

P.O BOX 1337, KAMPALA**PHONE: +256774674338****+256704374614****EMAIL: hbbyekwaso@gmail.com****bhassan@mubs.ac.ug****bhassan@sadarinstitute.so****bhassan@hopelinkcommunities.org****PROFILE**

I am a holder of a degree of Doctor of Philosophy in Management with a bias in Strategic Communication, a degree of Master of Business Administration (project management option) and a degree of Bachelor of International Business. I have over twenty (20) years working experience in research, consultancy and lecturing at Makerere University Business School, United Nations University for Peace-Mogadishu, Somalia, Sadar Disaster Resilience Institute (SDRI)-Mogadishu, Islamic University in Uganda and training employees of different organizations. I have strong analytical skills, trustworthy and am a highly motivated and hard-working person with a high sense of duty and loyalty both professionally and privately. Am extremely flexible and can easily adapt to the surroundings without compromising with any organizational and personal principles and responsibilities.

PERSONAL DETAILS

Date of Birth	:	December 15, 1982
Marital Status	:	Married
Nationality	:	Ugandan
Gender	:	Male

EDUCATION

2014 - 2018	Makerere University	Ph.D
2008 - 2010	Makerere University	MBA (Project Management specialization)
2003- 2006	Makerere University	Bachelor of International Business
2001-2002	Hawa Secondary School	Uganda Advanced Certificate of Education
1997 – 2000	Hawa Secondary School	Uganda Certificate of Education
1990-1996	Lugazi Muslim Primary	Primary Leaving Examination

WORKING EXPERIENCE**a) Current Positions and Honors**

- Since 2016 am a Senior Lecturer in the department of Business Administration- Makerere University Business School
- Since September 2023 am the Deputy Dean for the faculty of Business Administration with over 50 staff and 3500 students.

B1) Academic Responsibilities (Reviews and Supervision)

- Program Reviews and Development
 - Between 2022 and 2024, I headed a team that reviewed the Master of Business Administration of Makerere University Business School
 - Between 2019 and 2022, I headed a team that reviewed the Bachelor of Business Administration at Makerere University Business School
 - Between 2017 and 2019, I was on a team of consultants contracted to develop a Master of Public Health and Business Administration to be offered by the School of Public Health, Makerere University. This was sponsored by One Health Central and Eastern Africa (OHCEA)- a USAID program
- External examination of PhDs and Masters research. Am an external examiner of
 - University of Zambia, Zambia
 - Busitema University, Uganda
 - Kyambogo University, Uganda
- Reviewer for International Peer Reviewed Journals. These include;
 - Cogent Social Sciences- Taylor & Francis Group
 - International Journal of Strategic Communication- Taylor & Francis Group,
 - World Journal of Entrepreneurship, Management and Sustainable Development-Emerald Group among others.
- Supervising PhDs and Masters students in Management research at Makerere University Business School, United Nations University for Peace-Somalia and Islamic University in Uganda.
- Examining PhDs and Masters research at Makerere University in Uganda and United Nations University for Peace-Somalia.
- Supervising students in research at undergraduate level (including desk research and field work)

B2) PhD Students Supervised

PhD Graduated Students

- Bosco Amerit- Commercialization of Advanced Biofuel (CoB) Products- Graduated in January 2024 (Makerere University)
- Bob Ssekiziyivu- Strategy Execution in Uganda's Transport Firms-Graduated in January 2025 (Makerere University)

PhD On-going Students

- Florence Nakajubi-Transition Communication and Household Transition to Low Carbon Energy Solutions in Uganda- Final Study (Makerere University)
- Yunia Musasizi Alele- Strategic Communication among Universities in Uganda- Final Study (Makerere University)
- Felister Birunji- Strategy Flexibility among Tourism firms in Uganda- Pilot level (Makerere University)
- Gerald Kaliisa-Entrepreneurial Competitiveness of Persons with Disability in Uganda- pilot level (Makerere University)

- Fahima Ahmed Sunkar -Records Management in Universities in Uganda-Proposal level (Makerere University)
- Maureen Mukodha- Entrepreneurial Behaviour among University Student Entrepreneurs-Discussion level (Makerere University)
- Siragi Mugaya- Sustainable Competitive Advantages among Manufacturing Firms in Uganda- Proposal level (Makerere University)
- Geoffrey Tayebwa- Sustainability of Merged Law Firms in Uganda- Pilot level (Makerere University)

