize diverse fields, including emerging professions such as data science, renewable energy, and digital marketing, will resonate with professionals in these rapidly



THE FUTURE OF PROFESSIONAL AWARDS IN EAST AFRICA IS PROMISING, WITH POTENTIAL DEVELOPMENTS THAT ALIGN WITH ETHICAL STANDARDS, TECHNOLOGICAL ADVANCEMENTS, SUSTAINABLE DEVELOPMENT GOALS, AND CROSS-BORDER COLLABORATIONS.

growing sectors. Furthermore, there will be a heightened focus on inclusivity, with awards that recognize achievements from marginalized groups, women, and youth. By celebrating diversity and promoting equal opportunities, professional awards will contribute to fostering a more equitable and representative professional environment. As professional associations strengthen their capacity and influence, they will be instrumental in advocating for the importance of professional awards as critical stakeholders in the nomination and evaluation processes, ensuring that awards are aligned with industry standards and best practices.

Conclusion

The history and relevance of professional awards in Kenya and the East African region highlight their pivotal role in promoting excellence, integrity, and professional development across various sectors. The journey of these awards has evolved over time, shaped by socio-economic factors, cultural contexts, and the growing emphasis on professionalization. They serve not only as a means of recognition but also as powerful tools for inspiring individuals and organizations to strive for higher standards and ethical practices in their professions. Despite the challenges faced in promoting these awards, including limited awareness, resource constraints, and perceptions of bias, numerous opportunities exist to enhance their impact.

The future of professional awards in East Africa is promising, with potential developments that align with ethical standards, technological advancements, sustainable



development goals, and cross-border collaborations. As professional associations and stakeholders continue to play a crucial role in shaping these awards, their collective efforts can pave the way for a more robust framework for recognizing excellence in the region. Ultimately, professional awards in East Africa have the potential to contribute significantly to a culture of recognition, accountability, and continuous improvement. Through celebrating achievements and fostering a commitment to professional development, these awards can inspire individuals and organizations to pursue excellence, drive innovation, and contribute to the overall growth and development of the East African region. The ongoing evolution of these awards will undoubtedly play a crucial role in shaping the professional landscape, reinforcing the importance of merit, collaboration, and ethical conduct in all spheres of life.



Profile

The Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication practitioners in Kenya. Established in 1971 and registered under the Society's Act, PRSK is governed by a Constitution and is the only professional body for Public Relations and Communication practitioners in the country.

The Society's broad objective is to advance excellence in public relations and communication management while ensuring the practice thrives within an ethical framework. PRSK has over 14,000 registered members from government ministries and parastatals, state corporations, private companies, and small and medium enterprises.

PRSK affiliates to regional, continental, and global PR bodies keeping abreast with the global dynamics of the profession creating networking opportunities for the practitioner. PRSK is a member of the; East African Public Relations Association (EAPRA), Africa Public Relations Association (APRA) and founder member of the Global Alliance for Public Relations and Communications Management (GA). Also, members subscribe to the International Public Relations Association (IPRA).

Our Vision

A globally recognized institute of excellence for Public Relations and Communication Management

Our Mission

To foster professional development and influence the Public Relations and Communication Management industry through policy and promotion of ethical professional practices and standards.

Membership Categories

Membership Enquiries: membership@prsk.co.ke

FULL/ASSOCIATE MEMBER	STUDENT MEMBER
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Council Member

EXAMINING THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE PUBLIC SERVICE



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Introduction

The Public Service is central to the realization of sustainable development in any country. It is key to creating a conducive environment for growth and development.

Technology is reshaping governments and Public Service. There is evidence of a great shift from the simple electronification of public service to a more digitized level. This is what some scholars have referred to as “platform governments” (Van Dijck, 2018). Democratic states are now using interactive platforms such as Google and social media platforms such as X (formerly Twitter) and Facebook to connect with the citizens and provide public service more transparently and accountable.

In December 2021, President Joe Biden of the United States of America signed an Executive Order on Transforming Federal Customer Experience and Service Delivery to rebuild Trust in government (Martorana, 2021). The objective was to put the people at the center of everything the government does. According to the order, the services were to be simple, seamless, and secure. However, the government was quick to note that technology was key to this directive. The government reported that it was investing in technology through the deployment of designers, product managers, and engineers to deliver digital solutions. By doing so, the administration’s vision



Kenya is among the leading African countries that are fast adopting digital platforms in providing public service. Through Huduma Centers, Kenyans can access over 5,000 government services.

was to address societal inequities and streamline government services.

In Europe, the French government launched The French National Plan for Digital Inclusion in September 2018. The government pointed out that the plan was part of the French National Agency for the Cohesion of Territories (ANCT). The aim was to support the digital transformation of businesses as well as the development of a safe and human-centric digital society in France.

During the outbreak of the COVID-19 pandemic, private developers in South Korea came up with mask inventory-checking applications (Lim, 2020). Since the government had opened up a pharmaceutical administration system through a public Application Programming Interface (API), the private developers used the data to create applications that informed the citizens where they could purchase masks.

Based on the understanding that Digital Transformation is a driving force for innovative, inclusive, and sustainable growth the African Union (AU) created the Digital Transformation Strategy for Africa to help reduce any potential risks that may come along with these advancements as well as to give African leaders a common, coordinated framework for leveraging the benefits of digital transformation (African Union, 2020-2030).

In West Africa, Ghana has utilized its website to ensure digital financial inclusion. The objective of the website is to modernize the way the government collects fees and pays vendors by providing a digital platform for revenue collection. It handles post-payment workflow, customer notifications, feedback, and service ratings in addition to processing all



payments and transfers by pre-established service flows.

The Tanzanian government created a public service management information system called the Watumishi Portal. This portal aimed to enhance human resource management in the public sector. It simplifies procedures like hiring, managing staff, and paying employees.

Kenya is among the leading African countries that are fast adopting digital platforms in providing public service. Through Huduma Centers, Kenyans can access over 5,000 government services. The program has streamlined service delivery by centralizing public service provision under an integrated system strategy. This is made possible through access to the e-citizen online portal.

As different aspects of technology are being employed to provide Public Service, Artificial Intelligence (AI) technology is being used to address issues facing the public sector, such as increasing the effectiveness of standard public services and handling tax, benefits, visa, and passport processing, among other government services.

This technology has become a reckoning force to every government regarding managing and governing the masses. The reasons for its application in different public sectors include improved efficiency, transparency, and accountability. Despite these reasons, its adoption has presented challenges such as ethical considerations, data privacy, human rights violations, manipulative politics, and even security concerns. This paper aims to examine how Artificial Intelligence technology has presented opportunities and challenges in the public service sector.

Conceptualization of Artificial Intelligence and Public Service.

The term AI was coined in 1956 by an American Computer Scientist, McCarthy. He defined AI as “The Science and engineering of making intelligent machines like Intelligent Computer Programs” (Amaresh, 2020). Since then Scientists have developed definitions within the same realm. Recently, Frankenfield (2022) argued that AI refers to the reproduction of human intelligence in machines to design them to act think and behave like humans. Accordingly, in Public Service AI application refers to the use of Computers Programmed to perform government tasks that require human understanding and execution (Frankenfield, 2022).

Public Service refers to those activities that are provided or paid for by a government through Civil Servants. These services include healthcare, security, agriculture, transport, and environment management among others. For these activities to be provided, there must be proper management and governance structures. The management part focuses on ensuring effective and efficient delivery of Public Service while governance entails transparency, public participation accountability, and adherence to the rule of the law.

Due to poor public management and governance, Kenya’s constitution dedicated Chapter Thirteen to the Public Service. It provides for among other things, the values and principles of Public Service, established a Public Service Commission, and provided for its functions and powers. Further Article Ten of the Constitution reiterates the national values and principles of governance. These legal reforms sought to build trust in the government and improve performance in the Public Service Sector.

Application of Artificial Intelligence in Public Service

Technological advancements over the years have impacted the delivery of Public Service in many spheres. Countries like the United States of America, the United Kingdom, France, Russia, and China among others have invested billions of dollars in AI. This is not a surprise bearing in mind its immense application currently and in the future.

A more recent application of AI was during the outbreak of COVID-19. The pandemic changed how work was done. Automation of work processes was adopted. Work-from-home policies were developed to curb the spread. All these were made possible through technology and the adoption of AI technology to fill the gaps left due to the pandemic. To clearly understand the application of AI this article discusses its impact on various aspects of public service and the possible limitations.

Public Finance.

According to Atalla, AI can assist in reducing accounting errors, identifying risks, and aversion to tax fraud and financial crime (Atalla, 2019). Its application by Revenue Authorities allows the government to assign human effort in coming up with productive decisions from the data collected.

A good example is seen where the Swedish authorities are applying AI to handle queries about tax returns thus making the services more accessible and efficient. One of the aspects that has characterized public service is corruption. The application of AI has proved to be able to prevent this pain.

In Spain, researchers have developed a computer model that calculates the probability corruption and embezzlement of funds may take place (Atalla, 2019). The model is also capable of identifying factors that allow corruption in the public service to thrive. Generally, AI has the potential to streamline public finance management by creating a system that is reliable and built on the values of transparency and accountability.

Devolution.

On 27th August 2010, Kenya promulgated a new constitution. The new framework created a decentralized system of government. The main reason for decentralization was to devolve power, resources, and representation down to the grassroots level. The legislature and executive arms of government were devolved to the newly created forty-seven political and administrative counties across the country as envisioned in Article Six and specified in the First Schedule of the Constitution. Thus, parliament has enacted various laws to enable the implementation, adoption, and realization of these objectives. A notable piece of legislation is the Intergovernmental Relations Act. This Act establishes a framework for consultation and cooperation

between the national and county governments and among county governments.

The relationship between the two levels of governance and among the devolved units is anchored in the spirit of consultation and cooperation. What this means then is that the exchange of information between national and county governments is key to the realization of the objectives of devolution. Thus, artificial intelligence technologies have the potential to contribute to a more productive relationship between national and county governments, and among the county governments themselves. The relationship can be seen in several ways.

Artificial Intelligence is capable of improving communication between governments. Since many services can be provided online, AI-powered chatbots can enable easy communication between governments and thus provide citizens with instant support services. When this support is rendered easily on such platforms, data is collected. This data can be used among the two levels of government to better assign appropriate human effort in making decisions based on the data collected.



Further, the data collected can be used in certain AI algorithms to predict future outcomes. This will be helpful to policy making and planning among the governments.

Another key area in which AI technology can come in handy is addressing the duplication of roles in public service. According to a recent government human capital audit, public service in both levels of government is marred with duplication of roles.

The Capacity Assessment and Rationalization of Public Service Programs recommended a radical review of Public Service to enable proper delivery of service. Adopting AI technology can help the government reduce costs and save money. This is possible through automating routine tasks, such as data entry and processing, and improving the efficiency of public services.

Even with this immense potential for the application of AI, there are probable threats associated with it. For instance, data privacy and security is a concern in a society where politicians bribe their way to leadership. This demands the development of effective policies and regulations and implementation of them.

National Security.

The main role of any government is to maintain order. By maintaining order, the government can protect the lives and property of its citizens.

Kenya's government is among the leading African countries that are using artificial intelligence technology to ensure the safety of lives and property. The government employed AI-powered facial recognition video surveillance technology to complement policing efforts and expedite case-solving (Yeboah, 2020). The government partnered with Huawei, a major spreader of facial recognition video surveillance, particularly as part of its safe city platforms. Huawei company pointed



out that the technology benefits the Kenya Safe City project (Feldstein, 2019). The company has 1,800 HD cameras and 200 HD traffic surveillance systems across the country's capital city, Nairobi. A national police command center supporting over 9,000 police officers and 195 police stations was established to achieve monitoring and case-solving.

The United States of America have utilized the technology in combating cybercrime, online fraud, protecting internet users, and government data infrastructure. For instance, the Los Angeles Police Department (LAPD) has been using artificial intelligence to analyze crime patterns and predict where crimes are likely to occur, allowing for targeted patrols and crime prevention efforts.

Despite its use in countries, there is still a lot to be done in terms of protecting government data infrastructure. Cybercriminals are now using AI to enhance their attacks and thus bypassing traditional cyberattacks. For instance, a Europol report observed that cybercriminals are now creating suspicious emails that can bypass spam filters.

Kenya is ranked among the top countries in Africa targeted by cybercriminals. Recently, there was a

high-profile cyber-attack attributed to a pro-Russian hacking group Anonymous Sudan. The attack disrupted the e-citizen platform where over five thousand online government services were affected. Kenya's Communications Authority reported that about eighty percent of the attacks were a result of infiltration of computer installations of various organizations.

This worrying trend underscores the need for heightened cybersecurity



...there is still a lot to be done in terms of protecting government data infrastructure.

measures to safeguard the nation's critical digital assets. Due to the rise of such attacks, governments are now investing in AI-based security products.

Political Landscape.

In many African countries, political issues are very emotive and have in many instances led to political violence. According to an African scholar from Ghana, Yeboah, the use of AI technology has had a great impact on African politics (Yeboah, 2020). He argues that politicians and economic elites have used technology to access sensitive information about its citizens and political opponents and manipulate the same for selfish gains. Yeboah observes that;

“In Africa, the impact of AI and data optimization technologies on politics has been significant in two ways – communication and the exchange of information between individuals, government and societies. Even though technology is argued to be politically neutral, its negative or positive impact on politics is dependent on who owns or has significant access to the technology. In fact, AI-powered deepfakes – manipulated videos that can make people appear to do or say things they never did – were predicted to be the greatest threat to the 2020 elections across Africa and likely to destabilize national politics. The recent scandal of Cambridge Analytica’s significant role in African politics, notably in

Kenyan and Nigerian elections, are examples of how African politicians and economic elites have colluded with foreign AI firms to capture sensitive data of citizens. This data – conversations, thoughts, decisions, consumption patterns, fears, concerns, and emotions – can be used to inundate citizens with targeted misinformation about political opponents. For example, one month before Kenya’s election, Kenyans woke up to an online video titled Raila 2020 which communicated that Kenya would become extremely violent, food would be scarce, there would be water shortages, and so on if Raila Odinga was allowed to be president.”

Even though he points out how political and economic elites have manipulated technology, Yeboah notes the positive impact it has had on the political landscape that has in turn shaped the politics and public service at large. He notes that due to technology African countries have experienced a high level of improved political pluralism, governmental accountability, civil liberties, and public participation. Therefore, technology has helped to change the political discourse in Africa.

Human Resource Management in the Public Service.

As we apply technology for efficiency and effectiveness, human touch is important. Artificial Intelligence can be used as a tool to provide effective Human Resource Management. It can be used to handle, process, integrate, and store information on employees. This is evident through an AI-driven staff management software called O-Staff (htt). It is a comprehensive automated software for recruiting and hiring workers, leave management, processing staff payroll, managing employee profiles, tracking workers’ performance, administration of workers’ benefits, employee onboarding, etc. It also incorporates social elements in the workplace like marriage anniversaries, birthday celebrations, etc.

