

Aimable Mugabo

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RESEARCH PROFILE

Agricultural education, extension, and community-engaged scholar specializing in digital agriculture, farmer motivation, and technology adoption in underserved communities. My work integrates the Situated Expectancy-Value Theory (SEVT) and the Community Capitals Framework (CCF) to examine how motivation, self-efficacy, identity, and community context shape engagement with learning and innovation. Using applied social science, quantitative and qualitative methods, and program evaluation, I study how digital extension and Information Communication Technology (ICT) systems and partnerships can strengthen agricultural knowledge dissemination and rural development outcomes.

RESEARCH INTEREST

- Motivation, self-efficacy, identity, and behavior change in learning and innovation
- Community-engaged research and program evaluation
- Digital agriculture, mobile-phone adoption, and ICT for development
- Agricultural extension systems, young adult learning, and knowledge dissemination
- Community capitals, rural innovation systems, and underserved communities
- Climate-smart agriculture and multimedia educational outreach

EDUCATION

Doctor of Philosophy

2026

Agricultural Sciences Education and Communication

Purdue University; College of Agriculture; *West Lafayette, IN*

Dissertation: Smallholder Farmers' Motivation and Utilization of Community Capital in Mobile Phone Use for Agriculture in Rwanda

Advisor: Dr. Julia Bello-Bravo; Directors of dissertation and mentors: Dr. Neil Knobloch and Dr. Jacqueline Eccles

Master of Science

2021

Sustainable International Development

Brandeis University; The Heller School for Social Policy and Management; *Waltham, MA*

Bachelor of Science

2012

Agricultural Economics and Agribusiness

University of Rwanda, College of Agriculture and Veterinary Medicine; *Huye, Rwanda*

Undergraduate Thesis: Determinants of Maize Yield: Case Study Nyarubaka and Ngamba Sectors, Kamonyi District, Rwanda

RESEARCH & PROGRAM DEVELOPMENT EXPERIENCE

Graduate Research Assistant

07/2022 – Present

Purdue University

West Lafayette, IN

- Conducts agricultural research on digital agriculture and rural access to information, focusing on smallholder farmers and technology adoption.
- Co-authored peer-reviewed journal articles and technical reports on agricultural extension, digital learning, and farmer motivation.
- Collaborates effectively with a diverse team of researchers, educators, and students, contributing to a cohesive research environment and enhancing the overall quality and efficiency of the team's projects.
- Coordinates international partnerships with government agencies, NGOs, and academic institutions to advance digital agricultural extension initiatives
- Manages translation and cultural localization of agricultural education content into different local languages to improve accessibility and adoption
- Designs and implements dissemination strategies using mobile platforms, community screenings, media partnerships, and youth networks
- Trains extension agents, cooperative leaders, and youth organizations on the use of digital agricultural education tools
- Facilitates collaboration among ministries, media organizations, and development partners to expand access to agricultural knowledge
- Contributes to expanding access to agricultural information for thousands of farmers through scalable digital extension initiatives

SAWBO Global Collaboration Liaison Lead

07/2022 – 01/2023

Scientific Animations Without Borders

West Lafayette, IN

- Led implementation of the Scientific Animations Without Borders (SAWBO) –Rwandan Agriculture Animal Resources Development Board (RAB) collaboration to integrate digital animations into Rwanda's national agricultural extension system
- Developed relationships with international organizations, NGOs, governments, and other stakeholders
- Acted as a bridge between different stakeholders, ensuring smooth communication and understanding of goals.

Program Administrator

03/2022 – 07/2023

Institute for Economic and Racial Equity (IERE) at Heller School, Brandeis University,
Waltham, MA

- Distributed monthly financial reports to PIs and performed monthly reconciliation.
- Handled Marketplace reimbursement and expense requests, IERE's social media, and office-related responsibilities, such as ordering office supplies.
- Reserved conference rooms upon request and worked with IERE leadership and management on collaborative initiatives.

TEACHING EXPERIENCE

Instructor

Department of Agricultural Sciences Education and Communication, Purdue University

ASEC 301: Intercultural Partnerships.

