## Area of Interest

Research, Teaching, and Administration

## Academic Qualification

1. Masters of Commerce from Saurashtra University with 61.30% in 2019.
2. Doctorate of Philosophy (Management) from Pacific University, Udaipur in 2016.
3. Masters of Business Administration from VNSG University (66.6%) in 2010.
4. BBA (Marketing) from Veer Narmad South Gujarat University in 2008 with 62.6%.

## Diploma & Certification

1. PG Diploma in Research Methodology from VNSG University (53.3%) in 2012.
2. UGC-NET December-2012, in Management Subject.
3. Cleared English Proficiency SCOPE exam with B2/3 level.
4. Certificate in Digital Marketing from ETC Academy (SEO, WEB-DESIGN, YOUTUBE & GRAPHICS).

## INDUSTRY EXPERIENCE

Worked with Career Shoppe – HR consultancy, during 1st May 2010 to 30th September 2010 as Business Development Executive and Personality Trainer

## Appointments

1. Presently Working atAgarwal Vidya Vihar English Medium College, Surat as In-Charge Principal since 12/07/2017
2. Worked as Assistant Professor atV.B. Shah Institute of Management since 01/03/2011 to 11/07/2017.

## Post Graduate TEACHING EXPERIENCE

1. Aarwal Vidya Vihar English Medium College for M.A. (Economics) program since 2021.
2. Department of Commerce; South Gujarat University for M.Com program since 2021.
3. SPB English Medium Commerce College (M.Com) from 2018-2021.
4. Bhagwan Mahavir College of Science (M.Sc) for one term in 2019.
5. Metas Adventist College (Affiliated with North Eastern Hill University) for MBA program.

## Teacher’s Training Program (Attended)

1. Two weeks faculty development program in Research Methodology from IARA & GADTLC under PMMMNMTT from 8th December to 22nd December 2021.
2. 16 Weeks ARPIT - Online Refresher course in Management, Banasthali Vidya Pith, 1st Sept. 2019 to 16 January 2020.
3. Twelve weeks, Four Credit course (MOOC) on “Basics of Digital Marketing” from Swayam Portal during 8th August 2019 to 31st October 2019.
4. Orientation Program – 28th from ASC SPU, Vallabh Vidya Nagar; 3rd to 30th November 2014.
5. Refresher course – 263 (Commerce & Management) from ASC-HPU, Shimla; 8th to 27th April 2013.

## Research Paper Presented in International Conferences

1. “Online learning amid COVID 19: Exploring the behavior of School Goers” at International Conference on Technology, Innovation and Management for sustainable development” (Virual), Gwalior during 25-26 March 2022.
2. “The Rising Of AFV (Alternative Fuels Vehicles): A Review” at "Virtual International Conference on Emerging Trends in Social Sciences & Applied Areas" organized by Veer Narmad South Gujarat University, Surat and Research for Resurgence Foundation, BSM, Nagpur during 5th & 6th January, 2022.
3. “Drilling the effectiveness of Product Placements: A review of literature.” At Sarjan – A platform of Creation, Virtual International Multidisciplinary Conference on Emerging Issues of Development organized on 19th July, 2020 organized by D. R. Patel & R. B. Patel Commerce College & B. C. Patel B.B.A. College.
4. “India locked-down: People Confined” at “Online One Day International Conference on “Emerging Issues for World Economy after Covid-19” on 19th May 2020 organized by Shah N H College of Commerce, Valsad.
5. “Audience Skepticism towards Reality shows and Covert ads within: An Empirical study” at International Conference – “Emerging issue in development for future generation” on 12th – 13th February, 2020 organized by J. Z. Shah College of Arts and Commerce, Amroli, Surat.
6. “Exploring Surat city youths attitude towards reality show and brand placement in reality show with special reference to ‘Big Boss’ at 3rd International Conference – Paradigm shift in Innovative Business Management held on 6th December 2014 organized by Vishsit School Management, Indore.
7. “Empirical study of youth’s attitude towards stealth advertising in reality shows” at 1st International Interdisciplinary Research Conference Jointly organized by J. Z. Shah Arts and Commerce College - Amroli, Choice College of Arts and Commerce – Pune, and SGCCI – Surat held during 24th to 25th August 2012.

