

FRIDAH M. K. MUBICHI-KUT

The Charles H. Dyson School of Applied Economics and Management
Cornell SC Johnson College of Business
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Email: mfm96@cornell.edu

- Ph.D. Rural Sociology, University of Missouri (2017)
- MA. Sociology, Northeastern University (2012)
- MBA. International Marketing, Oklahoma City University (2005)
- MSc. Management and Organizational Development, United States International University-Africa (2004)
- BSc. International Business Administration, United States International University-Africa (1999)

Areas of Research Interest/Expertise

- International Development
- Program monitoring, evaluation, and learning
- Diffusion of agricultural innovations in emerging markets

PROFESSIONAL & RESEARCH EXPERIENCE

Cornell University

Professor of Practice (July 2021 – Present)

- Teach Field research methods (AEM 4415/5415), Research & Strategy (AEM 4421/5421).
- Executive Director of the Student Multidisciplinary Applied Research Teams (SMART) program-responsible for developing both projects and curriculum that promote undergraduate and graduate multidisciplinary engaged learning opportunities in emerging markets.
- Designing projects that promote collaborative transdisciplinary faculty engagement, research and service to underserved organizations and communities within emerging markets.
- Divisional Member of the Graduate Faculty in the field of Global Development, College of Agriculture & Life Sciences.

United Soybean Board

Director Measurement & Evaluation (June 2019 – June 2021)

- Directed the development of the first measurement evaluation and learning (MEL) system for the national soybean commodity board.
- Developed new methodologies, material, and implementation strategies that promoted program design, systematic data collection, evaluation, and collaborative learning across the diverse programmatic investments and contractors.
- Worked closely with senior leadership, board members, and various stakeholders in the development of the organization's five-year strategic plan (2022-2027).
- Facilitated development, training, and management of primary contractor program management and reporting guidelines.
- Oversaw the development of all organization-funded survey research and methods that improved data collection and reporting efforts at both the federal and state levels.
- Led the development and reporting of the mandated United States Department of Agriculture (USDA), Agricultural Promotion Programs economic analysis/ return on investment studies.

Area Resources for Community & Human Services (ARCHS)

Evaluation and Research Specialist (April 2018 – May 2019)

- Designed and implemented various program evaluations, research, training, and reporting that supported the organization and funders' needs in program development and evaluation.
- Provided strategic and technical assistance support for state, federal, and private funded programs in the organization.
- Restructured and managed the organization's program and grant reporting systems for St. Louis City and St. Louis County.
- Compiled and supervised the development of various program reports and grant applications.

University of Missouri (MU)- Innovation Labs.

Research Assistant, (2014 – 2020)

- Supported field research for two USAID- FtF Innovation labs (Soybean Innovation Lab. & Climate Resilient Beans) as well as the McKnight Foundation Collaborative Crop Research Program
- Assisted in the development, testing, and adoption of several multi-country survey instruments including the USAID- FtF Women Empowerment in Agriculture Index (WEAI+) employed in two USAID innovation labs.
- Designed and led various mixed-method studies including community mapping exercises of agricultural households in Central Mozambique to identify existing agricultural information and resource networks accessed by both men and women in rural Mozambique.
- Designed and facilitated Mozambique survey enumerator training based on computer-assisted personal interviewing (CAPI) and Paper and Pencil Interviewing (PAPI) survey methods.
- Led survey data analysis, and reporting for various audiences, including technical report writing for USAID, McKnight Foundation & Mozambique Institute for Agriculture Research (IIAM).
- Designed and led four community mapping exercises in two rural villages located in central Mozambique which informed data collection efforts, agricultural production training, seed, and fertilizer distribution.
- Collaborated with various researchers to produce, publish and present various interdisciplinary research works focused on plant breeding, agricultural technology adoption, women empowerment, and food security.
- Worked with a group of undergraduate students in a senior-level Strategic Communications capstone class from the School of Journalism to create an international advertising campaign.

