


BIO-DATA

	<p>Dr. Suresh P. Machhar Associate Professor P G Department of Business Studies Sardar Patel University Vallabh Vidyanagar – 388120 Gujarat, India Mobile No. : 9909808390 E-mail: sureshmachhar@gmail.com / sureshmachhar@spuvvn.edu</p>
Education	Ph.D., MBA, M.Com. , UGC-NET, B.E. (Computer)
Teaching and Research Experience	15 Years
Area of Research	Rural Marketing and Consumer Behavior
Publications	50 Research Papers in Reputed National and International Journals
Book Publication	2-Edtied Books
Research Guidance	2 - Ph.d. awarded 2- M.Phil. awarded 7- Ph.d. Pursuing Research Scholar
Major Research Project	2- Completed as Co-investigator
Faculty Development Programme (FDP) Attended	15
Academic Events Attended	Number of conferences/seminars attended over 45
Special Award	<ul style="list-style-type: none"> ➤ Best Research Paper Award (1st Rank) in National Conference & Research Paper Competition at SEMCOM (S. P. University) in February, 2018 ➤ Best Research Paper Award (1st Rank) in National Seminar on “Companies Act 2013 & GST” given by Anand Institute of Business Studies (S. P. University) in October, 2015. ➤ Achieved 3rd Rank (Two Times) in National Conference Research Paper & Competition at SEMCOM (S. P. University) in May, 2015 & October, 2016

	<ul style="list-style-type: none"> ➤ Faculty Excellence award given by Parul Arogya Seva Mandal (Parul University) for the academic year 2011- 2012.
Committee Member	<ul style="list-style-type: none"> ➤ Member of Sardar Patel University Academic Audit Committee (2017-2018) ➤ Member of Sardar Patel University – IQAC, ➤ Member Sardar Patel University Academic Performance Indicator (API) Committee ➤ Member of Sardar Patel University Mukhyamantri Apprentice Yojana (2017-2018) ➤ Member of Sardar Patel University External Cell Committee ➤ Member of Sardar Patel University Industry Interaction Cell (2017-2019)
Expert Lecture Delivered	More than 45