Transportation Sector Management.

Traffic congestion is a major problem in many cities. Developed countries are using AI technology to manage and control traffic. The technology can be used in analyzing the flow of traffic. AI and machine learning algorithms can analyze crash data and identify high-risk areas to implement additional preventive and safety measures and control traffic flow.

Mental Health.

Recent studies indicate that there has been a steady increase in mental illness. Depression and anxiety and their results



such as suicide have even been worse since the outbreak of Covid-19 pandemic (Kamau, 2021). AI has a huge number of promises to offer mental health care. The best example is where AI technology is being used in natural language processing, sentiment analysis, and data mining. The results have been the delivery of accurate information, the combating of stigma, and the promotion of talks around mental health in society (Anoushka Thakkar, 2024).

The innovation has revolutionized the way societies perceive and deliberate on matters of mental health. This is based on its ability to process and analyze large amounts of data, and its ability to behave like humans. The net effect of this has been to ease the awareness campaign on the subject. One of the popular applications of AI in mental health awareness is the analysis and regulation of social media data. Platforms like Twitter and Instagram provide a wealth of user-generated content that can be harnessed to gauge public sentiment toward mental health topics (Anoushka Thakkar, 2024).

Productivity Measurements.

AI-driven technology seems to affect every aspect of society, thus signaling its potential to influence sustainable development. A recent study done by Chinese scholars sought to determine whether AI is reminiscent of the productivity paradox (Solow computer paradox) (Feng, 2023). According to the paradox the more the technology is applied at work, the more likely employee productivity is to fall (Macdonald, Anderson, & Kimbel). The study employed micro-level manufacturing data to examine the impact of artificial intelligence on firms' productivity. The study found that a one percent increase in AI-driven technology can lead to about a fourteen percent rise in total productivity. The study noted that even after doing an endogeneity analysis and a series of robustness tests, the result remains the same.

The study identified that the positive impact of AI technology on productivity is chiefly achieved through the value-added enhancement effect, skill-biased enhancement effect, and technology upgrading effect (Feng, 2023). Furthermore, the study revealed that the effects of Artificial Intelligence on productivity vary across different property rights and industry concentration contexts. Additionally, the study finally noted that the structure of factor endowments within organizations can also influence the productivity gains from artificial intelligence.

Capacity Assessment.

Artificial Intelligence technology is providing new tools to different professionals. This is because of its ability to process large amounts of data in a short time as seen earlier. For instance, AI-driven technology has the potential to assist clinicians in making medical decisions. This is possible since the technology can provide additional insights to an evaluation process that currently lacks universal objective standards.

Even with this ability, researchers have faulted the ability of AI to replace human evaluators (Michael R. MacIntyre, 2023). A study was conducted to explore the ethical considerations of using AI for capacity assessments (Michael R. MacIntyre, 2023). The study noted that AI remains highly susceptible to biased inputs and thus biased decisions, raised questions about autonomy, and created uncertainty for who is accountable for the ultimate decision of capacity. Nevertheless, the researchers agree that as much as the technology is not ready to replace physicians in determining patient medical decision-making capacity, AI technology is significant as a tool to assist physicians in screening patients, discovering physician biases, and guiding the next steps after a capacity





determination has been made. This study reveals that AI technology can be useful as a tool to professionals but human touch is paramount as we observe the technological development.

Climate Change.

Climate change has caused international uproar and calls to address it due to its negative impact. As technology is advancing, studies have noted the potential of AI technology in tackling the problem. A recent study published in July 2022 sought to explore the connections between AI and climate change research as a whole and its usefulness in climate change adaptation efforts in particular (Walter Leah Filho, 2022).

The researchers used a systematic review of the literature on applications of AI for climate change adaptation and a questionnaire survey of a multinational and interdisciplinary team of climate change researchers.

The study showed the various means via which AI can support research on climate change in diverse regions and contribute to efforts towards climate change adaptation. It acknowledges that digitization and AI have the potential to strengthen good governance practices and afford policy coherence in climate change.

Evidence gathered in the study suggests that provided that due care is taken, the use of AI can provide a welcome support to global efforts to better understand and handle the many challenges associated with a changing climate.

This position was reiterated in another study. The study sought to explore different approaches to reduce greenhouse gas emissions, adapt to environmental changes, and create resilience among vulnerable populations (Gatla, 2019).

The study points out that the ability of technology to analyze large amounts of data, stabilize complex systems, and produce actionable insights quickly, makes it a key part of developing ideas and solutions to climate change.

Challenges in the use of Artificial Intelligence in public service.

As noted earlier, Artificial intelligence presents numerous opportunities. However, it can be a threat to society. Firstly, it raises ethical considerations on its applications. For instance, it is prone to be used by political and economic elites to infringe on private rights and perpetuate biases for selfish gain.

Secondly, AI is a program designed to act like humans. Thus, it has the potential to cause biases and discrimination if not properly designed. Thirdly, data privacy and security concerns must be addressed, especially when sensitive data is involved. Fourthly, there is a lack of proper training and knowledge on how AI can be applied in public service. This has created a big gap between the supply and demand of artificial intelligence experts globally. The field of AI is still growing and few hands exist to meet the growing demands of experts in the private and public sectors. Thus, a lack of technical expertise and skills among public servants can hinder the successful adoption and effective use of AI in public management and governance.

Additionally, developing AI technology is very expensive, and few countries are willing to commit public resources as investments for manpower and software development. The high cost of implementing and maintaining AI systems can be a significant barrier for many governments, particularly those in developing market economies. Even more pressing is the rampant corruption and embezzlement of public funds that would have otherwise been allocated for such sensitive projects.

The application of AI in the early detection of mental health issues, individualized treatment programs, and AI-driven virtual therapists, demonstrate its transformational potential. However, these developments come with moral dilemmas related to confidentiality, reducing bias, and maintaining the human component in therapy. There is a need for a transparent validation of AI models, the developing of legal and institutional frameworks, and further research on its impact on different fields.

Lastly, AI technology has been exploited to further cybercrimes and political manipulations, especially in developing economies where authoritarian regimes exist. In addition, a lot of people don't know much about artificial intelligence in the context of social and administrative spaces. The extent to which artificial intelligence may be used to improve the formulation and execution of public policy in a setting where the accuracy and dependability of the data utilized by AI technologies are uncertain is questionable.

Conclusion and Recommendations

Artificial intelligence has a great potential to transform Public Service. We have examined that technology can have a positive impact on the delivery of social services through public policy formulation and implementation, human resource management, security, public finance management, politics, devolution, transport sector, mental health, productivity measurement, capacity assessment, and climate change. We have also noted that there are new prospects in the AI field as experts on the same are and will be in high demand. This calls for an urgent response by the government to invest in training. More importantly, this will assist in tackling the unemployment issue.

As we look forward to the government committing resources to AI technology, ethical guidelines need to be developed. This will curb the challenge of certain ill-minded individuals from manipulating the systems for selfish gains.

Finally, as we continue to examine how AI has impacted Public Service, there are still more research areas in AI technology that need to be explored. This includes; how AI can be used to realize the objectives of devolution, the future of AI in addressing unemployment, and even sustainable development in the face of artificial intelligence.



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Catalyzing Growth in East Africa

A FOCUS ON REAL ESTATE PROFESSIONALS



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Introduction

Real estate is the world's largest store of wealth, valued at around \$200–350 trillion (Coomes et al. 2018, Savills 2016). It holds more value than global stocks and debt, making up more than twice the world's GDP (Morali & Yilmaz, 2023). This article argues that if real estate is so vital to the global economy, the East African Economic Block is just as important. According to The Guardian on August 2, 2024, East Africa is rapidly changing, with its real estate market becoming an attractive investment area. Strong economic growth, infrastructure improvements, a growing middle class, regional cooperation, and a booming tourism sector make it ideal for real estate development. Harris (2022) described East Africa as an exciting real estate market with a bright future.

The African Development Bank (2023) predicts that East Africa will have the strongest economic growth in Africa, with annual rates exceeding 5%. For example, growth in the region was expected to reach 5.1% in 2023 and 5.8% in 2024, outpacing all other regions. This growth is driven by countries like Rwanda,

Uganda, Ethiopia, Kenya, Djibouti, and Tanzania (African Development Bank Group, 2023). The services sector is the main driver of this growth, contributing about 50% of it. Alongside services, the real estate sector is considered one of the most active parts of East Africa's economy.

Research, including that of King'ori (2017), shows a direct link between real estate and economic growth. For example, a study by Ho and Wong (2008), cited by King'ori (2017), found that increased housing demand significantly boosts domestic demand. It also highlighted a strong relationship between real estate development, inflation, money supply, and economic growth.

In Kenya, real estate is one of the fastest-growing industries, playing a key role in long-term economic growth and offering the potential for high returns. The sector contributed 8.6% to Kenya's GDP in 2022 (African Development Bank Group, 2023). Hinga (2024) highlights the benefits of investing in real estate, such as steady income, potential for property value growth, diversification, tax benefits, government support, infrastructure improvements, tourism growth, and control over investments.



Image Credits: Britam Holding PLC, Petersize10 Photography



Hinga (2024) also notes that the Kenya Mortgage Refinance Company sees real estate as a major contributor to the country's GDP, accounting for 7-10%. Additionally, the real estate and construction sectors together made up 15.9% of Kenya's GDP in 2022, down slightly from 16% in 2021 (Cyttonn, 2023). The real estate sector in Kenya has grown consistently over the past decade, with an average annual growth rate of 6-8%. Korsak (2017) described Kenya's real estate market as one of the most dynamic globally, noting rising prices for land, houses, and rents, which are creating opportunities in the building, home products, and interior decoration markets.

This paper aims to explore the role of professionals in promoting growth in East Africa. The East African region includes six member countries in the East African Community (EAC): Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda.

Problem Statement

Previous studies have highlighted that the real estate sector is a major driver of economic growth in East Africa (Korsak, 2017; Ocharo, 2023; Kingori, 2017; Ochuko, 2016). However, much of this research has focused on individual countries, making it difficult to form a complete understanding of the entire region. While the contribution of real estate to regional economic growth is clear, the important role of professionals in the sector's development has often been overlooked. Therefore, the goal of this article is to identify key professionals and their roles in real estate planning and development across East Africa.



Methodology

This desktop study employed a systematic review of literature related to the economic growth of East Africa in general and the role of professionals in real estate planning and development. The literature review was guided by the following questions:

1. *How are the terms; profession, professional, professionalism, real estate and urbanization explained in the existing body of knowledge?*
2. *Which professionals are particularly relevant to the built environment generally and real estate development specifically?*
3. *What specific roles do various professionals play in the real estate development process?*

The review was directed by a search for terms such as professional, professionalism, profession, real estate, real estate development, economic growth, and East Africa in recent publications. The term "East Africa" indicated the geographical or spatial scope of the survey, therefore only relevant papers were made accessible for examination.

Definition of Concepts

The concepts of profession, Professional, Professionalism, Real Estate and Urbanization are key in this article, and it is therefore important that they are well understood. According to Dyrud (2020), one of the most distinguishing elements of Socrates' philosophical approaches as described in Plato's early and middle dialogues is his desire for ethical word definition. Socrates stated that definitions are important because they capture the core of a thing (Dyrud, 2020). The key terms used in this article are defined below.

- A. Profession:** The Australian Council of Professions (2003) defined a 'Profession' as a disciplined group of individuals who adhere to ethical standards and who present themselves as, and are accepted by the public as, possessing special knowledge and skills in a widely recognised body of learning derived from high-level research, education, and training, and who are willing to apply this knowledge and exercise these skills in the interests of others. A code of conduct governs a profession, which requires behaviour and practice that goes beyond an individual's personal and moral responsibility.

B. Professional: Professionals were defined as people who 'claimed' their skills to others and 'vowed' to do their vocation to the utmost standard (Balthazard, 2015). Being referred to as a professional implies that the individual has publicly committed to upholding the highest standards of honesty and public service (Balthazard, 2015). Wilson et al. (2013) defined a professional as an individual who: 1) uses specialist knowledge and judgement, 2) identifies as a member of a community based on shared practices and values, where the norms of acceptable practice and values are determined within the community rather than imposed from without, and 3) feels a sense of responsibility.

C. Professionalism: Indeed, the Editorial Board (2024) observes that professionalism includes standards for behaviour and the employee's ability to embody the company's values and do what their employer expects of them. Professionalism is necessary for the long-term success of any business, large or small. It ensures that customer relationships are maintained, employee interactions are positive and that a company meets its goals and objectives.

D. Real Estate: Real estate, real property, realty, and land - these phrases are frequently used interchangeably to represent the combination of land, improvements, and rights and benefits. Real estate can be described as space delineated by man to a fixed geography to contain activity for a certain length of time (Graaskamp, 1981). It is also defined as a legal landed property or entity



that demonstrates the rights that the owner has in a property. The real estate market is diverse, encompassing commercial buildings, industrial buildings, residential buildings, office blocks, hospitality buildings (hotels, resorts, etc.), agricultural buildings, and educational and healthcare institutions.

E. Urbanization: Urbanization is the process by which large numbers of people become permanently concentrated in small areas, forming cities. This phenomenon involves the transformation of rural areas into urban ones, leading to changes in lifestyle, economic activities, and land use (Britannica, 2024). Urbanization also involves a

horizontal increase in urban areas and cities as more land is converted from agricultural/wilderness to urban use. The UN-Habitat reported that East Africa is one of the most rapidly urbanizing regions in Africa (UN-Habitat, 2018).

This article argues that the unprecedented rate of urbanization is one of the most important drivers of growth in the real estate sector. Across East Africa, urban population growth estimated at 4.5 per cent to 5 per cent urbanization is driving increased housing demand in a market where the affordable housing stock deficit is at two million dwellings (Guardian, 2024).



Stages and Role of Professionals in Real Estate Development

The real estate industry is complex and involves many different players, relying heavily on specialized professional services. This article argues that these professionals are key drivers of the sector's growth in East Africa.

They are involved in various stages of the real estate development process, which includes the entire journey from conceptualizing and designing to planning, funding, and overseeing the construction of buildings for specific uses (Miles, Netherton, & Schmitz, 2015). Real

estate development also refers to the ongoing transformation of the built environment.

Figure 1 illustrates the real estate development process and the roles of professionals at each stage. Key professionals in this sector include physical and land use planners, architects, landscape architects, engineers, quantity surveyors, property valuers, marketers, real estate managers, land surveyors, interior designers, plumbers, economists, and environmentalists, among others.

Each of the mentioned professional fields is legally recognized within their respective East African partner states. These professionals gain recognition through a registration and licensing process that allows them to offer specialized services. By law, they must be members of a professional body that oversees their conduct and adherence to ethical standards. The Association of Professional Societies in East Africa (APSEA), founded 61 years ago, serves as the umbrella organization for these professional bodies across the region.

