

Prof. Elisante Gabriel (PhD. Marketing)

Biodata



Elisante Gabriel is currently the Chairman and Lead Consultant of Edenconsult Company Limited. He is also a full time faculty member of Mzumbe University, Tanzania, East Africa. He has a vast experience in training in Higher Education, consultancies as well as facilitating seminars and workshops. He lectures the following subjects to Masters Programmes in local and international Universities; *Strategic Management, Marketing Management, International Business Management, Services Marketing, Marketing Communications, Competitive Strategies, Consumer Behaviour and Strategic Marketing*. Apart from being a full time academic staff of Mzumbe University, he is a Visiting Professor of various Universities in Tanzania, Kenya, Finland, India and Australia. He is a member of Board of Directors of Local & International academic Journals. He was a lecturer at University of Salford (UK) in the department of Accounting, Economics and Management Sciences, in 2001. He has published various journal articles, some of them available on his website – www.olegabriel.com) and also authored a book on Marketing Communication for Higher Education Sector (2006), published by Preston University Press, Finland.

To date Elisante has a working experience of more than 20 years in various organizations ranging from manufacturing to service sector, locally and internationally. His first appointment was with Zana za Kilimo Ltd under the mechanical engineering department. He then moved to Songwe Water Company, a subsidiary of Mbeya Cement Company, where he served for eight years and left the company at a position of Business & Administrative Officer and the Deputy Director. Thereafter, he joined Pricewaterhousecoopers, a multinational company where he served to a position of Senior Business Analyst. He left the company in 2000 to start his PhD programme. Elisante worked with The Institute of Finance Management (IFM) from 2001 to end of May 2006. He then joined Care International (Tanzania) as The Country Coordinator for Payment for Water Shade Service (PWS) before joining Mzumbe University as a faculty member under Faculty of Commerce. He has been involved in various Consultancy assignments related to research as well as training. Some of the Organizations he offered consultancy services include; Kenya Institute of Management (Kenya), Tanzania Police Force, Tanzania Commission for Ethics, NMB Bank, BMTL, Tanzania Institute of Bankers, DSPS Field Marketing (UK), Japanese International Cooperation Agency, etc.

He is looking forward to developing and managing changes in a competitive business environment around the world. His research area of interest is focused on creating and communicating value for achieving a Sustainable Competitive Advantage (SCA). He believes that *co-creation and co-delivery of meaning and value* is the way forward for effective and efficient performance in any business entity. This will enable an organization to 'Create and Sustain Superior Performance'.

Before earning his PhD – Marketing, Elisante completed his Masters of Science degree (International Business) at the University of Salford (UK). Prior to his Masters degree, he pursued other programmes including: *Business Administration* (Mzumbe), *Marketing* (CIM – London), *Accountancy* (NBAA), *Materials Management* (NBMM) and *Mechanical Engineering (specialization – Manufacturing Engineering)* (MTC). He is a member of the following professional institutions: *The Chartered Institute of Marketing* (London – UK), *National Board of Accountants and Auditors* (Tanzania), *National Board for Materials Management* (Tanzania) and *The Institution of Engineers Tanzania*.

Elisante has an interest of excelling in publication, research and consultancy activities. From 2000 he has presented various conference papers. He is an author of several Journal articles, which are already published while some are in progress for publication. The writing of books, journal articles and doing various consultancy works will remain to be his major interests towards creation of scientific knowledge and moral capital for the existing and coming generations.

In case you need a direct contacts with him do not hesitate to call him (+255-784-455499) or email (elisante_gabriel@yahoo.com). He is very accessible and friendly

Experience on projects which Elisante has been involved as well as his publications will be given in the next pages.

