



From Research to Startup: Commercialising Green Hospitality Marketing Innovations in Public HEIs- A Case Study of Kyambogo University

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Accepted: 28th April 2026; Published: 5th May 2026

<https://doi.org/10.58653/nche.v13i2.3>

Abstract

The global move toward sustainable hospitality has raised the need for higher education institutions (HEIs) to connect academic research with real-world action in green hospitality. This study looks at how public higher education institutions, especially Kyambogo University, turn research on green-hospitality marketing into successful startup businesses. Despite extensive research on green-tourism and green marketing, commercialisation remains low. This limits real-world impact and job creation driven by innovation. The study focused on three research questions: 1. What are the current green-hospitality marketing research outputs at Kyambogo University? 2. What are the ways these outputs are turned into marketable innovations and startups? 3. What barriers and enablers affect the commercialisation of green-hospitality marketing research outputs? Purposive sampling selected 15 academic staff and innovation managers. Stratified random sampling guided the selection of 60 final-year students in Hospitality and Tourism entrepreneurship at the Department of Hospitality Management, School Of Vocational