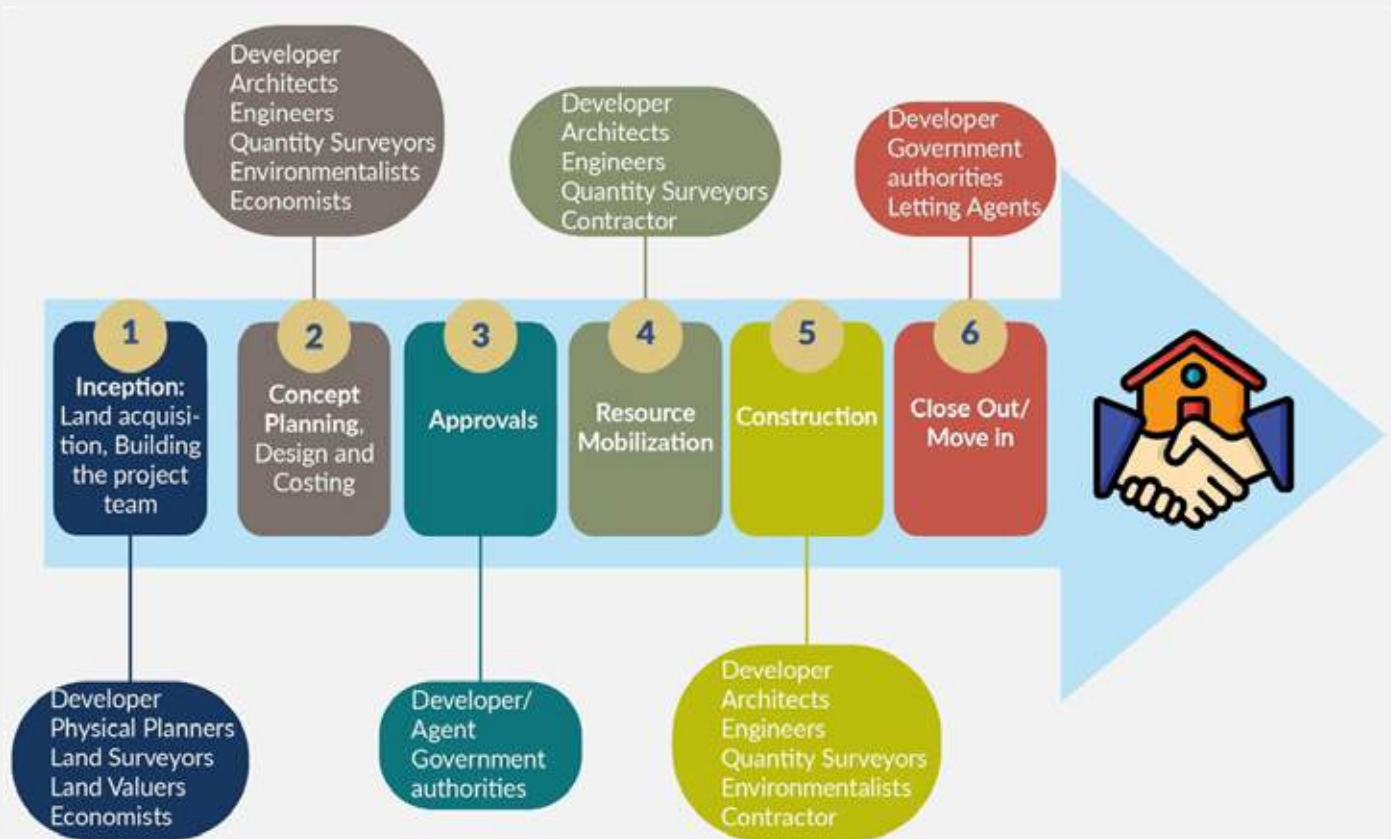


Figure 1: Stages and Professionals in Real Estate Development

Source: Authors

Professional	Role in the real estate sector	Reference
Physical and Land Use Planners	Responsible for allocating space (land) for real estate development (e.g., mixed-use, commercial, industrial, gated communities, affordable housing, office buildings, hospitality, etc.), including all necessary infrastructure. Advice on zoning regulations and development control.	Miles, Netherton, & Schmitz, (2015) Munanga, Musakwa and Chirisa (2021)
Land Surveyors	They are responsible for initial site assessment and feasibility study, boundary determination and legal considerations, topographical surveys, and land subdivisions.	Scaioni, Perko and Veronez (2014)
Landscape Architects	They take part in the planning and design of outdoor environments.	Navickas, Skripkiūnas, Tanas, & Trojanek, (2020).
Engineers (Civil, Structural, Material, Mechanical and Electrical Engineers)	<ul style="list-style-type: none"> • Ensure that the buildings are strong, resilient, safe, and habitable. • Structural engineers ensure the structural integrity of buildings. • Materials engineers ensure that the construction materials used meet the specified standards – hence guaranteeing their safety. 	Giuroiu (2024)
Quantity Surveyors	<p>Conduct detailed cost estimates of the buildings based on the designs and plans done by Architects and Engineers.</p> <p>Cost planning and commercial management during the entire life cycle of the project from inception to completion. Contract negotiation, procurement advice, preparing BOQ, monitoring budget, value engineering, dispute resolution, cost control</p>	Langton (2020)
Land Economists/ Land Valuers	They take part in valuation and market appraisal, market analysis, policy advisory, and advice on investment strategies.	Mehmet, and Yorucu, (2024). Gao et al., (2024)
Interior Designers	Optimize the layout of interior spaces to ensure they are functional and efficient. This involves arranging furniture, defining areas within open-plan environments, and maximizing the use of available space. They select colours, materials, and finishes that create visually appealing environments. This not only makes properties more attractive to potential buyers or tenants but also helps in creating a unique identity for the space.	Abouelela (2022), Abdallah (2019)
Environmentalists	Responsible for Environmental Impact Assessments and Audit	World Economic Forum (2016)
Sociologists	Real estate development is about people. Sociologists deal with the study of human behaviour and interaction in the context of real estate.	Knight, and Boyd (2016).
Financial Institutions	They finance real estate development projects, help developers with risk management, provide liquidity and credit, and advise on investment opportunities.	Hilbers, Lei and Zacho (2001)
Real Estate Managers	They are responsible for property management, fiscal management, leasing, and tenant management.	Anwar (2021)

APSEA registers corporations rather than individual professionals. Through their specialized services, these professionals play a key role in driving growth within the region.

This article explores the role of various professionals in the real estate sector, a key sector in the region's economic growth as presented in Table 1.

Conclusions

This article concludes that real industry will continue to play a critical role in catalyzing economic growth in East Africa and therefore all the partner states should strive to provide an enabling environment for the sector's growth.

Growth in the real estate sector is mainly driven by professionals who work collaboratively to catalyze growth in the highly regulated and dynamic real estate market.



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SOCIETY OF RADIOGRAPHY IN KENYA (SORK)



Mr. Jervas Kenyanya

President of SORK & APSEA Council Member



The Society of Radiography in Kenya (SORK) is a professional organization that promotes the advancement of radiography and the professional development of radiographers in Kenya. It advocates for continuous education, policy improvements, and high standards in medical imaging and radiography services.

SORK has around 4,000 members working in various diagnostic modalities, therapy radiography, nuclear medicine, and academia. The society links radiography training, practice, and the Kenyan government through the Ministry of Health.

The radiography profession involves the safe handling of ionizing and



non-ionizing radiation to produce quality medical images for diagnosing or treating diseases. Medical Radiographers are broadly categorized into two groups: diagnostic and therapy.

1. **Diagnostic radiographers** work in radiology departments, using equipment like conventional X-rays, CT scanners, MRI machines, ultrasound devices, SPECT, and mammography machines to capture medical images for diagnosis.
2. **Therapy radiographers** focus on cancer treatment, using devices like cobalt-60 machines and linear accelerators to deliver precise radiation doses to target cancerous cells.

SORK's key mandates include promoting education and research in radiography, maintaining professional standards, lobbying for members' interests, organizing scientific conferences and professional development events, representing members in dealings with other professional bodies, and mobilizing funds for its objectives.

The current SORK governing council includes:

- President: Mr. Jervas Kenyanya
- Vice President and representative for forensic radiographers: Ms. Faith Kemunge

- Honorary Secretary: Mr. Nimrod Onyancha
- Honorary Treasurer: Mr. Sidney Njau
- Council representative for radiographers in national government: Mr. David Mulli
- Council representative for radiographers in county governments: Mr. George Owiti
- Council representative for radiographers in the private sector: Mr. Moodi Mayienga
- Council representative for radiographers in academia: Ms. Nancy Chepkwony
- Council representative for medical radiographers: Ms. Felister Cherotich
- Council representative for industrial radiographers: Ms. Catherine Adema
- Council representative for veterinary radiographers: Ms. Charity Waitiki

SORK, headquartered at the Golf Commercial Centre on Mtongwe Road off Mbagathi Hospital, operates through a secretariat, statutory committees, and occasional ad-hoc committees to assist the governing council in various tasks. Key committees include the Professional Development Education and

Research Committee (PDERC), the Professional Ethics, Integrity and Legal Affairs Committee (PEILAC), the Advocacy and Public Relations Committee (APRC), and the Scientific Committee, among others.

These committees handle specific responsibilities and ensure the smooth functioning of the society's initiatives.

SORK collaborates with various government, non-governmental, local, regional, and international organizations to fulfill its mandates. Key partners include the International Society of Radiographers and Radiological Technologists (ISRRT), the Association of Professional Societies in East Africa (APSEA), and other sister associations within Kenya and across the region. These partnerships help advance the profession and strengthen radiography standards.

SORK played a key role in advocating for enacting the Radiographers Act No. 28 of 2022, which aims to regulate radiography training and practice to eliminate unqualified practitioners and enhance the profession's competitiveness globally. While the Act has been enacted, it has yet to be operationalized. SORK is urging the Ministry of Health to expedite the gazetting of the proposed board members to enable the Act's implementation.

The Radiographers' ACT opens various career pathways for radiographers, allowing them to specialize in different fields beyond traditional healthcare imaging. These include:

1. **Veterinary Radiography:** Veterinary radiographers focus on diagnostic imaging to assist veterinarians in diagnosing and managing animal health issues.

Each of these pathways enables radiographers to apply their expertise in specialized contexts, contributing to animal healthcare, legal investigations, and industrial safety.



Imaging technologies like X-rays, CT scans, and MRIs help detect conditions like fractures, tumors, injuries, infections, and deformities.

2. **Forensic Radiography:** Forensic radiographers use imaging technologies such as X-rays, CT, MRI, and ultrasound to support medicolegal investigations. They work closely with forensic pathologists, law enforcement, and legal professionals to capture and interpret images that are vital in investigations of traumatic injuries, causes of death, and cases presented in courts of law.
3. **Industrial Radiography:** This field involves using X-rays, gamma rays, and neutrons to inspect materials and detect hidden flaws without damaging them. It is a key aspect of non-destructive testing and is used in industries such as construction, manufacturing, and aerospace to ensure the integrity of materials and components.



Conclusion:

The Society of Radiography in Kenya is committed to advancing the radiography profession through activities that empower its members. These efforts include promoting leadership development, academic growth, and research within the field.

By encouraging radiographers to take on leadership roles in their respective areas of influence, society helps to elevate the profession and its impact.

Radiography, often referred to as the

“eye of medicine,” plays a critical role in medical diagnostics, particularly with its expanding role in cancer treatment. Imaging techniques such as X-rays, CT scans, MRI, and nuclear medicine are essential in detecting and monitoring cancers.

With the emergence of big data, machine learning, and artificial intelligence (AI), the field of radiography is transforming.

These technologies are revolutionizing the way radiographers are trained and how they practice, enabling more

accurate diagnostics, predictive analysis, and personalized treatment plans.

The integration of AI and big data in radiography promises to enhance precision, reduce errors, and improve patient outcomes, positioning the profession at the forefront of medical innovation globally.



AN OVERVIEW OF APSEA'S PROGRAMS

AND QUEST TO EXPAND
TO EAST AFRICA.



Leonid Ashindu

1st Vice Chairman - APSEA

In delving into the realm of “Professionals Driving Growth in East Africa the region emerges as a dynamic epicenter of innovation and advancement, fueled by the expertise and dedication of skilled individuals. From construction management to occupational health and safety, procurement to public management, professionals in East Africa are spearheading transformative initiatives that mold the economic landscape. Their steadfast commitment to excellence and diverse skills plays a pivotal role in nurturing sustainable development and catalyzing positive transformations throughout the region.

Professionals in East Africa are concentrating on different sectors to propel growth and development in the region. Entrepreneurs are especially active in areas such as technology, agriculture, renewable energy, and healthcare. Researchers are focusing on sustainable agriculture, healthcare innovations, and environmental conservation. Educators are prioritizing education quality and skill development, particularly in areas relevant to the region’s economic growth.

Entrepreneurs in East Africa are at the forefront of driving growth through their innovative ideas and solutions. They identify market gaps and develop businesses that generate revenue, create job opportunities, stimulate economic growth, and address societal challenges. Innovations in sectors such as fin-tech, e-commerce, and mobile technology have transformed business operations and created employment opportunities for a diverse range of professionals. For example, mobile payment platforms like M-Pesa in Kenya have facilitated financial transactions and generated jobs in customer service, software development, and data analysis.



E-commerce businesses have led to the creation of jobs in logistics, marketing, and customer support, enhancing efficiency in industries and fostering economic development in East Africa. Another example is Strive Masiyiwa from Zimbabwe, the founder of Econet Wireless.

In the context of East Africa's economic growth, trade in services plays a significant role in boosting the region's economy and enhancing its competitiveness on a global scale. Professionals engaged in service industries such as finance, tourism, telecommunications, and technology contribute to the expansion of trade in services. For example, the finance sector provides banking, insurance, and investment services that enable businesses to access capital and manage financial risks, fostering entrepreneurship and investment in East Africa. Furthermore, advancements in technology and telecommunications have transformed the way services are delivered, making it easier for professionals in East Africa to connect with clients and partners globally. For instance, the tourism sectors in countries like Tanzania and Kenya attract foreign exchange earnings, create job opportunities, and stimulate infrastructure development. Additionally, the telecommunications industry, with the expansion of mobile money services like M-Pesa in Kenya, has improved financial inclusion and boosted economic activity.

Academia in East Africa including universities, research institutions and educational centers serves

As hubs for knowledge creation, skill development and critical thinking.



“

Entrepreneurs in East Africa are at the forefront of driving growth through their innovative ideas and solutions.

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Professionals in various industries, bring practical experience, market insights and industry-specific knowledge to the table. By collaborating with academia, industry professionals can leverage cutting-edge research, access top talent, and develop innovative solutions to enhance their products, services and operations ultimately driving growth and competitiveness in East Africa. For instance, in Kenya APSEA has partnered with KICD and IHRM both of which have agreed to collaborate on the development and conceptualization of career development in the region.

