

Curriculum Vitae
Professor of Marketing

Prof. (Dr.) MITESH M. JAYSWAL
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Major area of Interest: Case Study based Teaching, Survey based Research and Improving Efficiency and Effectiveness of University

Total Experience: **Nineteen Years and Ten Months** (Nineteen years of Academic Experience and Ten months Industry Experience) as on May 31, 2022.

Academic Experience Details:

	Present Job	Previous Job-IV	Previous Job-III	Previous Job-II	Previous Job-I
Designation	Professor (Direct Recruitment)	Assistant Professor	Associate Professor	Assistant Professor	Lecturer
Duration	From March 2018	Dec. 2016 to Feb. 2018	July 2009 to Nov. 2016	August 2005 to June 2009	July, 2003 to August 2005
Organization	Postgraduate Department of Business Management (MBA Dept.), Sardar Patel University, Vallabh Vidhyanagar, Gujarat.	S.V. Institute of Management (M.B.A. Programme, accredited by NBA), Kadi, Gujarat.		N. P. College of Computer Studies & Management, Kadi, Gujarat.	
Subjects Taught	Business Research Methodology, Integrated Marketing Communication, Services Marketing and Distribution Management	Business Research Methodology, Integrated Marketing Communication and Services Marketing		Marketing Management, Human Resource Management	

Industry Experience (August 2002 to May 2003)

Worked as a **Promotional Executive with 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 13 July, 2022
- IQAC Co-coordinator – Sardar Patel University from 11th March, 2019
- Honorary Director, Costs of Cultivation Scheme Gujarat - Ministry of Agriculture & Farmers' Welfare (working on MSP for principle crops), from 17th October, 2019
- Honorary Director, UGC HRDC Sardar Patel University, from 13th August, 2022

Post-Doctoral Supervisor: ICCSR, 01 student has submitted the thesis.

Doctoral Supervisor: Presently at Sardar Patel University, Vallabh Vidyanagar. Till date, 04 students have completed PhD and 06 are pursuing.

Education Qualification:

Degree	Year	Class Obtained	Subject	University
Ph.D.	2013	N/A	Management	Kadi Sarva Vishwavidyalaya, Gandhinagar
MBA	2002	First Class	Marketing	North Gujarat University, Patan
BBA	2000	First Class	Adv. Marketing	North Gujarat University, Patan
UGC NET	2013	N/A	Management	Not Applicable
Associate Diploma		N/A	Life Insurance	Insurance Institute of India, Bombay

Computer Awareness: Ms Office, SPSS, AMOS (CCC+ Certificate)

Languages Known : English, Gujarati, Hindi

Book Published :

Sr. No.	Title	ISBN No.	Publisher	Year
1	Advanced Marketing Management	978-81-906817-4-2	Books India Publication	2009
2	Managerial Economics	978-93-8335-204-3	Synergy Knowledgeware	2016
3	Communication Skills	978-93-8335-232-6	Synergy Knowledgeware	2016
4 (Editor)	Material and Production Management, and Marketing Management (Gujarati Language)	----	Sardar Patel University (Text book of SYBCom)	2020

Awards:

- **Sardar Patel Research Award**, Twice – 2017 and 2020
- **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 Department of Business Management, Sardar Patel University, Vallabh Vidyanagar

Research Grant:

Selected for the **Research grant of Rs. 50000/-** for doctorate work by **Insurance Institute of India, Bombay**. In this context, also invited to presented research work at 58th annual conference, where felicitated by Mr. T S Vijayan, Chairman of IRDA. The project is completed.

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ORCID: 0000-0002-7188-8380

Vidwan ID: 94935 (Profile URL: <https://spuvvn.irins.org/profile/94935>)

Google Scholar ID: n8SiKuIAAAAJ

Publications in SCOPUS INDEXED / WEB OF SCIENCE Journals:

1. Karani, A., Deshpande, R., Mall, S., & Jayswal, M. (2021). Testing the link between psychological contract, innovative behavior and multidimensional well-being during the COVID-19 pandemic. *International Journal of Sociology and Social Policy*, 42(5/6), 509-525.
2. Karani, A., Deshpande, R., Jayswal, M., & Trivedi, P. (2021). Breach of employer obligation and employee well-being during COVID-19 unlock phase. *Human Systems Management*, (Preprint), 1-15.
3. Karani, A., Mall, S., Deshpande, R., & Jayswal, M. (2022). Impact of psychological contract breach on innovative behaviour and well-being amongst academicians during COVID-19. *International Journal of Sociology and Social Policy*.
4. Karani, A., Deshpande, R., Jayswal, M., & Panda, R. (2022). Work-life balance and psychological distress: A structural equation modeling approach. *Human Systems Management*, 41(1), 1-15.
5. Karamchandani, S., Karani, A., & Jayswal, M. (2021). Linkages between advertising value perception, context awareness value, brand attitude and purchase intention of hygiene products during COVID-19: a two wave study. *Vision*, 09722629211043954.
6. Karani, A. M., Deshpande, R. C., & Jayswal, M. (2021). Impact of psychological contract fulfillment on well-being through the mediation of psychological distress: unveiling the evidences from banking sector. *International Journal of Organizational Analysis*.
7. Karani, A., Jayswal, M., Panda, R., & Trivedi, P. (2021). "If you fulfill your promise, I will be an asset for you": exploring the relationship between psychological contract fulfillment and individual ambidexterity. *International Journal of Sociology and Social Policy*.
8. Karani, A., & Jayswal, M. (2021). Job stress: Understanding the psychological risk factors of technocrat millennials from the socio-demographic perspective. *Work*, (Preprint), 1-11.
9. Purohit, D., Jayswal, M., & Muduli, A. (2020). Factors influencing graduate job choice—a systematic literature review. *European Journal of Training and Development*.
10. Jayswal, M., & Vora, P. (2019). Impact of brand association on brand equity with specific focus on advergaming in India. *Journal of Creative Communications*, 14(3), 271-284.
11. Jayswal, M. M. (2017). Comparative study on negative political advertisements with specific focus on attack and rebuttal television campaigns from Indian perspective. *Journal of Creative Communications*, 12(2), 134-149.
12. Jayswal, M., & Jayswal, R. (2013). Karnavati Pagarkha Bazaar: (A giant step of tiny traders). *South Asian Journal of Business and Management Cases*, 2(2), 133-138.
13. Pandya, B., & Jayswal, M. (2010). Merchandising domestic cricket league brands: discernible way to keep the brands productive and alive. *European Journal of Social Sciences*, 14(1), 125-149.