PROJECTS & EXPERIENCE ON CONSULTANCY ASSIGNMENTS

S/N	TITLE OF THE ASSIGNMENT	CLIENT	REMARKS
1	Facilitating Development of 'Organisational Performance Index' Model	Kenya Institute of Management (Kenya)	
2	Training on Strategic Plan preparation & Clients Service Charter	Regional Commissioners' offices & Local Government Authorities (Tanzania)	
3	Training on Strategic Customer Care	Business Machine	
4	Training on Sales Management	Business Machine	
5	Designing and train on Strategic Customer Care	Tanzania Institute of Bankers & NMB Bank	
6	Strategic Customer Care	CRDB Bank (Morogoro)	
7	Marketing of Financial Services	Bank of Tanzania Institute	
8	Training on Integrated Service Delivery System	Tanzania Police Force (All commanding officers, More than 300)	
9	Strategic Thinking for high quality of Service for top Management	Tanzania Police Force (IGP)	
10	Design & Facilitating the Strategic Plan for Municipal Council	Morogoro Municipal Council	
11	Reviewing the Strategic Plan Implementation	Small Industries Development Organisation	
12	Training on Managing the Competition	National Health Insurance Fund	
13	Training on Paradigm Shift Management & Moral Capital Development	KCA University	
14	Training on Strategic Leadership for Health Medical Teams, Countrywide in Tanzania.	Japan International Cooperation Agency (JICA)	
15	Assessing the Quality Customer Service in the Social Security Fund (In the Stakeholders Annual Conference - 2008)	Parastatal Pension Fund (PPF)	
16	Business Goals Management	Tanzania Institute of Bankers	
17	Review the Strategic Plan	Local Government Authority Fund	
18	Recruiting Students for University	KCA University, Kenya	
19	Recruiting students for University Programmes	Hope University, UK	

20	Implementing the Promotion Strategy	DSPS Field Marketing, UK	
21	Developing Undergraduate/Postgraduate academic and Professional Programmes	KCA University, Kenya	
22	Conducting Interviews for senior officials	Local Government Authority, Tanzania	
23	Conducting Interview for Senior Officials	KCA University, Kenya	
24	Project Management & Implementation	Ethics Commission, Tanzania	
25	Customer care and Proactive Leadership Strategies	Ethics Commission, Tanzania	
26	Accident Prevention Strategies	Surface & Marine Transport Authority	
27	Training on Leadership & Management to Regional Health Management Teams for 21 regions of Tanzania	JICA & Ministry of Health and Social Welfare, Tanzania	
28	Facilitating preparation of Strategic Plan	JICA & Ministry of Health and Social Welfare, Tanzania	
28	Research on the impact of Petty Traders in managing the business in the City	Entrepreneurship Development Center, Mzumbe University	
29	Research on the Application of Communicative Customer Service to Higher Education Sector	IFM, CBE & TIA, Tanzania	
30	Review of a Book on 'Strategic Marketing Management'	Tanzania Institute of Bankers	
31	Facilitating the Joint Annual Health Sector Review meeting, 2009	WHO & MoHSW	

PUBLICATIONS

By Elisante Gabriel

Book:

(2006), *Marketing Communication for the Higher Education Sector*, Preston University Press, Finland.

Journal papers

(2002) 'Export Marketing Strategies: A Global Communication Emphasis' *African Journal of Finance and Management*, Vol. XI, No. 1, Institute of Finance Management.

(2003) 'Choosing an Epistemic Stance': *African Journal of Finance and Management*, Vol. XI, No. 2: The Institute of Finance Management.

(2005) 'An assessment of Value Co-creation and Delivery Systems in the Higher Education Sector of Tanzania' *African Journal of Finance & Management*, The Institute of Finance & Management.

(2004) 'Managing the Expanded Marketing Mix (EMM): A critical Perspective Approach, (From 4Ps to 7Ps)': *The IMS Journal*, India.

(2006) 'Application of Porter's Five forces Framework in the Banking Sector of Tanzania: Design, Develop and Deliver Competitively': *The IMS Journal*, India.

(2006) 'Value Chain for Services: A New Dimension of Porters Value Chain': *The IMS Journal*, India

(2008), 'Value Co-Creation and Delivery Systems in Higher Education Sector: The Case of India and Tanzania: *International Journal of Service Research*, Special Issue, USA.

Dissertation (PhD Level)

May 2006:

The Contribution of Communicative Customer Service to the Service Competition in the Higher Education Sector

Dissertation (Masters Degree)

September 1999:

An assessment on the need of Marketing Communications in Rail Passengers Transport:
A Case of Virgin Trains in Great Britain

CURRENT CONTACTS:

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Signature:

A handwritten signature in blue ink, consisting of stylized initials and a horizontal line extending to the right.