B3) Other Academic Responsibilities

- Teaching PhDs and Masters students
 - **Business Courses:** Business Communication, Strategic Communication, Business Administration, General Management, Research Methods, Customer Care, Business Environment, Service Marketing, Marketing Communication, Resilience Management and the related areas.
 - **Disaster management and Leadership Courses:** Emergency Planning and Disaster Management, Disaster Preparedness, Environmental Risks and Impact Assessment, Post conflict reconstruction and Development, Governance and Transformative Leadership, African Political and Economic Governance, Project Management, Research Methods, Conflict Management Mediation and Negotiation, Gender, Environment and Sustainable Development
- Conducting academic and field research
- Leading teaching teams (including monitoring and evaluating team performance)
- Setting course works and Exams
- Invigilating and marking course works, exams and research
- Counseling and guiding students

B4) Deputy Deanship Responsibilities at MUBS

Since September 2023 to Date, I am the Deputy Dean of the faculty of Business Administration with over 40 staff and 3500 students. Business Administration is the biggest faculty at Makerere University Business.

Duties and Responsibilities

- Heading the course review and curriculum development of programs housed in the faculty
- Initiating linkages between the faculty and Institutions of higher learning inside and outside Uganda.
- Soliciting of funds of enhancing the academic progress of the faculty; for example, through writing research grants.
- Participating in the recruitment, selection, promotion and disciplining of faculty staff in accordance with the establishment procedures of the School.
- Running the day-to-day administration, organization and development activities of the faculty.
- Academic guidance of the students.
- Liaison with the examination officer on the co-ordination of the faculty examination timetable and results.

- Deputizing the Dean on all deanship responsibilities as and when necessary.
- Generally assisting in the operation of the school by serving on committees and in the capacities appropriate to the well-being of the School.
- Performing such other duties as may be assigned by the Dean and the Principal from time to time.

C). Consultancy Work Done

- Since May 2022 to date, I am one of the consultants of Sadar Disaster Resilience Institute (SDRI) Mogadishu, Somalia contracted to implement the Adaptive Agriculture and Rangeland Rehabilitation Project (A2R2)-Somalia. This is a seven-year, \$40 million project funded by Global Environmental Facility (GEF). The project is aimed at enhancing the climate resilience of poor rural households in Somalia through sustainable natural resources management.
- Between September and December 2022, I was one of the consultants of Sadar Disaster Resilience Institute (SDRI) Mogadishu, Somalia contracted by IOM - Durable Solution Unit under the Saameynta Program (Scaling up Solutions to Displacement in Somalia) to implement a four-months project of developing adapted local governance and social accountability toolkits for Baidoa district, Somalia.
- Between October and November 2021, I was one of the consultants of Sadar Disaster Resilience Institute (SDRI) Mogadishu, Somalia contracted by the Somali Ministry of Humanitarian Affairs and Disaster Management (MoHADM) to implement a project of developing Best Practices for Emergency Preparedness and Planning within the Context of Somalia.
- Between June 2021 and February 2023, I was one of the consultants of Sadar Disaster Resilience Institute (SDRI) Mogadishu, Somalia contracted to design community led disaster resilience curriculum under a USAID funded project of Community-Led Capacity Strengthening for Fragile Contexts (C4FC) project. The project also involved training World vision partner local NGO staff in Somalia, South Sudan and Sudan.
- In October 2021, I was one of the consultants of Sadar Disaster Resilience Institute (SDRI) Mogadishu, Somalia contracted by Ministry of Humanitarian Affairs and Disaster Management (MoHADM)-Somalia to implement a Mainstreaming Gender in Disaster Risk Management project. This project was aimed at establishing an effective framework that paves the way for a comprehensive gender mainstreaming strategy in disaster risk management (DRM) context in order to strengthen national capacities for preparedness, response and mitigating gender-based disasters in Somalia.
- In January 2021, I was one of the consultants of Sadar Disaster Resilience Institute (SDRI) Mogadishu, Somalia contracted to design a disaster management strategy, capacity development strategy and a mentorship plan for the Ministry of Humanitarian Affairs and Disaster Management, Somalia.
- Between January and August 2019, I was on a team of consultants contracted by the Entrepreneurship, Innovation and Incubation Centre of Makerere University Business Schools to collect data for Small and Growing Businesses (SGBs) study. This was a USAID study conducted in Uganda and Nigeria since 2018.