14. Pandya, B., & Jayswal, M. M. (2009). Leveraging Brand Assets By Understanding Brand Architecture-Imperatives For FMCG Sector For Competitive Edge In India. *Indian Journal of Marketing*, 39(6), 53-62.
15. Jayswal, M.M. and Salvi, P., 2007. A paradigm shift in brand communication: Accentuating the perception of the youth of Gujarat regarding product placement in Hindi movies. *Indian Journal of Marketing*, 37(6).

Publications in other UGC LISTED Journals:

16. A paper title “Demographic Factors Influencing Brand Equity in Context of Advergame” is published in *Asian Journal of Research in Business Economics and Management*, Vol 8, Issue 6, June 2018 (ISSN 2249-7307), pp 40-53.
17. A paper title “A Study on Employee Effectiveness: Role of Emotional Intelligence” is published in *Asian Journal of Research in Social Sciences and Humanities*, Vol 7, Issue 4, April 2017 (ISSN 2249-7315), pp 334-347.
18. A paper title “Age & Gender Specific Impact of Occupation Stress Among Employees Working in It/ITES Sector in Gujarat” is published in *Researchers World – Journal of Arts, Science and Commerce*, Vol 8, Issue 4(4), April 2017 (ISSN 2231-4172), pp 334-347.
19. A paper title “Rejuvenating Ethnocentrism in India - A Conceptual Framework” is published in *International Journal of Social Impact*, Vol 2, Issue 2, April 2017 (ISSN 2455- 670X), pp 42-47.
20. A paper title “A Study on Impact of Service Quality Dimensions on Customer Satisfaction with Respect to Telecommunication Service Users in Ahmedabad and North Gujarat” is published in *International Journal of Research in Commerce, Economics & Management*, Vol 7, Issue 6, June 2017 (ISSN 2231-4245), pp 334-347.
21. A paper title “Exploring the Impact of Brand Engagement on Brand Equity in The Context of Advergame” is published in *International Journal of Management Studies*, Vol 4, Issue 1, June 2017 (ISSN 2231-2528), pp 46-55.
22. A paper title “Service Quality Study of Abortion Treatment Available in Some Selected Districts of Gujarat” is published in *Researchers World– Journal of Arts, Science and Commerce*, Vol 8, Issue 1, January 2017 (ISSN 2231-4172), pp 72-77.
23. A paper title “Preventing Social loafing An Imperative for Optimizing the Team Performance” is published in *Prajna- Journal of Pure & Applied Sciences*, Vol 18, 2017 (ISSN 0975-2595), pp 42-47.
24. A paper title “Exploring the Impact of Post purchase Services by Bancassurance on first year policy lapsation Rate” is published in *International Journal of Business Insight & Transformation*, Vol 6, Issue 2, April-Sept 2013 (ISSN 0974-5874), pp 94-101.
25. A paper title “Relationship Between Post Purchase Services by Private Companies Agents and First Year Policy Lapsation Rate in Life Insurance Selling” is published in *Asian Journal of Research in Business, Economics and Management -A peer reviewed International Journal of Asian Research Consortium*, Vol 3, Issue 5, May 2013 (ISSN 2249-7307), pp 90-102.
26. A paper title “Comparative study on perceived effectiveness of ‘Gujarati’ translated advertisement versus English advertisement among youngsters of Gujarat State with

specific focus on Hoarding Commercials” is published in *ELK Asia Pacific Journal of Marketing & Retail Management*, Volume 4, Number 2, April 2013 (ISSN 0976-7193), pp 167-178.

27. A paper titled “Fictitious Human Vs. Non-Human Created Animated Spokes-Characters Endorsement: An Empirical Examination of Source Credibility and Respondent’s Age” is published in *Journal of Marketing and Communication*, Sep-Dec 2012, Vol-8, Issue 2, (ISSN 0973-2330).
28. A paper titled “A Study on effect of negative emotional appeals on cognitive message processing style of Indian house wives with specific focus on FMCG product’s television advertisements” is published in *Asian Journal of Research in Business, Economics and Management – A peer reviewed International Journal of Asian Research Consortium*, Vol 2, Issue 3, March 2012 (ISSN 2249-7307).

Expert Lectures:

- HRDC Sardar Patel University, Vallabh Vidyanagar (Orientation and Refresher)
- 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
(To name a few)

Number of Research Papers presented in Conferences:

International Level	National Level	Region and State Level
08	06	02

References: (1) Ph.D. Guide

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

(2) Senior colleague

Dr. Yogesh C Joshi (Professor)
 Postgraduate Department of Business Management
 Sardar Patel Uni. Vallabh Vidyanagar. Anand
 Gujarat. Cont. no :(02692) 230991.
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Personal Information Date of Birth : 25th of April, 1980 Sex: Male Marital Status: Married
 Interest: Reading Magazine, Playing Table tennis, Making New Friends