University of Missouri

Graduate Research Assistant -Community Development Academy & Extension (2012 – 2014)

- Taught two professional development classes focused on diversity and inclusion titled, "Practicing Community Inclusion" and assisted in conducting, compiling, and reporting training outcome evaluation results.
- Supported faculty members in various curriculum development, activities, and federal grant applications to e.g. the Cochran Fellowship program and the "South Africa - Missouri Entrepreneurship and Community Economic Development Professional Fellows Program" focused on the development of agricultural systems in Africa and other emerging markets.
- Designed and implemented new marketing and recruitment strategies that included hosting various lunch and learn lectures that supported networking and learning opportunities for graduate students interested in nonprofit management and rural development policies.

Northeastern University, Boston, MA

Lecturer & Research Assistant, D'Amore - McKim School of Business (2010 – 2012)

- Taught Management and Organizational Behavior courses to undergraduates in various non-business majors e.g., Pharmacy, Engineering, and Criminal Justice.
- Supported curriculum development and research in the field of Organizational Behavior, Emotions, and Human Resource Management.

Kenya Methodist University, Kenya

Lecturer, School of Business and Economics (2007 – 2009)

- Assisted in developing the undergraduate International Business curriculum and taught various courses in International Business; International Marketing; Principles of Marketing; Management and Organizational Development classes on campus and through the distance learning program.
- Mentored students focused on international business.
- Worked with Assistant Dean for Student Affairs to develop a “Service-Learning program” that provided students an opportunity to engage with local communities; gain hands-on experience in entrepreneurship, health, and education programs; and promote the University’s corporate social responsibility.

Miriam Kanana Mubichi Foundation

Founder & volunteer Chief Executive Officer (2004 - 2019)

- Oversaw general administration, program design, fundraising, reporting, and volunteer training.
- Supported the development of various grassroots women empowerment programs including 2 conservation projects that planted over 30,000 tree seedlings in public schools, riverbanks, and the Mt. Kenya Forest to provide windbreaks, reduce soil erosion, and promote reforestation.
- Led renovations and construction of more than 100 classrooms, 4 community libraries, 2 community gardens, and 4 fishponds that supplemented a free lunch program in various public schools.
- Developed and implemented various WASH programs which included construction of more than 100 pit latrine toilets, drilling of 2 community boreholes, piping and installation of water tanks in 3 communities, and deworming of at least 3,000 school-age children.
- Established and ran 7 free medical camps with over 700 local & international medical and community volunteers that benefited over 30,000 people in eastern Kenya. Examples of services offered at the camps' clinics included blood pressure and blood sugar testing, jigger treatment, prenatal clinics, nutritional counseling, malaria testing, treatment, and mosquito net distribution.
- Supervised students enrolled in undergraduate and graduate Public Health programs at the Northeastern University in conducting two malnutrition studies.

Dell, INC.

Executive Account Manager, E-BIZ Division (2005 - 2006)

- Carried out market research focused on Small and Medium Business technology development.
- Managed sales and technical support for numerous Small and Medium Business clients.
- Trained and mentored new sales representatives.
- Achievements included- Exceeding the set sales target in the division by over 30% and being awarded “Best customer sales representative” by Michael Dell (April 2006).

Henkel Kenya Ltd.

Area Sales & Marketing Coordinator (1999 - 2003)

- Designed and carried out various sales and marketing studies geared towards product development.
- Facilitated development and launching of new consumer products into the East Africa market.
- Designed television advertisements, promotional material, and marketing events
- Designed and conducted various sales representatives and merchandiser training.
- Handled public relations and social corporate responsibility for the Consumer & Household product division.
- Achievements included – increased overall company sales between 2001 and 2003 by 40% and introducing a corporate social responsibility program that donated cleaning and personal hygiene products to orphanages located in Nairobi.