- Between January and July 2019, I was on a team of consultants subcontracted by One Health Central and Eastern Africa (OHCEA) to conduct a market survey for M-Omulimisa and Akorioni agricultural innovation platforms in Uganda. This was a USAID funded project to boost agriculture in Uganda.
- Between 2017 and 2019, I was on a team of consultants contracted by One Health Central and Eastern Africa (OHCEA)- a program sponsored by USAID to develop a curriculum of Master of Public Health and Business Administration to be offered by the School of Public Health, Makerere University.
- Between 2014 and 2015 I worked with PILA Consultancy to design a Communication Strategy for Ministry of Health, Uganda.

D). Research Grants

- Between January 2022 to December 2024, I was a Principle Investigator undertaking the second phase of a 50 Million shilling research grant under the Makerere University Research and Innovations Grant Project (RIF1-Multi projects). The title of the project is “Policy and Regulatory Compliance with Smart Grid Technologies; Post Electricity Sector Reform in Uganda”. This phase of the project aims at developing the Transformation and Implementation Road Map to Smart Grid Technologies in Uganda’s Electricity Sector.
- From June 2021 to June 2022, I was a Principle Investigator undertaking a 20 Million shilling research grant under the Norwegian Programme for Capacity Development in Higher Education and Research for Development (Norad-NORHED). The research title was “Increasing Electricity Consumption through improved management and regulation of the Charcoal Supply Value Chain” and was the research was done in collaboration with the National Environment Management Authority of Uganda (NEMA).
- Between 2020 and 2022, I was a Co-researcher on three teams undertaking research grant under the Makerere University Research and Innovations Grant Project (RIF). These include; 1). The Impact of COVID-19 on SMEs performance in Uganda, A human centred assessment and recovery models 2). Incentive Regulations; towards reduced electricity tariffs and increased consumption of clean energy in Uganda. 3). Monitoring and Enforcement for sustainable forest wood extraction.
- Between 2019 and 2020, I was a Principle Investigator undertaking a 50 Million shilling research grant under the Makerere University Research and Innovations Grant Project (RIF). The title of the project is “Policy and Regulatory Compliance with Smart Grid Technologies; Post Electricity Sector Reform in Uganda”.

E). Training Experiences

- Since 2018, I am a trainer of Sadar Disaster Resilience Institute (SDRI) contracted to train employees of line ministries of Somalia government in best management practices like human resource management. I am also contracted to train graduate students at University for Peace, Somalia in research skills and

Emergency Management. These trainings are conducted from Mogadishu, Somalia.

- Between 2015 and 2020, I was a consultant and trainer of CENTRAM contracted to train employees of Communications Authority of Kenya in Pre-Retirement Planning. These were two weeks trainings for each cohort. The trainings were conducted from Nairobi, Naivasha and Machakosi, Kenya and Kampala, Uganda. Other trainings for some cohorts included; corporate Governance, Financial Literacy, Debt Management and Revenue Collection.
- Between 2016 to December 2020, I was a consultant and trainer of ACADRI-Uganda, contracted to train international participants in management disciplines of strategic communication, Human Resource Planning, Internal Relations, Customer care and Management, Public Relations among others.
- Between 2014 and 2016, I trained employees of Capital Shoppers in communication and customer care skills
- In 2015 I trained youth leaders of Tertiary colleges in Communication and leadership skills

Training and Research Areas of Interest

- Strategic Communication
- Policy formulation and management
- Strategic Retirement
- Corporate Governance
- Energy Governance
- Human Resource Planning and Management
- Interpersonal and Leadership Skills
- Etiquette and Organizational ethics
- Marketing Communication and Business Strategy
- International Communication and Negotiation
- Entrepreneurship and Business Management Skills
- Research skills
- Customer Care Skills
- Financial Literacy

f) Previous Leadership Responsibilities-Head of Department at MUBS

From 2018 to 2023, I headed the department of Business Administration with over 25 staff and 3500 students. It is one of the two departments in the faculty of Business Administration

Duties and Responsibilities

- Designing new programs
- Reviewing existing programs
- Allocating and monitoring teaching of courses housed in the department