In this context, the laws and regulations set by the government play a pivotal role in creating an environment that fosters economic development and supports professionals in their endeavors. Moreover, the judiciary ensures that laws are upheld, contracts are enforced, and disputes are resolved fairly. By providing a legal framework that is conducive to innovation, entrepreneurship, and sustainable development, legislation and the judiciary play a vital role in empowering professionals to drive growth and prosperity in the region.

Governance plays a vital role in fostering growth in East Africa by providing a stable and conducive environment for economic development. Strong governance practices, such as transparency, accountability, and effective regulatory frameworks, are essential for attracting investments, promoting business growth, and ensuring sustainable development in the region. For instance, in the context of East Africa, countries like Rwanda have demonstrated effective governance through initiatives such as the establishment of electronic governance systems to enhance service delivery and reduce bureaucracy.





Tanzania's efforts to combat corruption through the establishment of anti-corruption agencies and the implementation of anti-corruption laws showcase a commitment to upholding ethical standards in governance. Additionally, Kenya's devolution system, which transfers power to local administrative units, aims to promote citizen participation and accountability at the grassroots levels, fostering good governance practices across the country. By upholding the rule of law and implementing sound policies, governments in East Africa can create a favourable climate for businesses to thrive, which in turn leads to job creation, infrastructure development, and overall economic prosperity.

In Kenya, APSEA successfully held the Inaugural Professional Bodies Consultative Meeting. The meeting brought together the leadership of Professional bodies across East Africa, including the President/ Chairpersons, CEOs, Council members and technical leads of the

different professional bodies. The goal was to establish an operational framework for APSEA across the region and to chart a way forward for harnessing the professional voice for the betterment of the East African community. Specifically, the meeting aimed at amplifying the professional voice in the region's governance, fostering the joint promotion of the professions and professionalism in the East African Community. It also aimed to create a platform for professionals to share best practices, information, opportunities, knowledge and experiences while establishing linkages with regional and international bodies promoting social, political and economic development of the region.

Furthermore, APSEA has a Public Affairs Governance Legislation Committee Program that addresses concerns related to Professional integrity and ethics in the workplace. Additionally, they mentor and lobby parliament, government and other stakeholders regarding legislation.

The professional driving growth in

East Africa has led to significant impact on the region's development landscape. Skilled individuals have spearheaded notable projects in various sectors, such as construction management, public management and administration and social impact.

In the field of construction management, professionals have successfully completed infrastructure projects in East Africa. These initiatives include the modernization of transportation networks and the development of sustainable urban spaces. Additionally, experts in public management and administration have led governance reforms, improving transparency and efficiency in government operations. Projects focusing on community development and empowerment have uplifted marginalized populations, demonstrating the significant impact of professionals in driving meaningful growth in the region.

In East Africa, projects such as the construction of modern infrastructure, renewable energy initiatives, and innovative business ventures have significantly contributed to the region's growth. Infrastructure projects, including the construction of roads, bridges and airports, have improved connectivity and facilitated trade, thereby boosting economic development. Renewable energy projects, such as solar power installations, have enhanced access to electricity, driving sustainable growth and providing renewable energy solutions. Successful businesses in the beverage industry, like those pioneered by individuals such as Tabitha Karanja in Kenya, have created jobs and stimulated economic growth, showcasing the diverse ways in which professionals are driving meaningful growth and progress in the region.

Professionals in the construction industry not only drive economic growth in East Africa but also foster innovation and technology transfer. Their expertise helps in the implementation of sustainable construction practices, promoting environmentally friendly initiatives and reducing the industry's carbon footprint. Additionally, these professionals often engage in capacity building and skills transfer programs, empowering local

communities and ensuring long-term sustainability in the sector. By embracing modern construction techniques and fostering collaboration between academia and industry, professionals in East Africa are at the forefront of shaping a vibrant and resilient construction landscape in the region.

The construction sector in East Africa has been experiencing significant growth due to various factors such as urbanization, infrastructure development and investment in real estate. Professionals in the industry including architects, engineers, project managers and skilled labourers, contribute to the construction of infrastructure, residential buildings, commercial properties and other projects that are essential for the region's progress. These professionals bring expertise, innovation and efficiency to construction projects, ensuring that they are completed successfully and meet quality standards. By collaborating with local governments, businesses, communities and professionals in the construction industry help create job opportunities, improve infrastructure, and stimulate economic growth in East Africa. Their skills and knowledge contribute to sustainable development, environmental conservation and the overall

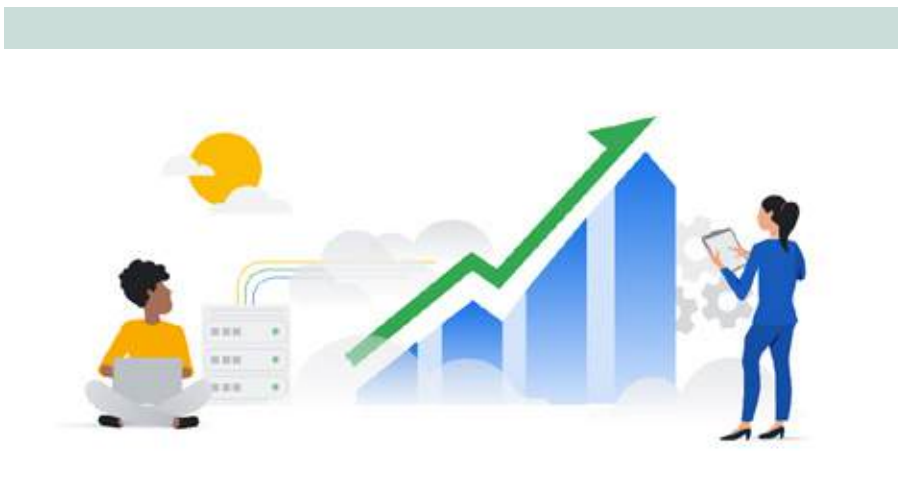
advancement of the region's construction sector.

Large-scale infrastructure developments such as roads, bridges, railways and ports have enhanced connectivity within East Africa and improved trade and transportation networks. Projects like the Standard Gauge Railway in Kenya and Tanzania have facilitated the movement of goods and people, boosting economic activity in the region. The construction of residential, commercial and mixed-use properties has fueled urbanization and provided housing solutions for the growing population in East Africa. Mega real estate projects like Tatu City in Kenya and Vision City in Rwanda have not only created jobs but also attracted investments and stimulated economic growth.

The construction of power plants, renewable energy facilities, and transmission infrastructure has increased access to electricity and promoted energy security in East Africa.

Projects like the Grand Ethiopian Renaissance Dam and the Lake Turkana Wind Power project have bolstered the region's energy capacity and supported industrial growth. Developments of hotels, resorts, and tourist attractions have boosted the tourism sector in East Africa, attracting visitors and generating revenue. Iconic projects like the Masai Mara lodges in Kenya and Zanzibar's luxury resorts have contributed to the region's reputation as a premium tourist destination.

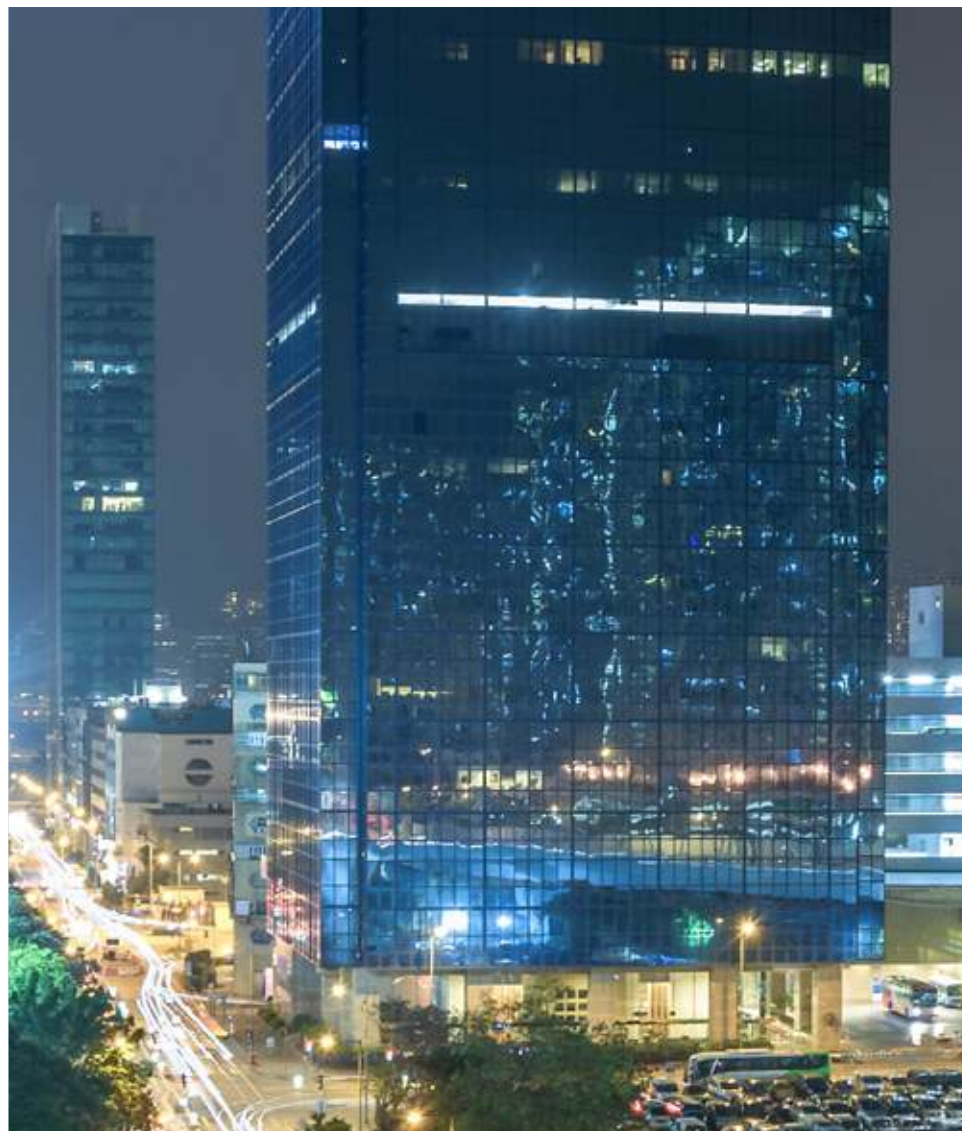
In addition to construction, collaboration between academia and industry in East Africa has also contributed to driving growth and



development in the region. Academic institutions have been involved in various projects that contribute to economic progress and innovation. For example, research initiatives focusing on sustainable agricultural practices have helped improve food security, food safety and boosted productivity in East Africa. Academic partnerships with technology companies have led to the development of innovative solutions tailored to local needs, fostering entrepreneurship and technological advancement in the region.

Professionals in East Africa are utilizing various technologies to improve farming practices and boost productivity. Some of the technologies being used include precision agriculture techniques like GPS-guided tractors and drones for crop monitoring. Additionally, there is a growing use of mobile applications for weather forecasting, soil analysis and market information. This has helped farmers make informed decisions. Advancements in irrigation systems, such as drip irrigation and solar-powered water pumps, are also aiding farmers in optimizing water usage and mitigating the impact of water scarcity on crop production.

Professionals in East Africa face various challenges. In healthcare, limited resources, inadequate infrastructure and shortage of skilled personnel has affected the quality and accessibility of healthcare services. In agriculture, challenges including unpredictable weather patterns, pests/diseases and poor adoption of modern farming techniques has hindered productivity and food security efforts. Professionals in education encounter issues like insufficient funding, outdated curricula and limited access to educational resources, impacting the quality of education provided. In construction, challenges such as



inadequate infrastructure, limited access to financing, regulatory hurdles and skilled labour shortages have hindered the timely completion of projects, increased costs, and impacted the quality of construction work.

In wrapping up its evident that professionals across East Africa are key players in advancing growth. Their impact extends to sectors like healthcare, where medical professionals work tirelessly to enhance public health outcomes and in agriculture where agronomists and researchers drive innovation for sustainable food production. Furthermore, professionals in education contribute to human capital development while engineers

and construction experts play a crucial role in infrastructure development, all collectively driving progress and prosperity in East Africa. By leveraging their skills and knowledge, professionals play a vital role in shaping a vibrant and sustainable future for East Africa.



Artificial Intelligence

& The Future of Work

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines, especially computer systems, to perform tasks that require human intelligence.



Christine Mutegi, MPRSK

Corporate Affairs & Communications Officer - KCA University

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines, especially computer systems, to perform tasks that require human intelligence, such as problem-solving, decision-making, pattern recognition, and language processing. Complex algorithms, deep learning of algorithms and large datasets are drivers for AI, which let machines learn from experience and improve their performance over time. AI has rapidly evolved into being part of everyday life, ranging from virtual assistants that help manage our activities to high-tech business tools automating workflows (Siddiqui, M. N. 2023).

AI technology has rapidly evolved in recent years with developments such as machine learning, natural language processing, and neural networks. Companies in sectors such as health care, finance, agriculture, and education have heavily invested in AI-powered technologies resulting in life-changing breakthroughs. Today, AI is not something developed only by specialists in technology; it's finding its home in businesses and institutions worldwide through streamlining processes, efficiency, and data-driven decision-making. Additionally, the evolution of AI is also inextricably linked with big data, cloud computing and the Internet of Things (IoT) which create the infrastructural ecosystem that allows AI systems to thrive.

Impact of Artificial Intelligence in East Africa

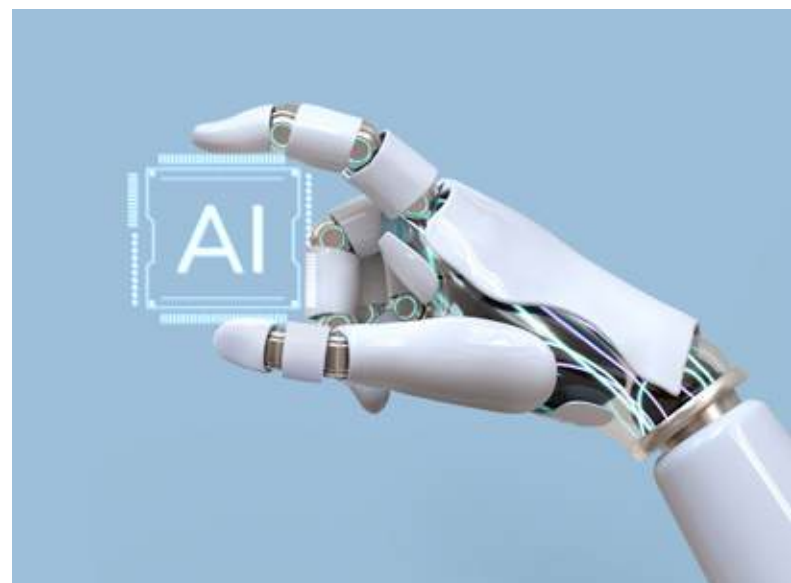
In the East African context, AI is gradually impacting agriculture, financial services, and healthcare. The growing interest in AI is evident across both governments and private enterprises through driving innovation and solving societal challenges such as improved food security, expanded access to healthcare and financial inclusion.