SELECTED SERVICE & PROFESSIONAL SERVICE EXPERIENCES

- **Executive committee member**, International Sociological Association Research Committee on Agriculture and Food (ISA-RC40)- (2024-2027)
- **Co-Chair**, Rural Sociological Society, International Development & Studies Research and Interest Group (2023- Present)
- **Member**, Faculty Search Committee - Applied Economics and Policy, Dyson (2024)
- **Member**, Global Priorities Working Group- SC Johnson College of Business (2024)
- **Member**, Undergraduate Studies Committee, Dyson (2021- 2024).
- **Member**, Engaged Learning Curriculum Committee, SC Johnson College of Business (2022- present)
- **Member**, Search Committee New York FarmNet (2023)
- **Executive Committee member**, International Rural Sociology Association, Africa Rural Sociology Network (2016- present)
- **Volunteer Research & Program Coordinator**, The African Connection Namibia (2020- Present)
- **Judge & Key Speaker**, OKB Foundation Case Competition (2022&23)
- **Advisory Board Member for the African Interdisciplinary Studies Hub (Africa Hub), University of Missouri (2014-2017)** – served as a founding member and adviser in the development of the Africa Hub, whose purpose is to strengthen research, cross-disciplinary collaboration, teaching, innovation, and outreach in and about Africa at the University of Missouri. In this role, I also assisted with the development of a seminar series (Focus on Africa) that has continued to provide students, post-docs, and faculty members working in Africa with an opportunity to share their research and promote interdisciplinary collaborations.
- **Local government and Meru community development advisor (2007-2009)**- participated in various local and regional economic development meetings that informed the Meru district development council on issues of education, public health outreach, youth, and women entrepreneurial development.
- **Assistant Grant Coordinator**, GEAR-UP, Oklahoma City University (2003-2004)

WORKING PAPERS, TEACHING CASE STUDIES & BOOK CHAPTER

Mabaya, E., Babadara, J., **Mubichi-Kut, F.**, Price, M., Shah, H., Kumar, K., Jehanzeb, A., Maldonado, M.J.,
“Rural Farmers Hub: Balancing Social Impact and Business Scalability”, Emerald Emerging Markets
Case Studies [Teaching case study- under review]

- Mabaya, E., Babadara, J., Jagne, J., **Mubichi-Kut, F.**, ESG for a Small Enterprise in an Emerging Market: AirSmat's Innovative Approach to Sustainable Agriculture in Nigeria, *International Food and Agribusiness Management Review* [Teaching case study- under review]
- Schmitt, A., Quaraishi, M., **Mubichi-Kut, F.**, *Is Orange the New Bread? Case Study on The CARL Group in Kigali, Rwanda* [working case study for Emerald Emerging Markets Case Studies]
- Mubichi-Kut, F.**, Loconto, A.; "Emerging African Scholars of Agriculture and Food". *International Journal of Sociology of Agriculture and Food*. [working paper]
- Mubichi-Kut, F.**, Rubin, D., Afiavi, C., Investigating gender issues in seed value chain: A case study of Senegal. *Gender Equality in Agricultural Systems: The Long Wait for the Underserved and Overlooked*, CABI Publishing. [Book chapter].
- Mubichi-Kut, F.** Beyond Economics: Evaluating Social and Environmental Impacts of New Apicultural Technology in Rwanda [working paper]

PEER-REVIEWED PUBLICATIONS

- Burridge, J, Camilo, S, Jochua, C, Findeis, J, Lynch, J, Miguel, M., **Mubichi-Kut, F**, Quinhentos, M., Xerinda, S. (2019). A case study on the efficacy of root phenotypic selection for edaphic stress tolerance in low-input agriculture: common bean breeding in Mozambique. *Field Crops Research* 244, 107612.
- Mubichi, M.F.** (2017). A Comparative Study between Mozambique and Malawi Soybean Adoption among Smallholder Farmers. *Journal of Rural Social Sciences*, 32(1).
- Freeman, K. & **Mubichi, M.F.** (2017). Information, and Communication Technology (ICT) Use by Smallholder Farmers in Rural Mozambique: A Case Study of Two Villages in Central Mozambique. *Journal of Rural Social Sciences*, 32(2).
- Cafer, A.; Riggs, K., **Mubichi, F.**; Sandler, L. (2014). A Socio-Cultural Perspective on Agricultural Development within a Sub-Saharan African Context: Paradigm Shift. *Agrarian Frontiers: A Rural Studies Review*, Vol. 2, 3547.