Spring 2026 – Present

- Facilitates student learning on intercultural communication, cultural identity, and global partnership development.
- Delivers course instruction through experiential activities, discussions, presentations, and reflective assignments.
- Supports student growth in intercultural competence, emotional resilience, and effective engagement across cultures.

Peer Graduate Teaching Assistant

2025

Purdue University

West Lafayette, IN

ASEC 681: Research Design for Social Scientists and ASEC 630: Theories of Learning and Development

- Provided constructive feedback to strengthen student understanding of course concepts.
- Delivered guest lectures and presentations, reinforcing theoretical and applied aspects of research design and learning theory.
- Supported faculty in coordinating course materials, monitoring student progress, and ensuring alignment with academic standards.

PROFESSIONAL EXPERIENCE

Founder & Executive Director

2022 – Present

Shalom Rwanda Inc. | (501(c)(3) Nonprofit)

USA & Rwanda

- Founded and led a U.S.-based 501(c)(3) nonprofit advancing agricultural development, digital extension, and community capacity building.
- Provides strategic leadership, governance, and program oversight across international operations.
- Develops partnerships with universities, NGOs, government agencies, and community organizations.
- Lead fundraising, grant development, and stakeholder engagement initiatives.
- Designs and implements farmer training programs integrating digital tools and extension systems.
- Coordinates cross-cultural teams connecting U.S.-based resources with local implementation in Rwanda.

Head of Marketing and Agronomist

11/2017 – 01/2021

Sodiaco, Ltd.

Kigali, Rwanda

- Managed the Company's annual supply needs of agricultural products for import based on marketing research and client engagement, leading to an increased market supply of pesticides from 300 tons per year to 900 tons per year and a 70% increase in profit.

- Provided expertise in the market research and strategic direction of the Company's activities, considering that the products imported were necessary for developing the agriculture sector in Rwanda.
- Ensured compliance with the technical and regulatory measures for packaging, storage (storage conditions), and distribution of agricultural products (agrochemicals) for sale.
- Increased pesticide supply from ~300 tons to 900+ tons annually.
- Contributed to financial turnaround, generating \$500,000 annual profit.

Founder and Chief Executive Officer

11/2017 – 12/2020

Green Terra, Ltd.

Kigali, Rwanda

- Supervised all activities, provided agriculture inputs including pesticides, insecticides, and improved seeds and equipment to farmers and Non-profit organizations. Supplied more than 5000 sprayers, 20 tons of animal feed, and 100 tons of pesticides and seeds.
- Gave advice and training to more than 10,000 farmers regarding good agricultural practices, resulting in a 30% increase in crop yields.
- Trained 10,000+ farmers, improving agricultural productivity and adoption of best practices.
- Supplied agricultural inputs at scale, including 5,000+ sprayers and large-volume agrochemicals.
- Led enterprise growth, contributing to significant revenue and operational expansion.

Innovation and Agricultural Integration Training Manager

04/2014 – 11/2016

One Acre Fund (TUBURA)

Rubengera, Rwanda

- Managed and trained more than 2,000 farmers on modern farming techniques and other soft skills.
- Managed 5-10 innovation officers and executed action plans. Successfully introduced new crop varieties among farmers across the country.
- Conducted agriculture training on soil testing, water conservation, Good Agriculture Practices, post-harvest management, seeds, pesticides, fertilizers, and composting.
- Successfully introduced and trained local agronomists in using good agricultural practices to ensure the continuous application of the techniques and expand to farmers in the regions.
- Collaborated with the Rwandan Agriculture Animal Resources Development Board to get selected seed varieties and connected farmers to viable markets.

High School Teacher of Entrepreneurship

2013 – 2014

Indatwa N'Inkesha School

Huye, Rwanda

- Prepared and delivered entrepreneurship lessons to students, using engaging and practical teaching approaches.
- Supervised students during national examinations and provided guidance and support as needed.
- Achieved *95% student pass rate (A–C)* and initiated debate clubs to promote critical thinking.

Elementary School Teacher

2008 – 2009

EPPAPEC Primary School

Remera Rukoma, Rwanda

- Prepared and delivered Science, Civic Education, and English lessons to Grades 1–5
- Taught science and civic education using interactive and age-appropriate methods.
- Supported student learning and development through classroom instruction and guidance.