The rise of AI in East Africa has been catalyzed by increased digital infrastructure development, expanding mobile networks and growing tech talent.

As East African countries increasingly integrate into the global economy and become more competitive in the global arena, AI has been a key driver of innovation and solutions to the region's needs.

AI is transforming the global workforce by automating routine tasks across industries, analyzing massive datasets to inform decision-making, and driving innovation. From AI-powered customer service chatbots to predictive analytics in finance and healthcare, AI has transformed the definition of efficiency and productivity. Organizations are now keen on adopting AI for operational improvement, cost savings, and competitive advantage. The shift in jobs is gradually taking place due to the rise in demand for AI-related skills such as data science, machine learning, and digital literacy.

AI is also becoming a critical tool in high-skill sectors such as medicine, where AI-powered diagnostic tools are enhancing patient outcomes, and in finance, where AI is being used to help detect fraud and optimize investment performance. In manufacturing industries, for example, AI-powered robotics and automation have vastly enhanced precision and efficiency. It is now molding the gig economy anew, as AI serves as an enabler of freelance platforms that bring freelance workers and clients together more efficiently. However, with AI automating most repetitive tasks



Through AI, East African startups and entrepreneurs can harness scalable solutions to some pressing problems



comes a growing concern for job displacement, hence an increased focus toward reskilling and upskilling workers to better equip them in an increasingly integrated AI environment.

Artificial Intelligence has shown immense potential to accelerate development in East Africa. We are witnessing AI applications in precision farming to facilitate farmers in yield optimization and in mobile platforms to foster financial inclusion by extending credit and insurance to the unserved population. Furthermore, AI-powered healthcare solutions are revolutionizing diagnostics, disease tracking, and improving access to healthcare. With continued investments in developing both digital infrastructure and AI skills in the region, it is quite evident that AI is potentially transformational in the East African workforce.

Financial services in Kenya have undergone unparalleled progress through mobile money platforms such as M-Pesa, whose applications apply Artificial Intelligence (AI) for fraud detection, automation of customer service, and offering personalized financial products.

Safaricom's mobile money service, M-Pesa, uses AI algorithms to evaluate client data and customize financial services such as micro-loans and savings products. To combat fraud, Safaricom uses AI through geolocation to bolster security and help in fraud prevention in real time, with suspicious transactions triggering alerts for subsequent verification steps for the transaction to be completed.

AI application has also revolutionized farming in Kenya through M-Shamba, a digital support system for farmers that provides critical information on weather patterns, crop health, and sustainable farming practices. Most farmers in Kenya grapple with unpredictable weather patterns and crop diseases (Kabubo-Mariara, J., & Mulwa, R. (2019)). These challenges are now being addressed through this platform by both small scale and large scale farmers.

The platform combines the power of AI with data analytics to provide predictive insights such as weather forecasts, historical climate trends and current meteorological data. This supports farmers in enhancing productivity, protecting their crops, and using sustainable methods toward food security.

Rwanda has considerably scaled up the integration of AI in its health service delivery through an innovative platform known as Babyl Rwanda. Operationalized in 2016 through a joint partnership between a UK-based digital health company; Babylon Health and the Rwandan government, the telemedicine service has made a monumental shift toward accessible quality healthcare for underserved communities whose access to medical services is limited.

Babyl offers virtual consultations to patients using AI-enhanced technology. Patients register through a mobile platform and submit their health history to Babyl's AI algorithms, which analyze the symptoms and propose possible conditions and treatments. The AI-driven preliminary assessments are followed by actual consultations with healthcare professionals who diagnose, prescribe medication, or refer as

necessary. Prescription codes are then sent by text message to patients, who take and redeem them at local pharmacies for medication.

This platform has eased the pressure on Rwanda's traditional health workforce as doctors can now see more patients efficiently. Moreover, Babyl is improving health outcomes by offering early diagnostics and timely medical advice to patients.

East African countries are embracing the potential of AI to spur innovation, efficiency, and economic growth. Given that 80% of East Africa's population is below 35 years (Kaba, A. J. (2020) the region's youth demographic base combined with the growing tech ecosystem in the region offers a great potential for becoming the hotbed for AI-driven technology.

Through AI, East African startups and entrepreneurs can harness scalable solutions to some pressing problems such as food insecurity, inefficient supply chains, and limited access to education. AI is pivotal in providing the necessary future-ready skills to the East African workforce while allowing its professionals to engage in the global knowledge economy.

AI in higher education

AI is transforming the educational space with vast and solid inclusions to promote teaching and learning. Adaptive learning platforms are among the most forward-thinking uses of AI in education, where algorithms provide students with unique and personalized learning content tailored to their needs and abilities. These learning platforms create a judgment on the





AI in customer service, particularly chatbots and virtual assistants has proven to be a double-edged sword in both job creation and displacement.

progress of a student through constant adjustments in pace, difficulty and content based on real-time performance data. Such personalization improves the effectiveness of concept learning among students, where everyone is accommodated based on their capabilities.

AI is also being applied in higher education through tutoring systems, simulation of real-life complex scenarios, and experiential learning for students. Beyond student needs, it also has the potential to support educators by automating tasks related to grading and attendance. AI-driven analytics in education is changing how institutions track student performance and participation. Predictive analytics are applied to proactively spot students most likely to struggle and intervene early to drive overall better retention and success rates.

On the flip side, the integration of AI into education comes with some challenges. Over-reliance on these

technologies reduces contact with human interaction, which is fundamental in teaching and developing soft skills such as communication and critical thinking.

There are also issues of data privacy and security concerns that stem from the processing of student information on AI platforms.

These concerns challenge players in the higher education sector to keep retooling and adjusting to the promising advances of AI while ensuring that it enhances human teaching, rather than replacing it.

AI and academic integrity

In the dynamic higher education sector, AI unleashes powerful, transformative educational resources and learning tools. While these aspects improve efficiency in teaching and learning, they have created forms of academic dishonesty and lack of integrity.

The application of AI in education presents some

significant challenges, where a student can complete an assessment without direct involvement. Through essay generators and answer prediction algorithms, students produce assignments, solve complex problems, and even write research papers with very little effort or understanding. With the advent of language models such as ChatGPT, students can access answers and even full essays that are sometimes undetectable.

AI-powered mechanisms have created a need for equally sophisticated safeguards. For example, AI could be applied for detection and prevention, such as plagiarism detection and keystroke analysis software. The use of plagiarism detection tools that identify the use of AI-generated text or sentences copied from other sources is becoming resourceful in the fight against the unethical application of AI in academia.

Higher education institutions can reinforce detection with academic policies written explicitly to deal with the use of AI in coursework so that students understand how far they can go and still be within the boundaries of ethical AI use. Besides strict policy enforcement, enlightening students about academic integrity and the role AI plays in learning would also instill a sense of genuine learning and fair assessments. Educators can also move away from traditional examinations and explore alternative modes of assessment such as oral presentations, challenge-based learning and collaborative projects that do not solely rely on AI to execute. Through such innovative responses to the challenges of AI in academia, institutions will not only attain academic integrity but also create a more equitable and adaptive learning environment.

AI as a double-edged sword. Threat or opportunity?

With the rise of Artificial Intelligence and automation comes concerns about job displacement, particularly in industries where routine, manual, or repetitive tasks predominate. This is already being witnessed in manufacturing, customer service and logistics where automation is handling roles initially handled by humans.

For instance, AI-powered robots in manufacturing are faster and more efficient than human output, while in customer service, AI-powered chatbots have taken over inquiries, making call center jobs almost redundant. These changes have raised a red flag on the future of work for many workers who could lose

their skillsets in an environment dominated by AI. According to the World Economic Forum, AI and automation are expected to replace 85 million jobs by 2025 and create 97 million new roles, in fields such as AI maintenance, data analysis, and robotics.

The possible downside of AI is not limited to routine jobs. Highly skilled jobs such as law, healthcare, and finance are also affected by the handling of complex functions using AI tools. As AI continues to improve in the fields of analysis of huge datasets, identification of patterns, and making predictions, professionals in these fields may have some of their work automated. This may well result in unemployment or a call for reskilling to align with the AI-aligned digital infrastructure.

AI in customer service, particularly chatbots and virtual assistants has proven to be a double-edged sword in both job creation and displacement. Gartner studies have shown that approximately 80% of customer interactions will be handled by AI by 2025.

While AI is rendering some jobs redundant, it is also creating job opportunities in AI development, data science and digital skills training. This challenges us to align our skills and competencies with the right skills to prosper in an AI-driven economy. AI skill alignment will involve huge-scale reskilling and upskilling programmes to help workers transition into new jobs that require human ingenuity, critical thinking, and emotional intelligence skills, which AI cannot replicate. While this transition may be disruptive, proactive efforts can reduce the adverse impacts of job displacement and turn the revolution in AI into an opportunity to transform the workforce and fuel economic growth in East Africa and globally.

Adapting to the AI-driven workplace- Need for Reskilling and Upskilling.

With AI continuing to change the face of various sectors across the world, East Africa is faced with an immediate need to reskill and upskill its workforce to be able to compete at a level playing field in the rapidly evolving global digital economy. AI-driven technologies are revolutionizing more conventional industries like agriculture, manufacturing and retail, presenting the region with immense opportunities and challenges. Workers are called upon to seek new skill acquisition relevant in an AI-driven world. The



preparedness of the workforce in the region with regard to the skills in digital literacy, technical expertise and adaptiveness towards emerging technologies will define how well the region thrives as AI continues to integrate into several sectors; including but not limited to Law, Human Capital, Records, Accounting, Medicine, Finance, Architecture and higher education.

Employees need to upgrade their skills in machine learning, data analysis and digital problem-solving. For instance, AI is changing how transactions are processed, risks assessed and customer services provided in financial industries. Large-scale training programmes are key at both government and enterprise levels to ensure that the East African workforce is equipped with technical and soft skills such as critical thinking and creativity to drive down unemployment risks caused by automation.

At the forefront of this transformation are academic institutions, especially universities and vocational

training institutes; which include AI-embedded courses such as data science, AI programming, and automation in their curricula. This way, students are well equipped with the requirements and demands of the digital workforce. Additionally, educational institutions in partnership with private sector companies can help bridge the digital skills gap by providing appropriate field training, and hands-on training for mid-career professionals to allow them flexible learning without disrupting their current employment.

The need to reskill and upskill is compounded by the fact that the population in East Africa is youthful and growing at a rapid rate. If the young workforce is equipped with the right skills, the region can be one of the drivers for growth in the AI-driven digital economy. It's only through collaboration that East Africa can tap into the full potential of AI while keeping the workforce competitive, adaptable, and future-ready.



AI and Ethics

Ethical considerations are arising as artificial intelligence increasingly gets integrated into workplaces, calling for responsible use of technology. Algorithmic bias is a major concern as AI systems make decisions on prejudiced or incomplete data, bringing along biased results that are unconscionable. For example, discriminatory AI algorithms in recruiting may end up hiring from one particular demographic segment compared to others, resulting in inbuilt inequality. This is particularly an issue in regions like East Africa which faces various socio-economic disparities. There is a need to ring-fence such risks by ensuring that AI developers adopt practices that ensure transparency and accountability with regular auditing of the AI systems for identification and correction of biases. Besides, AI development involving teams of diverse characters can also contribute to minimizing such risks of embedding biases from society into algorithms.

Data privacy is another major ethical concern that arises in the context of AI applications at workplaces. Because most AI systems function on substantial personal information, collecting, storing, and using that information often raises questions. Employers need to put in measures that ensure AI systems comply with data privacy legislation and protect workers' sensitive information.



Another ethical red flag of using AI relates to transparency in decision-making. Workers have the right to understand how AI tools will influence their work, performance assessment and future career opportunities.

AI for inclusivity

AI offers opportunities for inclusion in East Africa, given the diverse social and economic context. It is possible to create and deploy the technology in ways that could enhance access to opportunities for groups in marginal situations, such as people with disabilities or those from marginalized areas. For instance, AI-enabled technologies can be designed to provide immediate translation of learning materials in local languages or dialects, thereby helping to bridge the gap in language barriers that often act as a deterrent to education. Similarly, workplaces can leverage such AI systems by offering support to workers with disabilities through enabling voice recognition or adaptive learning capabilities that enhance their full participation in professional life. These innovations illustrate ways through which AI can democratize access to opportunity when deployed with inclusivity at the core.

Moreover, AI holds the promise of reducing socio-economic inequalities through targeted solutions for the underrepresented populations in East Africa. AI can also facilitate access to financial services for traditionally excluded individuals in formal banking systems by granting credit with the use of AI-powered models that apply alternative data sources. For AI to realize its full potential in inclusivity, equal access



A well-structured regulatory environment supports progress and outlines a certainty and assurance towards investors and clients that promotes the wider dispersal of AI technologies

to digital infrastructure such as the internet and affordable AI tools should be readily available to ensure all levels of society benefit from the technology.

Regulatory Framework for AI

As East African countries continue to adopt AI technologies, there is a need to create competent regulatory structures that guide its use while allowing room for innovation. These regulatory frameworks will cover the possible risks of job loss, data breaches, and unethical decision-making while creating an enabling

environment for businesses and enterprises to embrace AI for economic growth.

Unregulated AI may be abused leading to consequences such as exacerbating inequality or violation of personal freedom. Governments must therefore outline clear policies on data privacy, algorithmic transparency, and ethical uses of AI in workplaces. This means setting out parameters within which organizations can collect data and use it while making sure that they remain accountable.

The regulation should also leave room for innovation



to thrive and ultimately make it possible to create more AI-powered industries across East Africa. A well-structured regulatory environment supports progress and outlines a certainty and assurance towards investors and clients that promotes the wider dispersal of AI technologies. For instance, local governments can institute policies that encourage AI research and development, offer tax incentives for companies investing in AI and finance educational programs aimed at equipping the workforce with the necessary skills to work within a successful AI industry.

This approach recognizes that regional cooperation among East African countries is very important in formulating uniform AI policies that facilitate cross-border innovation while helping resolve pertinent socio-economic challenges in the region. The full

potential of AI in East Africa will be realized only when there are set regulatory frameworks that shall not only focus on ethical use but also be innovation and inclusivity.

The future of work with AI

As the digital age unfolds, a collaborative human-AI workforce where humans and machines together raise productivity and innovation is emerging. In this approach, humans take over the strategic approach while AI focuses on automation.