TECHNICAL REPORTS & WHITE PAPERS

- Chan, A., Duan, B., Yung, T., Zhong, Y., **Mubichi-Kut, F.**, Fu, L., (Jul.2024), *IFOAM Organic Industry and Organic Product Market Development Conference*, Handan, Hebei Province, China. [Report], Student Multidisciplinary Applied Research Teams Program (SMART), Cornell University
- Duan, B., Zhong, Y., Corley, M., Acharjee, R, **Mubichi-Kut, F.**, (May 2024) *Promoting Sustainable Beekeeping in Rwanda: Rapid Assessment of Rwanda Agriculture and Animal Resources Development Board (RAB) Institutional Capacity*. [Technical report]. Student Multidisciplinary Applied Research Team Program (SMART), Cornell University
- Quinhentos, M.L., Furstenau, N.M., **Mubichi-Kut, M.F.**, Dunaway, A., Burridge, J., Findeis, J. L., (2019). Designing a Pilot Promotional Campaign: Strength that Grows – Technical Report, USAID and the Feed the Future Soybean Innovation Lab. Division of Applied Social Sciences, University of Missouri-Columbia.
- Findeis, J.F., **Mubichi-Kut, M.F**, Quinhentos, M.L., (2018). Who Receives Soybean Income? Research brief: USAID and the Feed the Future Soybean Innovation Lab. Division of Applied Social Sciences, University of Missouri-Columbia.
- Mubichi-Kut, F.M.**, Quinhentos, M., Findeis, J., (2018). Speaking up: Gender [in]Equality in Agricultural Development. Research brief: USAID and the Feed the Future Soybean Innovation Lab. Division of Applied Social Sciences, University of Missouri-Columbia.

Findeis, J.F., **Mubichi, M.F.**, Quinhentos, M.L., Furstenu, N., (2016). WEAI+ Mozambique Baseline Survey 201415: Data summary report.

SELECTED CONFERENCE PRESENTATIONS

Mubichi-Kut, F. (Oct. 2023) Rurality and Rural Development, 14th Faculty of Humanities & Social Sciences conference - Keynote address, University of Zululand, South Africa.

Mubichi-Kut, F. (Aug.2023) Teaching Tool Lightning Presentation, presented at the 85th Annual Rural Sociological Society meeting, University of Vermont, Burlington, Vermont.

Mubichi-Kut, F. (Jul.2023). Mapping Apiculture Information Networks in Eastern Rwanda, South African Sociological Association conference, University of Zululand, South Africa.

Mubichi-Kut, F. M.; Quinhentos, M. L.; Findeis, J. L. (2019). Spilling the beans: An investigation on Mozambique's women and men's engagement in common bean development. Paper presented at the Rural Sociology Society Annual Meeting, Richmond, VA.

Quinhentos, M.L., Camilo, S., **Mubichi-Kut, M.F.**, Findeis, J. L., (2019). Partnering with Farmers in Mozambique: Developing a Farmer Research Network (FRN) – Concept paper presented at Rural Sociological Society Annual Meeting, Richmond, VA.

Mubichi, M.F. (2017). Agricultural networks and agriculture technology adoption in central Mozambique – Concept paper presented at the 80th Annual Rural Sociological Society meeting, Columbus, OH.

Mubichi, M.F., Findeis, J. L., Furstenu, N.M., Quinhentos, M.L., (2017). Agricultural networks and agriculture technology adoption in central Mozambique – Lightening presentation, USAID and the Feed the Future Soybean Innovation Lab. Division of Applied Social Sciences, University of Missouri, Columbia, MO.