- Handling staff and students concerns
- Representing the department to higher management committees
- Managing correspondences from and to the department
- Heading research and consultancy activities in the department
- And any other responsibilities assigned to me by top management

ACADEMIC PUBLICATIONS

International Publications in Refereed Journals

- Bashir, H., Ngoma, M., Ntayi, J., & Balunywa, W. (2024). Strategic Communication Effectiveness in the Ugandan Health Sector: Do Relational Cohesion and Interaction Quality Matter? *International Journal of Strategic Communication*, 18(3), 266–289. <https://doi.org/10.1080/1553118X.2024.2331005>
- Bashir, H., Nangoli, S., Musaasizi, Y., Nakajubi, F., Basemera, M., & Ayibo, C. (2022). Information adequacy and strategic behavioral change communication as a pandemic management tool: The mediating role of interaction resonance. *International Journal of Business Communication*, 59(2), 242-268. <https://doi.org/10.1177/23294884211027545>
- Bashir, H., Ngoma, M., Ntayi, J., Balunywa, W., & Nangoli, S. (2018). Measuring Strategic Communication from the Audience's Point of View; Evidence from a Specific Sector in a Developing Economy. *Elixir International Journal*, 115, 49718-49731.
- Bashir, H., Ngoma, M., Balunywa, W., Ntayi, J., & Munene, J. C. (2018). Lessons from Uganda's Successful Combat of Ebola Scourge: The Strategic Communication Approach. *Journal of Culture, Society, and Development*, 43, 9-13.
- Bashir H., Namagembe S., Nangoli S., Ntayi M.J. and Ngoma M. (2013), "Performance of National Agricultural Advisory Services projects in Uganda, Does stakeholder commitment matter?" *World Journal of Entrepreneurship, Management and Sustainable Development* Vol. 9 No. 2/3, pp. 155-167
- Bashir H., Kusemererwa C., Sekakubo J., Ntayi M.J., and Ngoma M. (2014). "Enhancing Project performance: To what extent does stakeholder Involvement matter?" *ORSEA Journal*. Vol. 4 No. 1, pp. 129- 149
- Ntale, P. D., Namaganda, J., & Bashir, H. (2026). Digital capabilities and coffee cooperative productivity in Uganda: the mediating role of action learning. *Vilakshan-XIMB Journal of Management*, 1-20
- Muhumuza1, B.N., Lagat, C., Bashir, H. (2021) "Promoting Customer Satisfaction: The Role of Relationship Marketing Practices and Relationship Value". *Science Journal of Business and Management* Vol. 9 No. 1, pp. 47-54
- Muhumuza1, B.N., Saina, E, Bashir, H. (2021) "The role of Cultural Values and Relationship Marketing Programs in Promoting Customer Satisfaction". *Journal of Business Management and Economic Research* Vol. 5 No. 1, pp. 11-21
- Ngoma M., Namono, R., Nangoli S., Hassan B. and Nakyeeyune S. (2020). "Towards fighting COVID-19: can servant leadership behaviour enhance commitment of medical knowledge –workers". *Continuity and Resilience Review*, early cite.
- Ngoma M., Nangoli S., Kusemererwa C., Hassan B., Sekakubo J., and Ntayi M.J. (2016). "Tapping into the power lines of Project Success: The Strategic Role of Ethical Climate". *European Journal of Business and Management* Vol. 8 No. 5, pp. 85-93

- Nangoli S., Namagembe S., Ahimbisibwe A. Bashir H. (2013), "The Antecedent Role Of Social Networks In Project Communication" *International Journal of Economics and Management Sciences* Vol. 2, No. 8, pp. 25-32
- Nangoli S., Ahimbisibwe A., Namagembe S., Bashir H. (2013), "Social networks: a strategy for enhancing project-stakeholder commitment" *Journal of Strategy and Management* Vol. 6 No. 4, pp. 399-410

MAJOR AREAS OF PERSONAL COMPETENCE

- Competence in research tools like Amos, Nvivo, SPSS and computer proficiency in Ms. Word, Excel, Power Point etc.
- Hands-on training
- Communication skills; Can demonstrate oral, Non-verbal and written communication skills at workplace and business management with proficiency in English, Luganda.
- Marketing and interpersonal relations
- Strong organizational management and leadership skills

INTERESTS

- Intellectual capacity building
- Leadership
- Business Development

REFEREES

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