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Digital Businesses and Livelihoods

Dr. Samuel Njuguna and Mr. John Mbatiah

Kiriri Women`s University of Science and Technology, Kenya

ABSTRACT

Side hustles are deeply woven into Kenya's economic fabric, with a majority of full-time employees running secondary businesses to supplement their income. This culture stems from economic necessity and entrepreneurial spirit that drives Kenyans to maximize their earning potential. Digital platforms have revolutionized side hustles in Kenya. Many Kenyans now earn through YouTube channels, where content creators share local stories, tutorials, and entertainment. You don't need expensive equipment—just a smartphone and internet connection to start. E-commerce has also opened doors for small traders. Platforms like Instagram, Facebook Marketplace, and WhatsApp Business let you sell products without physical shop costs. This digital shift means you can target customers beyond your local area. Mobile money services like M-Pesa have simplified transactions, making it easier to collect payments even from remote areas. This financial technology supports side hustles by removing traditional banking barriers.

Key Words:

Freelance writing and digital marketing, Graphic design services, Virtual assistance, App development, E-commerce, Tiktok.