PUBLICATIONS & SCHOLARLY WORKS**Published Manuscripts**

1. Payumo, J., Bello-Bravo, J., Mugabo, A., Dao, C. L., Mitchell, S., Rajakumar, J., Lutomia, A., Medendorp, J., & Pittendrigh, B. R. (2026). Innovative estimation of digital reach for informal educational videos: A triangulated analysis. *Cogent Social Sciences*.
2. Mugabo, A. (2026). Smallholder Farmers Motivation and Utilization of Community Capitals in Mobile Phone Use for Agriculture (Doctoral dissertation, Purdue University Graduate School).
3. Mugabo, A., Ogar, E., Wang, H.-H., & Brady, C. (2026). Comparative analysis of agricultural extension models in the U.S., Rwanda, and Nigeria. Innovations in capacity building, technology integration, and educator preparation. *Agriculture and Environmental Education*.
4. Mugabo, A., Henderson, S., & Mumma, K. (2025). Agricultural adaptation to climate change threats in Northern Ghana: A review of the issues. *International Journal of Sustainable Development in Africa*.
5. Mugabo, A., Lutomia, A. N., Weiner, R., Medendorp, J. W., Rurangwa, J.-L., Munyangeri, Y., Pittendrigh, B. R., & Bello-Bravo, J. (2025). Using digital technologies to co-create collaborative futures for partnerships: Cross-sector partnerships using animated videos to improve Rwandan agricultural extension services. *Interdisciplinary Journal of Partnership Studies*, 12(1).

CONFERENCE ABSTRACTS & PRESENTATIONS**Abstracts**

1. Knobloch, N. A., & Mugabo, A. (accepted, 4/19/2026). *Smallholder Rwandan Farmers' Awareness, Access, and Utilization of Human, Social, and Cultural Capitals*. Abstract submitted to the International Society for Quality of Life Studies, Lexington, Kentucky, USA.
2. Mumma, K., & Mugabo, A. (2025). Addressing local food insecurity through a problem-based learning classroom. Abstract presented at National Collaborative for Research on Food, Energy, and Water Education (NC-FEW) Conference: Education Research and Practice in the FEW-Nexus. <https://docs.lib.purdue.edu/ncfew/2025/presentations/14>

Presentations

1. Mugabo, A. (2026). Smallholder farmers' motivation and utilization of community capital in mobile phone use for agriculture. Doctoral Seminar, Purdue University.
2. Mugabo, A., & Knobloch, N. A. (2025). Bridging cultures in the classroom: Reflections on international graduate student experiences in U.S. higher education. Abstract presented at the 2025 North Central Region–American Association for Agricultural Education (NC-AAAE) & National Learner-Centered Teaching Conference.
3. Mugabo, A., Lutomia, A. N., Weiner, R., Medendorp, J. W., Rurangwa, J.-L., Munyangeri, Y., Pittendrigh, B. R., & Bello-Bravo, J. (2025). Using digital technologies to co-create collaborative futures: Multi-organizational partnerships using animated videos to improve Rwandan agricultural extension services [Paper presentation]. Association for International Agricultural and Extension Education (AIAEE) Conference, Scotland. **Distinguished Oral Presentation Award**
4. Mugabo, A. (2024). Towards a sustainable partnership-based future: Analyzing strengths and challenges in Rwandan agricultural extension practices in digital partnerships for lessons. *Workshop presented at International Programs in Agriculture, Purdue University.*