Findeis, J.F., Furstenu, N., **Mubichi, M.F.**, (2016). Soybean Technology Uptake, Intra-household Dynamics and the Influence of Networks: MRA8 Uptake. Paper presented at the 3rd Annual Soybean Innovation Laboratory Researcher Retreat, Starkville, MS.

Mubichi, M.F. (2016). A Comparative Study Between Mozambique and Malawi Soybean Adoption Among Smallholder Farmers –Paper presented at the XIV World Congress of Rural Sociology, Toronto, CA.

Mubichi, F., Dunaway, A., Furstenu, N., Quinhentos, M.L. (2016). Beans in the Night: Attitudes, Preferences to New Improved Common Beans in Rural Mozambique – Concept paper presented, at the XIV World Congress of Rural Sociology, Toronto, CA.

Cafer, A.; Riggs, K.; **Mubichi, F.** (2016). Wicked Problems: Training Interdisciplinary Scholars to Solve Modern Challenges. Lightning talk –presented at Association for International Agriculture and Rural Development annual meeting, Washington D.C.

Mubichi, F. M., (2014). An Analytic Literature Review of the Sustainable Livelihoods Approach as a Poverty Reduction Strategy in Sub Sahara Africa- Paper presented at the Rural Sociological Society 77th Annual Meeting, New Orleans.

Cafer, A.; **Mubichi, F. M.**, Riggs, K., Sandler, L. (2014). A Socio-Cultural Perspective on Agricultural Development within a Sub-Saharan African Context: Paradigm Shifts and Engagement. Presented at the Rural Sociological Society 77th Annual Meeting, New Orleans, LA.

Mubichi, F. & Jeanetta, S. (2014). A Case Study Presentation of a Sustainable Livelihoods Approach Application in Community Development within Meru, E. Kenya –Concept paper presented at Community Development Society, Dubuque, IA.

TEACHING & ADVISING

- AEM 4415/ 5415
- AEM 4421/ 5421
- AEM 4970
- AEM 7000
- ALS 5900
- ALS 5910

Advising:

- Maimouna Boubacar Salou - MPS (2025), Global Development
- Elisha Smith - MPS (2025), Global Development
- Afiavi Caca Akibode MPS (2024), Global Development

SELECTED FELLOWSHIPS, GRANTS & AWARDS

- Faculty Fellow- Einhorn Center for Community Engagement, Ithaca, NY (Aug 2024-2025)
Cornell Initiative for Digital Agriculture (CIDA), Funded, \$10,000 - Scaling up digital agriculture in Africa: Role of Enabling Environments and Small and Medium-sized Enterprises (SMEs)
- Gang Yu Fund, Funded, \$20,000.00. (May 2023) – SMART Program
- Teaching Excellence- Undergraduate Program, Cornell, USA (Apr.2023)
- Stanley W. Warren Endowment Fund, Funded, \$10,000.00. (May 2022) – SMART Program
- JCB Business of Food Grant, Funded, \$9,000.00. (2022) - Mapping information networks that promote apiculture development in Kayonza, Eastern Rwanda
- Panelist -World Congress of Rural Sociology, Toronto, Canada (2016)
- Fellowship- Inter-university Consortium for Political and Social Research, Univ. Michigan, USA (2016)
- Scholarship- International Comparative Rural Policy Summer Institute- Toluca, Mexico (2014)
- International Peace Scholar- PEO-International women scholarship (2004-06)

CERTIFICATES:

- AMEC International Certificate in Measurement & Evaluation – PR Academy, UK (2021)
- Network Analysis –Inter-University Consortium for Political and Social Research (ICPSR), (2016)
- International Comparative Rural Policies Studies - Universidad Autónoma del Estado de México (2014)
- Community Development & Process – University of Missouri (2013)

PROFESSIONAL ORGANIZATIONAL MEMBERSHIP

- Africa Rural Sociology Network
- American Evaluation Association
- Association for the Measurement and Evaluation of Communications
- International Rural Sociology Association
- International Sociological Association (ISA)
- Rural Sociological Society
- South African Sociological Association