

Curriculum Vitae
Professor in Marketing

Prof. (Dr.) MITESH M. JAYSWAL
Department of Business Management (MBA) of
Sardar Patel University, University Staff Colony,
Vallabh Vidyanagar - 388120 Dist: Anand, Gujarat
Ph No: - (O) 02692 248 463, Cell No: - 98255 91782
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Major area of Interest: Case Study Teaching, Survey Research, and Improving Efficiency and Effectiveness of an Education Institution

Total Experience: **Twenty-one years and Eleven Months** (Twenty-one years and one month's Academic Experience and Ten months of Industry Experience) as of August 31, 2024.

Experience Details:

Professor (Direct Recruitment - March 2018 onwards) & Assistant Professor: at Postgraduate Department of Business Management (MBA Dept.), Sardar Patel University, Vallabh Vidyanagar, Gujarat.

Subjects teaching: Integrated Marketing Communication, Consumer Behavior, Distribution Management and Managerial Economics

Assistant Professor & Associate Professor (July 2003 to Nov 2016): at Kadi Sarva Vishwavidyalaya Gandhinagar's Kadi Campus in BBA and MBA programme

Subjects Taught: Business Research Methodology, Integrated Marketing Communication and Services Marketing

Promotional Executive: at HBL Global Pvt. Ltd (a company of HDFC Group) for Banking and Insurance products.

Administrative Responsibilities:

- In charge Registrar - Sardar Patel University from 6th April, 2022 to 13th July, 2022
- IQAC Co-coordinator - Sardar Patel University
- Honorary Director, Costs of Cultivation Scheme Gujarat - Ministry of Agriculture & Farmers' Welfare (MSP Division)
- Programme Director, UGC MMTTC (HRDC) Sardar Patel University

Post-Doctoral Supervisor: ICCSR, 01 student is pursuing the study

Doctoral Supervisor: Presently at Sardar Patel University, Vallabh Vidyanagar. To date, 07 students have completed the PhD and 08 are pursuing.

Education Qualification:

PhD in Management from Kadi Sarva Vishwavidyalaya, Gandhinagar

BBA and MBA with Marketing electives from Hem. North Gujarat University, Patan
UGC NET and FDP from IIMA

Computer Awareness: MS Office, SPSS, AMOS

Languages Known: English, Gujarati, Hindi

Books Published : 04

Awards:

- Sardar Patel Research Award, Three times – 2017, 2020 and 2023
- Shri Dadabhai Navroji Prize for best research paper- 2018-19
(Both the award by Sardar Patel University, Vallabh Vidyanagar, Gujarat)
- Best Faculty Award (Academic Year 2021-22) by the Department of Business Management, Sardar Patel University, Vallabh Vidyanagar

Research Grant:

- Research grant of Rs. 50,000/- for doctorate work by the Insurance Institute of India, Bombay.
- Minor Research Project (as PI) grant of Rs. 7,00,000/- from ICSSR.

Publications:

Scopus ID: 36084487500 ORCID: 0000-0002-7188-8380 Google Scholar ID: n8SiKuIAAAAJ
Vidwan ID: 94935 (URL: <https://spuvvn.irins.org/profile/94935>)
Total Publications in SCOPUS INDEXED / WEB OF SCIENCE List of Journals: 15
Total Publications in UGC Listed / REFERRED Journals: 13
Conference Papers: 16

Expert Lectures (To name a few):

- MMTTC (HRDC) Vallabh Vidyanagar, Goa, Ahmedabad, Rajkot
- Sardar Patel University, Vallabh Vidyanagar in Doctoral Student's Course Work
- MDP at One Advertising and Communication
- M S University, Baroda
- Hemchandrachraya North Gujarat University, Patan
- Veer Narmad South Gujarat University, Surat
- Training Programmes at ISTD

References: (1) Ph.D. Guide

Dr. A.C. Brahmbhatt (Research Mentor),
Pandit Deendayal Petroleum University,
Gandhinagar. Gujarat.
Cont: 98259 41062
Email: arvind.brahmbhatt@sls.pdpu.ac.in

(2) Present Reporting Authority

Dr. Darshana Dave (Professor & Head)
Postgraduate Department of Business Management
Sardar Patel Uni. Vallabh Vidyanagar. Anand
Gujarat. Cont. no :(02692) 230991.
Email: darshanadave@spuvvn.edu

Personal Information: Age: 44 Years Sex: Male Marital Status: Married

Area of Interests: Reading Magazine, Playing Table tennis, Building Professional Networks