Instead of AI simply displacing human workers, this model would have AI complement human skills by performing repetitive tasks and freeing up workers for more strategic and creative efforts. For instance,

AI in healthcare AI can scan the vast volumes of data derived from patients and then make the best guess at diagnosis while healthcare professionals decide the best course of action and treatment for the patient.

Such collaboration amplifies the outcomes of innovation by bundling the computational powers of AI with human creativity and emotional intelligence. Businesses stand to benefit in terms of higher levels of productivity, efficiency and accuracy when humans and AI systems collaborate.

It will also drive innovation much faster through the use of AI to scrape through information and identify new market trends or opportunities in the markets.

This collaborative workforce is dependent on organizations investing in employee training to harmonize their workflows with AI systems. This way, East Africa will reap the benefits of AI by creating economic growth with social progress, collaboration and continuous learning.

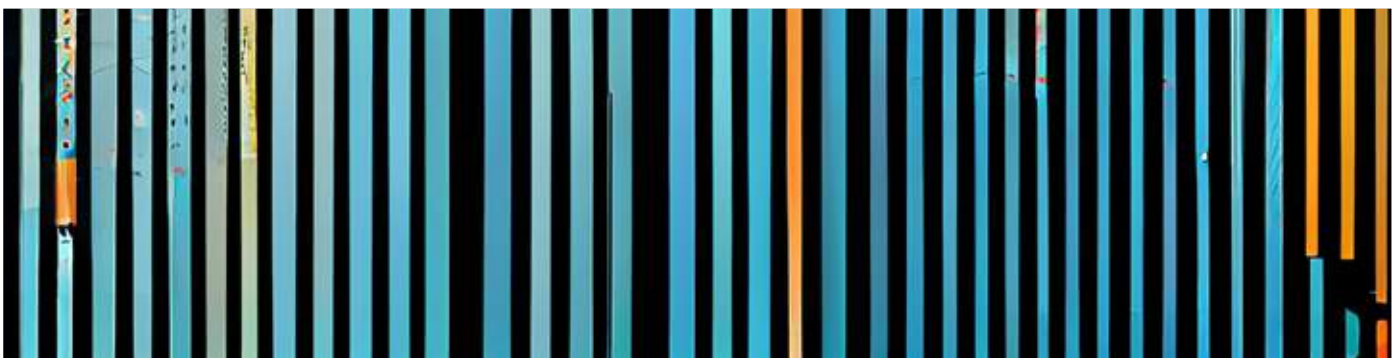
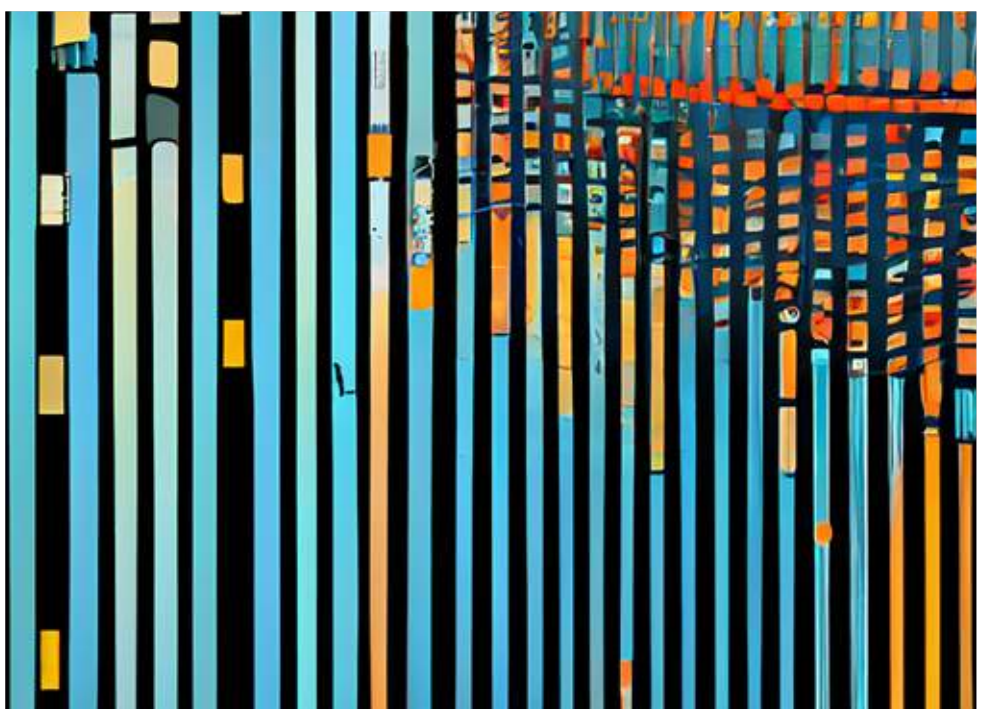
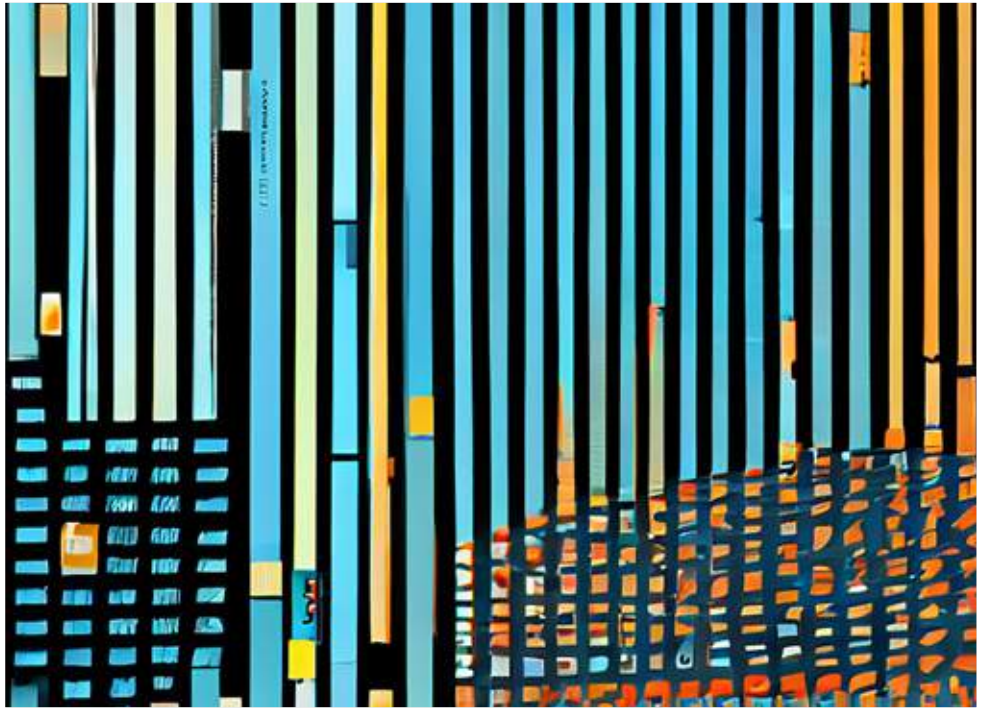
AI is here with us and professionals need to be ready to tap its power through continuous retooling and reskilling to adapt to its dynamism.

Looking ahead, AI holds immense potential to drive socio-economic growth in East Africa, provided it is harnessed effectively and inclusively.



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KENYA'S PROFESSIONALS

SHAPING GROWTH WITH GRIT AND WIT



Prof. Nicholas Letting'

Chairman, APSEA

In today's fast-evolving world, Kenya's professionals are not just going far—they are taking the nation with them, powered by grit, wit, and a dash of ingenuity. Whether they are building cities, healing communities, or revolutionizing industries, these professionals are not just players in the game; they are the game-changers. They blend innovation, integrity, and inclusivity to fuel growth, all while tackling complex challenges with a spirit of resilience.

From classrooms to boardrooms, laboratories to courtrooms, and farms to tech hubs, Kenya's dedicated professionals are shaping the future—one smart move at a time. How do they do it? By uniting their diverse expertise, harnessing their collective strength, and driving progress that is both sustainable and transformative. Whether they are advancing innovation in technology, pioneering sustainable agriculture, or leading healthcare reforms, these professionals are leaving an indelible mark on the nation.

In every sector—from education to healthcare, and from infrastructure development to legal advocacy—Kenya's professionals are building milestones that will define the country's trajectory for generations to come. Their work is more than just a response to current challenges; it is about creating lasting solutions that benefit the present while securing the future.

Let us take a closer look at some examples of how professionals in various sectors are driving Kenya's growth and fostering a culture of resilience and innovation.

Education and Capacity Building

Education, often described as the cornerstone of any nation's development, is one sector where professionals wield immense influence. Kenyan educators have been key to shaping a skilled workforce, but the real challenge lies in this: How can the country ensure its professionals keep growing to meet the ever-changing demands of today's world?

Kenya's introduction of the Competency-Based Curriculum (CBC) stands as a testament to the proactive role of educators. This bold reform is not



**“GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON. THEY’RE DONE BY A TEAM OF PEOPLE.”
— STEVE JOBS.**

just about preparing students for exams; it is about preparing them for life. By fostering creativity, problem solving, and critical thinking, the CBC has empowered the next generation to become innovators and problem solvers. However, the ripple effect does not stop at students. Continuous professional development programs for educators ensure that teachers are not just imparting knowledge but are also evolving with the demands of a 21st-century economy.

The result is a workforce that is not only employable but also entrepreneurial, driving job creation and fuelling economic growth. Kenya’s capacity-building initiatives—ranging from teacher training programs to mentorship platforms—act as vital lifelines in sustaining this progress. Yet, the question remains: are these efforts sufficient to address the growing complexities of regional and global demands? The journey is far from over, and as professionals continue to adapt, so too will Kenya’s ability to remain competitive on the global stage.



Healthcare Sector: Professionalism in Action

The healthcare sector in Kenya has made significant strides, thanks to the relentless work of medical professionals. Amid global crises like the COVID-19 pandemic, Kenya's healthcare workers have demonstrated resilience, innovation, and ethical leadership. How can Kenya build on this momentum to improve healthcare access and quality for all?

Consider Amref Health Africa, a leading example of how medical professionals are transforming healthcare in Kenya and beyond. Through initiatives like mobile health clinics and community-based healthcare programs, Amref professionals have brought critical services to underserved regions, ensuring that even the most marginalized populations receive essential care. Their work in advancing telemedicine has also improved access to healthcare in remote areas, addressing disparities and laying the foundation for long-term healthcare infrastructure. Kenya's medical professionals continue to be instrumental not only in treating patients but in reshaping public health systems to be more inclusive, innovative, and resilient.

Infrastructure Development and Urban Planning

Kenyan engineers, architects, and urban planners are laying the groundwork for a future that they may never fully experience themselves, embodying the spirit of the saying, "A society grows great when old men plant trees whose shade they know they shall never sit in." Their work isn't just about addressing the needs of today; it's about building a legacy that will benefit future generations.

Take the Nairobi Expressway, for example—a project that is easing transport and boosting commerce. Yet, beyond the immediate impact, this infrastructure is designed to support long-term economic growth. Similarly, urban planners, mindful of Kenya's expanding population, are prioritizing sustainable urbanization. Their efforts are not simply about adding buildings and roads but about creating smart cities that harmonize technological advancement with environmental responsibility.

The development of Konza Technopolis stands as a powerful example of this forward-thinking approach. Often hailed as Kenya's Silicon Savannah, Konza will serve as a blueprint for future cities—integrating sustainability, innovation, and inclusivity. In shaping these projects, professionals are not just responding to current demands; they are proactively creating the infrastructure for generations to come, ensuring that Kenya remains resilient and competitive on the global stage.

Integrity in Public Service

Good governance is not just the backbone of national progress—it's the heartbeat that keeps a nation thriving. At the core of this governance are professionals who serve as sentinels of transparency and accountability. In a world where the allure of shortcuts can derail progress, the pressing question remains: How can professionals continuously safeguard the integrity of public institutions and protect them from erosion?

THE DEVELOPMENT OF KONZA TECHNOPSIS STANDS AS A POWERFUL EXAMPLE OF A FORWARD-THINKING APPROACH.



Kenya's auditors, legal professionals, and public administrators stand as the first line of defense in upholding ethical standards. They are more than mere custodians of procedure; they are the gatekeepers of public trust. Take the Kenya National Audit Office (KENAO) as a prime example. With its professionals at the helm, KENAO ensures that public resources are not only allocated efficiently but used ethically, making sure that no coin is misplaced and no project is abandoned. These dedicated professionals hold leaders accountable—not just for what they accomplish, but for how they accomplish it.

By maintaining this level of scrutiny, Kenya's public service professionals prevent corruption from taking root and ensure that development efforts benefit the people they are meant to serve. In their hands lies the trust of an entire nation, and through their vigilance, Kenya's public institutions remain resilient, enabling a governance framework where progress is not just a goal but a reality grounded in integrity.

Legal Framework and Policy Advocacy

Kenya's progress is anchored by the legal fraternity, which plays a pivotal role in shaping the nation's regulatory and economic landscape. Lawyers, policy advocates, and regulatory professionals have been the architects of a framework that not only upholds justice but also drives the nation's economic engine. The question is: How can we continue to refine these legal frameworks to ignite innovation while safeguarding accountability?

A prime example of this balance is the Public-Private Partnership (PPP) Act. This legislation is more than just policy—it has become a catalyst for investment in critical infrastructure and services. Through this Act, professionals in law and policy have created bridges between the government and private enterprise, enabling partnerships that propel Kenya forward. From roads to energy, these legal frameworks ensure that Kenya remains a leader in regional competitiveness and opportunity.

Kenya's legal professionals are not just defenders of the law; they are trailblazers of economic growth. Their work attracts both local and international investors, spurring development across sectors like energy, telecommunications, and more. By continually refining these frameworks, they ensure that Kenya's regulatory environment encourages innovation while keeping accountability front and center. In doing so, they shape a future where progress and integrity go hand in hand.

Tech and Digital Transformation

Kenya's reputation as the Silicon Savannah is well earned, but the challenge ahead is clear: How do we sustain this momentum and push it even further? Kenyan tech professionals have already built an ecosystem of innovation that drives economic growth, but vast potential still lies



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untapped. The world is watching, and the critical question is, what is next for Kenya's tech revolution?

From the pioneering success of M-Pesa, which transformed mobile money on a global scale, to the rise of fintech solutions empowering the unbanked, Kenyan tech professionals have proven that when innovation aligns with opportunity, extraordinary things happen. They have redefined the tech landscape, showing the world how local solutions can meet global challenges.

Yet, in an era of rapid technological advancement, Kenya cannot rely on achievements alone. To continue thriving, there must be sustained investment in upskilling tech professionals. Emerging fields like artificial intelligence, blockchain, and cybersecurity represent the next frontier in Kenya's digital journey. The ability to master these technologies will determine whether Kenya leads the way in the next wave of digital innovation.