ENGAGEMENT & SERVICE

Engagement Videos

1. Mugabo, A. (2026). *Smallholder farmers' motivation and utilization of community capital in mobile phone use for agriculture* [Dissertation seminar video]. YouTube. <https://www.youtube.com/watch?v=bAr698F5m0M>
2. Mugabo, A. (2026). *Expectancy-value theory explained: Interview with Dr. Jacquelynne Eccles* [Video]. YouTube. <https://www.youtube.com/watch?v=9sBB5WpcOw>
3. Mugabo, A. (2026). *How to motivate students: Expectancy-value theory (Interview with Dr. Jacquelynne Eccles)* [Video]. YouTube. <https://www.youtube.com/watch?v=e2Dd6bOQTWg>
4. Mugabo, A. (2026). *Dr. Jacquelynne Eccles explains the situated expectancy-value theory* [Video]. YouTube. https://www.youtube.com/watch?v=FXxzbG6_QFg
5. Mugabo, A. (2020). *Production and hosting of an agricultural show at Authentic TV Rwanda* [Video]. YouTube. <https://www.youtube.com/watch?v=UomxWnvyyY>
6. Mugabo, A. (2019). *Production and hosting of an agricultural show at Authentic TV Rwanda* [Video]. YouTube. (Producer and host) <https://m.youtube.com/watch?v=5wqdraroKME>

Popular Press Articles (in the news)

1. Alexander, N. (2024, March 12). *Graduate student links Purdue-based educational system to his Rwandan homeland* (featuring Aimable Mugabo). Purdue University. <https://ag.purdue.edu/news/2024/03/graduate-student-links-purdue-based-educational-system-to-his-rwandan-homeland.html>
2. CNBC Africa. (2024). Interview with Aimable Mugabo on SAWBO–RAB collaboration and global impact [Video]. YouTube. [CNBC Africa](#)

Professional Service

1. Mugabo, A. (2025). Invited abstract reviewer (2 submissions), National Conference on Learner-Centered Teaching (NCLCT), in collaboration with the North Central American Association for Agricultural Education (NC-AAAE), Purdue University, West Lafayette, IN.
2. Chauffer, North Central American Association for Agricultural Education, 2025
3. Reviewer, Agricultural and Environmental Education Journal, 2025-present

University Service

1. Senator, Purdue Graduate Student Association, 2024-2025
2. Ph.D. Representative, Agricultural Sciences Education and Communication (ASEC), Purdue University, 2023-2024
3. Mugabo, A. (2018–2019). Authentic University [Student Body President]. Kigali, Rwanda.

Community Service

1. Mugabo, A. (2021, July 3). Commemoration event of the 1994 genocide against the Tutsi in Rwanda [Event organizer]. Brandeis University, The Heller School for Social Policy and Management, Waltham, MA, United States.
2. Mugabo, A. (2025, April 12). Kwibuka 31: Honoring the victims and survivors of the 1994 genocide against the Tutsi in Rwanda [Video]. YouTube. (Organizer; Purdue Christian Campus House, West Lafayette, IN) <https://www.youtube.com/watch?v=RsZHYoJV12A>
3. Mugabo, A. (2018–2020). Africa Arise Conference [Member of organizing team]. Authentic Word Ministry, Rwanda.
4. Mugabo, A. (2018–2020). Authentic Word Ministry, Zion Temple Celebration Center [Youth leader]. Kigali, Rwanda.

AWARDS

1. Merit-based scholarship equal to 60% of tuition for Graduate studies, Brandeis University, the Heller School for Social Policy and Management (2021-2022)
2. Ibuka US Award - Producing event of the commemoration of the 1994 Genocide Against the Tutsi in Rwanda (2021)
3. Zion Temple Huye parish Award-Member and Contributions to different activities (2012)
4. Award to attend the training of Journalists at the Media Commission of Rwanda, Kigali, Rwanda (2020)
5. In recognition of valuable contributions and participation in different activities of INYAMAMARE and AERG-UNR (2009-2012)
6. Academic Excellence Scholarship, University of Rwanda, Huye College (former National University of Rwanda) (2009)

MEMBERSHIPS

- Member, American Association for Agricultural Education, 2024-present
- Member, ASEC Graduate Student Organization, 2023-2026

- Member RAIDA (Rwanda Agriculture Inputs Dealers Association), Kigali, Rwanda, 2018-Present

LANGUAGES & RESEARCH SKILLS

- Languages: Kinyarwanda (Native), English (Fluent), French (Fluent)
- Qualitative and Quantitative survey research and instrument development
- Descriptive statistics, Pearson correlations, and hierarchical multiple regression
- Program evaluation, monitoring, and applied research reporting
- Software: SPSS, Microsoft Office Suite