## Research Paper Presented in National Conferences

1. “Studying attitudinal aspect of Stealth Advertising in Reality Shows within Youth of Surat City.” at national conference – ‘Business practices for creating value in global Era on 11th November, 2017 held at Bhagwan Mahavir College of Management.
2. “Stealth Advertising-A review” in one day national conference on “Global Business Services: Opportunities and Challenges” organized by Government First Grade College, Khanpur, Belgaum, held on 30th Sept. 2014.
3. “A study on Market analysis of Life-cell Stem Cell Bank Service in Surat City”. Emerging Trends in Business – CKPI-Manthan 2014, 3rd May 2014
4. “Youths attitude towards green product in Surat city” in one day national conference on “Managing Technology and Innovation for competitive Advantage in Global Business Environment” organized by MIT Dept. of Management Sciences and Research and University of Pune held during 28th Feb. 2012 to 1st March 2012.
5. “Mobile marketing in retail business” at UGC sponsored National Conference on Recent Advances in Accounting and Finance organized by Dept. of Commerce and Business Administration, Saurashtra University, Rajkot on 28th January 2012.
6. **“**Green Marketing – Emerging Trends in Management and Technology” at National Conference – RBCON – 2011: Emerging Trends in Management & Technology organized by RIBMS, Ahmedabad on 19th March 2011.
7. “An empirical study on Mobile Marketing: Challenges, Opportunity and Implementation in Modern Marketing era” at National Conference - RBCON – 2011: Emerging Trends in Management & Technology organized by RIBMS, Ahmedabad on 19th March 2011.

## Research Papers Published in ISBN Book

1. “Attitudinal aspect of Stealth Advertising in Reality Shows on television within youth of Surat City: An Empirical Study.” Business Practices for creating value in Global Era, Page No. 262-275, First Edition, ISBN: 9-788192-763828.
2. “Exploring Surat city youths attitude towards reality show and brand placement in reality show with special reference to ‘Big Boss’; Innovative Business Management: A contemporary approach, published by: Shroff Publishers & Distributors Pvt. Ltd. Vol. II, February 2015. Page No. 156-160; ISBN: 978-93-5110-105-5.
3. “A study on Market analysis of Life-cell Stem Cell Bank Service in Surat City”. Emerging Trends in Business – CKPI-Manthan 2014, 3rd May 2014; Page No. 254-259; ISBN: 9788192763804 (Electronic Format).

## Research Papers Published in ISSN Journal

1. “Stealth Advertising-A review”, IJMR, Vol. III, Issue 6 (III), September 2014. ISSN: 2277-9302.
2. “A Factor analysis of product elements for consumer buying pattern of Male grooming products in Surat city”, IJRCM Volume NO. 4 (2014), Issue No. 08 (August) ISSN 2231-4245 (**Online**).
3. Gender references on preferences towards Eco Responsible products among Himachal Pradesh University Students, Earnest; Vol. I, Issue: 2; April, 2014; ISSN: 23219998.
4. Stealth advertising - Cutting or Placing, a case study, Eduvantage, Vol. I, Issue 1, January, 2013; ISSN: 23199628
5. Empirical study of youth’s attitude towards stealth advertising in reality shows, IJMR, Vol. I, Issue 5(I), August 2012; ISSN: 2277-9302, Page No. 21 to 24.
6. Youth’s Attitude and Preference towards green product in Surat city, IRJHEI, Vol. I, Issue 5, August 2012; ISSN: 2277-9329, Page No. 22 to 26.
7. A study on mobile marketing: challenges, opportunity and implementation in modern retail marketing era, IJMMR Volume 3, Issue 6-9 (June-September, 2012), ISSN 2229-6883 (**Online**).

## Books

1. Contributed a case study (Co-Author) in the Book titled “Cases from Business and Society”; Eureka Publication, Page 41-47, ISBN: 978-81—942118-5-1.
2. Co-Edited the book titled Business Administration for Popular Prakashan; ISBN: 978-93-87554-28-3.
3. Contributed chapters in book titled ‘Principles of Management’, Gajanan Publication; Page 110-130 ISBN: 978-93-81109-71-7.

## E-content

1. Delivered lecture on Air at “Sandhan-BISAG-TV, Gandhinagar” on Segmentation, 23 December 2012.
2. Delivered lecture on Air at “Sandhan-BISAG-TV, Gandhinagar” on Segmentation, 15 February 2013.

## Talks

1. Invited as the Resource person for the Faculty Development Program by Metas Adventist College (Affiliated with Affiliated with North Eastern Hill University) on 30th December 2016.
2. Delivered the lecture on Marketing to NET / SET aspirants at J. Z. Shah Arts & H. P. Desai Commerce College on 8th August 2018 & 18th August 2018.

## Awards & Achievements

1. Awarded with “Nation Builder Award” by ROTARY Ind. Literacy Mission, on Teacher’s day, 2014.

## Consultancy & Collaboration

1. Provided consultancy to the Patron Management Pvt. Ltd. in the field of Human Resource (Knowledge pool and procurement)
2. Collaborated with Blue Papillon School for their Digital Marketing Campaign.
3. Collaborated with Cinderella Stores for their Digital Marketing Campaign.

## Personal Information

**Languages known :** English, Hindi, and Gujarati.