Kenya's tech professionals stand at the edge of unprecedented opportunity, ready to usher in the next era of transformation. The question is, Will Kenya rise to this challenge and expand its influence on the global tech stage? The future of this thriving industry lies in the hands of those daring enough to explore the possibilities of tomorrow.

Sustainable Agriculture

Kenya's agricultural sector being the backbone of the country's economy, it is also the sector where the future of sustainability is being shaped. With the mounting pressures of climate change, the question becomes: How can Kenya ensure food security while simultaneously protecting the environment?

Kenyan agricultural professionals are rising to the challenge by fusing traditional practices with cutting-edge innovation. Through agri-tech solutions that harness data to optimize yields and reduce post-harvest losses, alongside initiatives like the Kenya Climate Smart Agriculture Project (KCSAP), they

are transforming how farming is done. This shift is not just about productivity—it is about ensuring long-term sustainability and building resilience against future climate uncertainties.

The path forward for Kenya's agricultural sector lies in its ability to adapt, and thanks to these professionals, sustainable farming is becoming the norm. The question is no longer how much we can grow, but how we can grow in harmony with the environment for generations to come.

Challenges and Opportunities for Professionalism

Kenyan professionals are driving growth, but they also face challenges. Limited resources, regulatory hurdles, and political interference can stymie their progress. How can professionals overcome these obstacles to ensure that they remain catalysts for growth?

Organizations like the Association of Professional Societies in East Africa (APSEA) play a critical role in supporting professionals through continuous training, ethical guidance, and advocacy. Moreover, Kenya's ambitious Vision 2030 offers numerous opportunities for professionals to contribute to sectors like infrastructure, manufacturing, and healthcare.

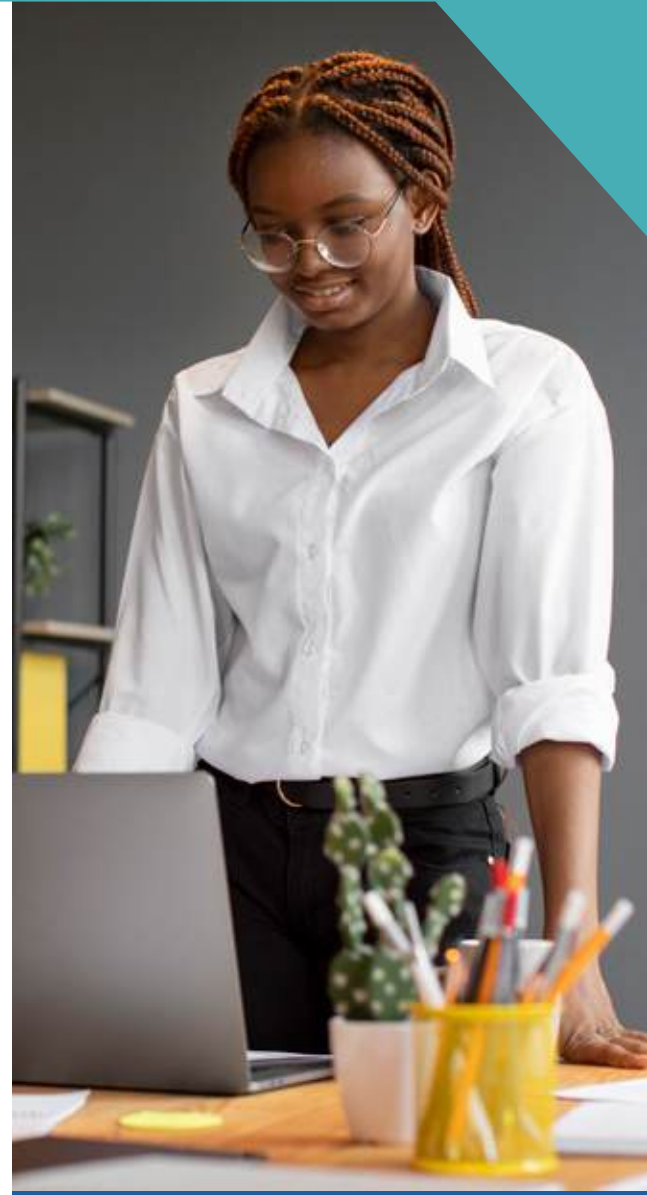
East Africa's integration through the African Continental Free Trade Area (AfCFTA) opens up cross-border opportunities for collaboration, allowing Kenyan professionals to tap into regional markets, foster innovation, and contribute to growth beyond national borders. The question now is: How can we ensure that Kenyan professionals remain competitive and seize these emerging opportunities?

Towards a Professional-Driven Future

As Kenya's professionals continue to roll up their sleeves, it's clear they're not just here for the short run—they're in it for the long haul, driving sustainable growth with both grit and wit. From boardrooms to farms, tech hubs to courtrooms, these movers and shakers are leading the charge, pushing Kenya (and East Africa) closer to its Vision 2030 goals. Nevertheless, here is the twist: they're not just doing it alone. They are doing it together, because they know the secret—"If you want to go far, go together," as the African proverb wisely says.

With innovation as their compass, ethical leadership as their anchor, and collaboration as their fuel, Kenya's professionals are building a future that is inclusive, prosperous, and sustainable. In addition, with their collective vision, they are showing the

KENYAN TECH PROFESSIONALS HAVE ALREADY BUILT AN ECOSYSTEM OF INNOVATION THAT DRIVES ECONOMIC GROWTH, BUT VAST POTENTIAL STILL LIES UNTAPPED.



world that when you mix a bit of grit with a good dose of wit, there is no limit to how far one can go.

CONTRIBUTIONS OF

ENGINEERING TECHNOLOGISTS

TOWARDS ECONOMIC DEVELOPMENT



Ms. Alice Mutai, PEng.Tech; MIET-K

CEO - Institution of Engineering Technologists & Technicians of Kenya

productivity and efficiency in industries. This is possible by improving production processes, reducing costs, and optimizing resource use. The end result is increased output and competitiveness, contributing to economic development. Furthermore, the International Monetary Fund acknowledges that engineering technology is crucial for building and maintaining infrastructure. The infrastructure referenced covers but is not limited to transportation networks, energy systems and telecommunications.

Adequate infrastructure is vital for economic development as it supports business operations, facilitates trade, and enhances connectivity. Here is a breakdown of each aspect:

Engineering technology is integral to economic development. It plays various crucial roles that lead to economic development through various avenues that leverage technical skills, innovation, and practical application of engineering principles. These roles include fostering innovation, enhancing infrastructure and supporting industries, promoting sustainability, developing human capital, encouraging entrepreneurship, and boosting global competitiveness. Its impact spans across various sectors and contributes significantly to the overall economic well-being of societies.

Engineering technology also drives innovation through research and development (R&D). New technologies emerge that can improve productivity, create new products, and enhance processes, leading to economic advancement.

According to World Bank, engineering technology enhances

1. Infrastructure Development:

Engineering technologies are essential for building and maintaining infrastructure such as transportation networks, communication systems, and utilities. Improved infrastructure facilitates economic activities by reducing costs, increasing connectivity, and enabling access to new markets.

2. Industrial Advancement:

Industries rely on engineering technology to improve manufacturing processes, automate production, and develop new materials and products. This enhances competitiveness, supports industrial growth, and creates job opportunities.

3. Energy and Environmental Impact:

Engineering technology contributes to energy efficiency, renewable energy development, and environmental sustainability. These advancements reduce costs, mitigate environmental impact, and create new markets in green technologies.

4. Information and Communication Technology (ICT):

ICT, a subset of engineering technology, revolutionizes communication, data management and information sharing. It enables businesses to operate globally, enhances productivity and fosters innovation in digital services and applications.

5. Skills and Human Capital Development:

Engineering and technological education and training build a skilled workforce capable of deploying and maintaining advanced technologies. This enhances productivity, attracts investment and drives economic growth by increasing human capital.

6. Entrepreneurship and Start-ups:
Engineering technology lowers barriers to entry for new businesses and start-ups by providing access to scalable technology and innovative solutions. This fosters entrepreneurship, job creation and economic diversification.

7. Global Competitiveness:
Nations that invest in engineering technology maintain a competitive edge in global markets. They attract investment, promote exports of high-tech goods and services and drive economic growth through technological leadership.

Many countries around the world have invested significantly in engineering technology and have seen notable economic development as a result. Strategic investments in engineering technology can drive economic development by fostering innovation, improving infrastructure, enhancing productivity, and promoting global competitiveness. Each country's approach to investing in engineering technology is tailored to its economic priorities, industrial strengths, and development goals.



World's economic giants:

- 1. Germany:** Known for its engineering prowess, Germany invests heavily in engineering technology, particularly in advanced manufacturing, automotive engineering and renewable energy sectors. This investment has supported industrial development, export growth and high-quality job creation.
- 2. Japan:** Japan is renowned for its innovation in engineering and technology, particularly in electronics, robotics and high-speed rail infrastructure. Investments in these areas have driven economic growth, technological leadership and global market presence for Japanese industries.
- 3. South Korea:** South Korea has focused on fostering a knowledge-based economy through investments in engineering technology, particularly in electronics, telecommunications and automotive sectors. This strategy has contributed to rapid industrialization, export-driven growth, and technological innovation.
- 4. China:** China has made significant investments in engineering technology, particularly in infrastructure development, telecommunications and renewable energy. These investments have supported China's rapid economic growth, urbanization and global manufacturing competitiveness.
- 5. Singapore:** Singapore has invested heavily in engineering technology to develop its infrastructure, biotechnology and electronics manufacturing sectors. These investments have helped Singapore become a global hub for technology and innovation, attracting foreign investment and skilled talent.
- 6. Sweden:** Sweden invests in engineering technology, particularly in sectors like telecommunications, automotive engineering, and renewable energy. These investments have contributed to Sweden's economic prosperity, sustainability initiatives and global competitiveness.
- 7. India:** India has increasingly invested in engineering and technology, particularly in information technology, software development, and renewable energy sectors. These investments have supported economic growth, job creation and global outsourcing services.



3rd Innovation Week & Industry Summit

“From Research to Market – Innovate. Commercialize. Transform.”

KCA University recently hosted its much-anticipated 3rd Innovation Week and Industry Summit, a landmark event dedicated to bridging the gap between research and commercial enterprise. Under the guiding theme, “From Research to Market: Innovate. Commercialize. Transform.,” the event celebrated how research can drive economic growth and transform communities.

The four-day event, from October 28th to 31st, not only underscored the university’s commitment to innovation but also showcased the remarkable synergy between academia and industry. This event was led by the Division of Research, Innovation & Outreach, with strategic leadership from the Deputy Vice Chancellor, Prof. Vincent Onywera, and the exceptional support of the KCA University Vice Chancellor & CEO, Prof. Isaiah I.C. Wakindiki. Their visionary direction and unwavering commitment to advancing research commercialization were instrumental to the event’s success.

**Held from
October 28th - 31st, 2024
at KCA University
Nairobi, Kenya.**



Curtain Raiser: Foodnovation at Nairobi CBD Campus

Innovation Week commenced with an exciting curtain-raiser event, “Foodnovation,” held at the Nairobi CBD Campus on October 28th. This unique prelude focused on culinary creativity, aimed at advancing the hospitality sector in Kenya.

Graced by esteemed guests, including the Director General of the Kenya Industrial Research and

Development Institute, Dr. Ing Calvin Onyango, the Foodnovation event offered attendees a glimpse of innovation’s potential in redefining traditional industries. Prof. Wakindiki, the Chief Host, inaugurated the event, adding significance to the launch of the Hospitality Training and Research Facility at the KCA University Professional & Technical Training Institute, directed by CPA Faustin Mwinzi.

A highlight of the Foodnovation event was the food innovation contest, where student innovator

Omondi Vivian Akinyi presented her winning creation, the “WINZIM Papaya Meat Tenderizer.”

This innovative product, made from sun-dried papaya, serves as a natural meat tenderizer and stew thickener. Her recipe incorporates flavors like rosemary and papaya seeds, offering a unique addition to the culinary market.

This contest celebrated the fusion of traditional ingredients with modern innovation, embodying KCAU’s commitment to supporting student entrepreneurs.



Innovation Week

Launch of Innovation Week at Ruaraka Campus

On October 29th, all roads led to the main campus in Ruaraka for the grand opening of the Innovation Week. With a formal inauguration by Chief Guest Mr. Rohit Vadhvana, Deputy High Commissioner of India to Kenya and Deputy Permanent Representative to UNEP and UN-Habitat, and Chief Host Prof. Wakindiki, the event was launched to much enthusiasm.

Opening remarks from Dr. Lucy Waruguru, Dean of Research, Innovation & Outreach, Prof. Onywere, and other distinguished speakers emphasized academia-industry linkages as critical to translating research innovations into commercial products that can positively impact lives in Kenya and beyond.

The opening day also featured an insightful panel discussion on the theme “Research to Commercialization.” The panel, moderated by Dr. Abraham Rotich, Director of Innovation, Incubation & Enterprise Development, comprised prominent figures, including Prof. Wanja Tenambergen, DVC Academic Affairs at Riara University; Prof. Vincent Onywere, KCAU’s own DVC Research, Innovation & Outreach; AWS Senior Developer Advocate Ms. Veliswa Boya; and CPA Felix Ratemo, a Finance Consultant and Certified Forensic Fraud Examiner.

The discussion delved into the challenges and opportunities for converting research findings into marketable solutions,



inspiring the audience to think beyond conventional academic boundaries.

Additionally, Mr. Akinyemi Awodumila, Partner at Deloitte, gave an impactful talk on “Fostering Innovation and Collaboration in the East African Business Ecosystem.” Ms. Veliswa Boya of AWS followed with a presentation on “Harnessing the Power of Generative AI and Cloud Computing: Accelerating Research to Market Transformation,” providing attendees with insights into emerging technology’s role in advancing research commercialization.

Celebrating Technological Innovation

The second day of Innovation Week focused on technological advancements and their transformative power. John Matogo, Corporate Social Responsibility Leader for Middle East & Africa at IBM Africa, set the tone with

a keynote on the “Role of Corporate Social Responsibility in Driving Innovation and Sustainable Development.” Matogo’s address highlighted IBM’s commitment to empowering young African innovators, underscoring CSR’s vital role in sustainable development.

The day continued with a webinar by Prof. Andy Asare from the University of Calgary on “The Role of Data Science in Driving Innovations.” Masterclasses by industry leaders added practical knowledge, with Safaricom offering sessions on design thinking and their Daraja API, InVhestia focusing on financial modeling, and the Africa Ruby Community delivering an intensive on software development with Ruby.

A panel discussion on emerging technologies also featured industry experts, including Ms. Adeline Makokha, Lead of AWS User Group Kenya; Mr. Bernard Banta, Lead of Africa Ruby Community; and Ms. Zee Gitahi, Regional Head Coach at 54 Collective’s Entrepreneurship Academy. Moderated by Mr. Alexander Njuguna, Innovation & Incubation Officer at KCA University, the panel explored the evolving landscape of technology and its potential to redefine industries and spur economic growth.

Creative Economy Day

The third day of the summit shifted focus to the creative economy, where Dr. Robi Mbugua, CEO of the Anti-Counterfeit Authority, delivered a keynote on the importance of protecting intellectual property in fostering innovation within creative industries. The day also featured a talk by Mr. Tim Owase, CEO of the Kenya Film Commission, highlighting the vital role of the arts in Kenya’s economic landscape and the potential for filmmaking to drive social change.

...protecting intellectual property in fostering innovation within creative industries.

Students from KCAU showcased their short films, celebrating young creatives and giving attendees a chance to witness firsthand the creativity nurtured at the university. The presence of industry professionals and exhibitions of students' works emphasized the need to support and invest in creative talent, especially in a digitally driven economy.

Culminating Success and Recognitions

Throughout the week, KCA University hosted a myriad of activities, including keynotes, panel discussions, exhibitions, and masterclasses, all designed to connect innovators with industry players. This year's Innovation Week attracted a variety of partners and sponsors, including IBM Africa, Safaricom, AWS User Group Kenya, Coca-Cola, Canon, Kenya Film Commission, KASNEB, Equity Bank, Cooperative Bank, Communications Authority, and Peptang, among others. The Partnerships & Collaboration Directorate, led by Dr. Jane Njuru and Manager Ms. Emily Kerubo, played a crucial role in fostering these

collaborations, contributing to the event's overall success.

One of the highlights was the award ceremony for outstanding innovators. The Best Innovator Prize was awarded to Philip Nganda for his "Standalone Biometric Attendance Gadget." This device provides real-time updates to parents when their children arrive or leave school, enhancing school security. Grace Wangari received the Best Entrepreneur Award for her work in art entrepreneurship, which demonstrated the potential for artistic talent to create meaningful business opportunities.

The week also featured success stories from alumni, including an inspiring presentation by KCAU student James Mwangi Gitahi, CEO of Diamond Engineering Company Ltd., who spoke on "Transforming Small Business to Great Business." His story highlighted how small businesses can leverage innovation to expand and thrive, serving as a motivating example for aspiring entrepreneurs.

Reflections and Impact





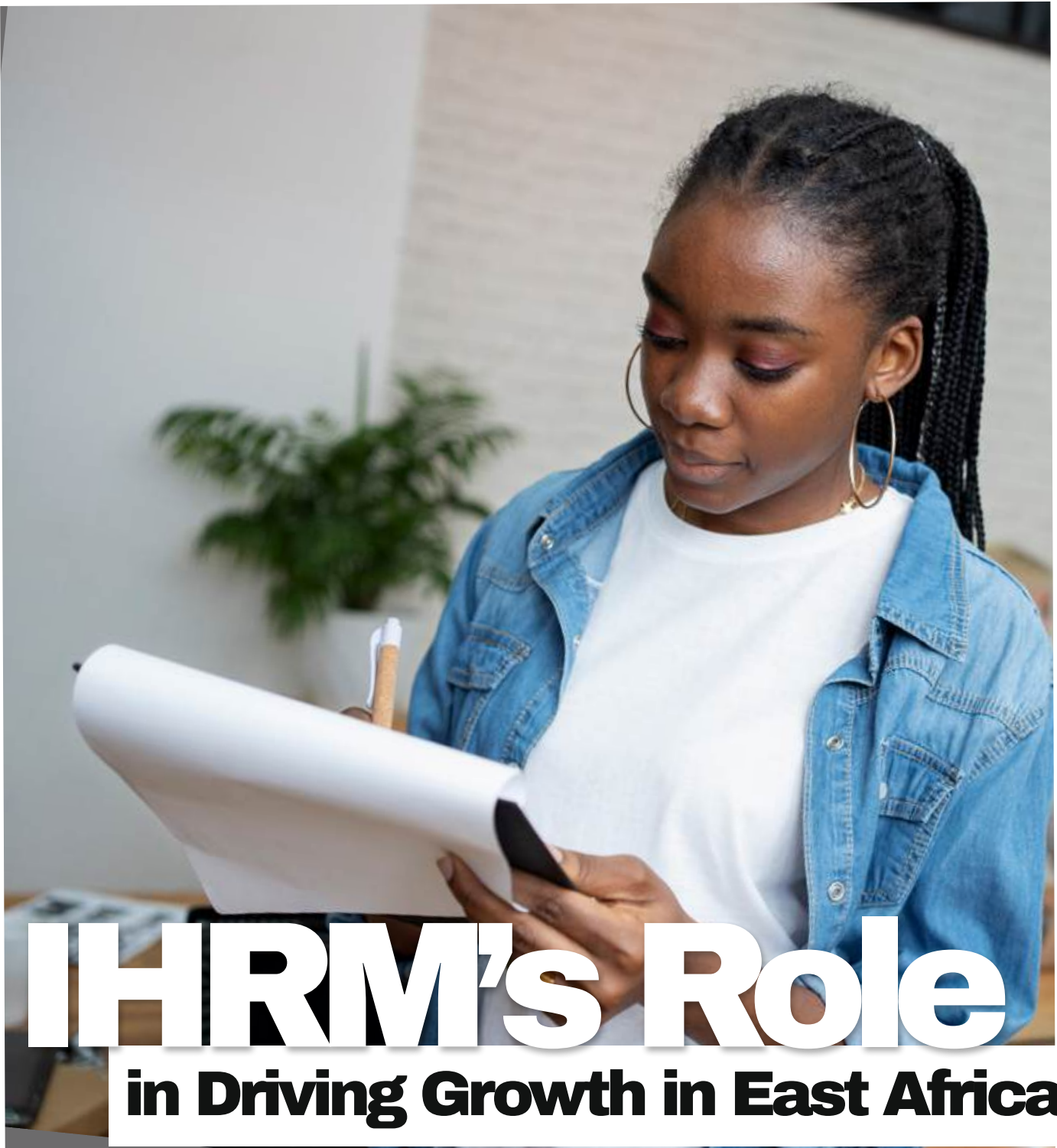
KCAU's Innovation Week & Industry Summit has cemented itself as a key annual event, with each iteration building upon the previous year's success. The leadership of Prof. Vincent Onyvera, DVC Research, Innovation & Outreach, and Prof. Isaiah I.C. Wakindiki, Vice Chancellor & CEO, was instrumental in this success. Their dedication to establishing KCA University as a center for research and innovation has set a standard for academic institutions in Kenya and beyond. Their vision has fostered an environment where students, researchers, and industry stakeholders can come together to create practical, impactful solutions.

By the end of the week, it was evident that KCA University's Innovation Week had achieved its goal: to catalyze the journey from research to market. The event inspired students, engaged industry leaders, and demonstrated that the future of innovation lies at the intersection of academia and industry. As the university looks to the future, it is clear that the groundwork laid by this summit will continue to fuel the aspirations of future innovators, researchers, and entrepreneurs. The 3rd KCAU Innovation Week was indeed a resounding success, a testament to KCA University's commitment to transforming research into real-world impact.

Acknowledgments

KCA University extends heartfelt gratitude to all the partners, sponsors, and participants who made the 3rd Innovation Week a success. With the ongoing support of its leadership, industry stakeholders, and the KCAU community, the university is poised to continue shaping the future of innovation in Kenya and across the continent.

“One of the highlights was the award ceremony for outstanding innovators. The Best Innovator Prize was awarded to Philip Nganda for his “Standalone Biometric Attendance Gadget.”



IHRM's Role in Driving Growth in East Africa

Institute of Human Resource
Management (IHRM)
Author

“The Institute of Human Resource Management (IHRM) Kenya has become a central force in ensuring HR practitioners are equipped to lead organizations toward success, contributing significantly to the growth of both businesses and the broader regional economy.”

In the rapidly evolving business landscape of East Africa, Human Resource Management (HRM) professionals play a critical role in navigating challenges such as globalization, technological advancements, and shifting workforce dynamics.

The Institute of Human Resource Management (IHRM) Kenya has become a central force in ensuring HR practitioners are equipped to lead organizations toward success, contributing significantly to the growth of both businesses and the broader regional economy.

Regulation and Standardization: A Strong Ethical Foundation

A cornerstone of IHRM's influence in East Africa is its role in regulating and standardizing HR practices. As the statutory body under the Human Resource Management Professionals (HRMP) Act No. 52 of 2012, IHRM ensures that HR professionals in Kenya adhere to stringent ethical and professional standards. By doing so, the institute not only elevates the profession's credibility but also reinforces ethical decision-making within organizations.

In a region where informal employment practices persist, regulation ensures HR professionals operate on a level playing field, fostering trust between employers and employees.

IHRM's regulatory framework, which certifies and licenses only qualified HR professionals, is vital for building a workforce capable of competing globally. By upholding these high standards, Kenyan HR professionals gain local and international recognition, enhancing their ability to contribute effectively in diverse markets.

Strategic Partnerships: Strengthening HR Competence

The impact of IHRM extends beyond regulation and this is through strategic partnerships that empowers Human resources professionals and their organizations. A notable collaboration with the professional body and Stanbic Bank, for instance, aims to enhance financial management skills among HR professionals. This partnership equips HR leaders with the expertise needed to make informed financial decisions, which is essential for driving profitability and supporting organizational growth.

In regions where access to financial resources can be a barrier, such initiatives bridge critical gaps. By empowering HR professionals with financial acumen, IHRM ensures that they play an active role in resource management, cost reduction, and profitability, all of which contribute to regional economic growth.

These partnerships are not confined to financial management. IHRM collaborates with academic institutions, government bodies, and international organizations and these platforms provide HR professionals with access to cutting-edge research, best practices, and training opportunities. Such collaborations ensure that HR practitioners remain agile and equipped to address future challenges.

Skills Development and Capacity Building: Preparing for the Future

IHRM's commitment to continuous skills development and capacity building is a critical element of its mission. Through workshops, certification programs, and leadership development courses, the institute ensures that HR professionals are not only prepared for current organizational demands but also future trends such as digital transformation and sustainability.

With businesses increasingly adopting digital tools, the demand for HR professionals to manage digital transitions has never been greater. IHRM has responded by offering programs on digital HR tools, data analytics, and Cybersecurity just to mention but only a few. This focus ensures that HR professionals are capable of navigating the complexities of a digital workplace, keeping their organizations competitive in a fast-evolving global marketplace.

In addition, IHRM recognizes the importance of



leadership in driving change. Through targeted leadership development programs, the institute fosters strategic thinking and decision-making skills, preparing HR professionals for senior roles. A notable example of forward-thinking capacity building is IHRM's focus on Green HRM practices, which align HR strategies with environmental sustainability efforts.

Given that East Africa region is increasingly vulnerable to climate change, integrating sustainability into business practices is no longer optional. IHRM's training programs in Green HRM promote the adoption of sustainable practices that not only support business growth but also address critical environmental challenges.

Inclusivity and Diversity: A Driver of Innovation

IHRM is a staunch advocate for inclusivity and diversity, an essential elements for driving organizational growth and innovation. The institute promotes inclusive hiring practices, especially the inclusion of marginalized groups. By creating diverse workforce, organizations foster innovation, creativity, and problem-solving which is key factors in maintaining competitiveness.

Diverse organizations are also more likely to attract and

retain top talent, contributing to enhanced employee engagement and productivity. IHRM's commitment to inclusivity supports not just businesses but also regional socio-economic development, addressing challenges like unemployment and inequality.

Furthermore, IHRM's membership reflects this commitment, encouraging HR professionals from diverse backgrounds to join and contribute to the institute's growth, ensuring a collaborative, forward-thinking community.

Regional Presence: Expanding Reach across Kenya

To ensure that the services are accessible throughout the country, IHRM has strategically expanded its branch network. The establishment of 16 branches across Kenya, ensures that HR professionals have access to resources and networking opportunities, regardless of their location.

This national presence strengthens local economies by equipping HR professionals with the tools needed to drive business success in their areas. Additionally, it ensures consistency in HR practices nationwide, aligning them with both national and international standards.





This consistency is critical for fostering investor confidence and supporting regional development.

Advocacy and Policy Influence: Shaping the Future of Work

Beyond its regulatory and capacity-building roles, IHRM is actively involved in shaping labor policies that promote sustainable HR practices. The institute collaborates with government bodies, policymakers, and industry leaders to advocate for reforms that protect workers' rights while promoting flexibility and competitiveness in the labor market.

Such reforms are key to creating an environment where businesses can thrive while ensuring fair treatment for employees.

IHRM's advocacy efforts also extend beyond Kenya's borders. As a member of the Association of Professional Societies in East Africa (APSEA), IHRM collaborates with other professional bodies to address common challenges within the region, such as skills gaps, labor market inequality, and unemployment. This regional collaboration is critical for fostering economic growth and integration across East Africa.

Conclusion: A Catalyst for Growth in East Africa

The Institute of Human Resource Management (IHRM) Kenya is a pivotal force in driving growth and development across East Africa. Through its regulatory efforts, strategic partnerships, skills development initiatives, commitment to inclusivity, regional expansion, and advocacy work, IHRM ensures that HR professionals are equipped to meet the demands of modern organizations.

By fostering a culture of professionalism, innovation, and ethical practices, IHRM not only supports individual businesses but also contributes to the overall economic growth of the region. As East Africa navigates both challenges and opportunities in a globalized world, IHRM's role in empowering HR professionals will remain central to the region's progress, ensuring that organizations are poised to succeed in the dynamic future of work.



The Institute of Internal Auditors Kenya

BACKGROUND

The Institute of Internal Auditors Kenya is affiliated to the Institute of Internal Auditors Inc. an international professional association with its headquarters in USA Florida. The IIA is the internal audit profession's leader in standards, certification, education, research, and technical guidance throughout the world. Generally, members work in internal auditing, risk management, governance, internal control, information technology audit, education, and security.

MISSION

To provide dynamic leadership for the global profession of internal auditing. To Promote Internal Audit Profession, Protect the Interests of the Members and to Enhance Integrity, Relevance and Standards of the Internal Audit Profession in Kenya

VISION

To Facilitate Development of Corporate Governance in the Public and Private Sector Organizations in Kenya by Improved Financial Discipline and Control.

CORE VALUES

Integrity: The integrity of internal auditors establishes trust and thus provides the basis for reliance on their judgment.

Objectivity: Internal auditors exhibit the highest level of professional objectivity in gathering, evaluating, and communicating information about the activity or process being examined. Internal auditors make a balanced assessment of all the relevant circumstances and are not unduly influenced by their own interests or by others in forming judgments.

Confidentiality: Internal auditors respect the value and ownership of information they receive and do not disclose information without appropriate authority unless there is a legal or professional obligation to do so.

Competency: Internal auditors apply the knowledge, skills, and experience needed in the performance of internal audit services.



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