



## **Dr. Pratiksinh S. Vaghela**

**Assistant Professor,  
S. R. Luthra Institute of Management,  
Sarvajanik University.**



Athwalines, Surat, Gujarat, India-395001



+919913326646, Phone:(0261)2240103



pratiksinh.vaghela20@gmail.com;

pratiksinh.vaghela@srlimba.ac.in

<https://www.srlimba.ac.in>



### **Education**

- Ph.D. - S. V. National Institute of Technology, (SV NIT) Surat, Gujarat, India. (2021)
- PGDRM - Veer Narmad South Gujarat University, Surat, Gujarat, India. (2014)
- M.B.A. in Marketing - Veer Narmad South Gujarat University, Surat, Gujarat, India. (2009)
- B.Com. - Veer Narmad South Gujarat University, Surat, Gujarat, India. (2007)

### **Awards and Certifications**

- Sarvajanik Shikshan Ratna Award – (Best Teacher Awards) – 5th Spetember 2024, Sarvajanik Education Socitey.
- Gujarat State Eligibility Test in Management (2016), M S University, Vadodara, India.
- Junior Research Fellowship in Management (June 2013), University Grants Commission, India.
- National Eligibility Test in Management (June 2013), University Grants Commission, India.
- National Eligibility Test in Management (December 2012), University Grants Commission, India.
- National Eligibility Test in Management (June 2012), University Grants Commission, India.
- CCC (2012) National Institute of Electronics and Information Technology, New Delhi, India.
- Certification - Financial Accounting System (2005) I.T.I., Surat, India.

### **Experience**

- Presently serving as Assistant Professor at S. R. Luthra Institute of Management, Surat, Gujarat, India since 1st July 2013.
- Served as Assistant Professor at Shree J. D. G. Commerce College and Shree Swami Atmanad Saraswati College of Management, Surat, Gujarat, India, from 1st December 2009 to 30th June 2013.

### **Visiting Faculty**

- Digital Marketing subject, MBA (Full time) Semeter III & MBA (Evening) Programme -Semester V students, Department of Business and Industrial Management, G. H. Bhakta Management Academy, VNSGU, Surat. (2024)
- E-Business, B. Tehc. Semester 4 students of Sarvajanik College of Enginnering and Technology, Surat. (2024)
- Urban Economics subject, M.Arch. Semester II students at the Institute of Design, planning and Technology, SCET, Surat. (2024)
- E-Business, B. Tehc. Semester 4 students of Sarvajanik College of Enginnering and Technology, Surat. (2023)
- Digital Marketing subject, MBA (Full time) Semeter III & MBA (Evening) Programme -Semester V students, Department of Business and Industrial Management, G. H. Bhakta Management Academy, VNSGU, Surat. (2023)

- Urban Economics subject, M.Arch. Semester II students at the Institute of Design, planning and Technology, SCET, Surat. (2023)
- E-Business, B. Tech. Semester 2 students of Sarvajanic College of Engineering and Technology, Surat. (2022)
- Urban Economics subject, M.Arch. Semester II students at the Institute of Design, planning and Technology, SCET, Surat. (2022)
- Research Methodology, B. Arch. IV, semester VIII students at Faculty of Architecture, SCET, Surat (2021)
- Production and Operations Management, second-year fourth-semester students at Shree Swami Atamanand Saraswati College of Management (B.B.A.), Surat, during December 2017 to March 2018.

### **Currently Teaching**

- Customer Relationship Management, Digital and Social Media Marketing, Business Research, Business Statistics, Managerial Economics, E-Business, and Urban Economics.

### **Previously Taught**

- Marketing Management, Product and Brand Management, International Business, Technology and Business, Production and Operation Management, Import and Export Management, Information System and Business Analytics, and Organizational Behaviour.

### **Research Interest**

- Marketing, Consumer Behavior, Online Shopping Behavior, Meta-Analysis, Research Methodology, and Data Analysis.

### **Membership**

- Member – All India Management Association (AIMA)

**Dr. Pratiksinh S. Vaghela**

*Journal Publications*

- Mahesh Trivedi, Harsheshkumar R. Patel, Pratiksinh S. Vaghela, & Ashishkumar G. Patil. (2023). Measuring the Impact of Perceived Service Quality of Green Hotels on Visit Intention of Generation Z by using the GLSERV Model. *Empirical Economics Letters*, 22(November Special Issue 1), 147–156. <https://doi.org/10.5281/zenodo.10827363> (ABDC- C category: ISSN 1681 8997)
- Vaghela, P. S., Kapadia, J. M., Patel, H. R., & Patil, A. G. (2023). Effect of Financial Literacy and Attitude on Financial Behavior among University Students. *Indian Journal of Finance*, 17(8), 43-57. <http://dx.doi.org/10.17010/ijf%2F2023%2Fv17i8%2F173010>(Scopus, ABDC -C, UGC Care–ISSN: 0973 – 8711)
- Vaghela, P. S. (2023). Augmented Reality and Consumer Behaviour: Qualitative Analysis of Empirical Research in Online Shopping Context. *Rabindra Bharati Journal of Philosophy*, 24(1), 116-124. (UGC care - ISSN: 0973-0087 (print), date of publication: June 2023).
- Bharuch P. & Vaghela, P. S. (2023). A Study on Eight Dimensions of OCTAPACE Culture for HEIs. *Phalanx: A Quarterly Review for Continuing Debate*, 18(2), 12-17. (UGC care - ISSN: 2320-7698 (print), date of publication: April - June 2023).
- Bulsara, H. P., & Vaghela, P. S. (2023). Trust and online purchase intention: A systematic literature review through meta-analysis. *International Journal of Electronic Business*, 18(2), 148. <https://doi.org/10.1504/ijeb.2023.130155>.(Scopus- ISSN: 1741-5063 (online), date of publication: 05 April 2023)
- Bulsara, H. P., & Vaghela, P. S. (2022). Millennials' online purchase intention towards consumer electronics: Empirical evidence from India. *Indian Journal of Marketing*, 52(2), 53. <https://doi.org/10.17010/ijom/2022/v52/i2/168154>.(Scopus, ABDC -C, UGC Care- ISSN: 0973 - 8703 (online), date of publication: 15 February 2022)
- Vahhbiz Engineer, et al. (2021). Best practices in Internationalization of Higher Education Institutes in India and Nepal. *IOSR Journal of Research & Method in Education (IOSR-JRME)*, 11(4), 01-11. <https://doi.org/10.9790/7388-1104030111>. (Peer Reviewed– ISSN: 2320–7388 (online), date of publication: August 2021)
- Thaker, K., & Vaghela, P. S. (2021) Students' perceptions towards mobile learning during COVID-19. *International Journal of Library Information Network*, 6(2), 39-55. (Peer Reviewed– ISSN: 2455-5207 (online), date of publication: December 2021)
- Bulsara, H. P., & Vaghela, P. S. (2020). Examination of Online Purchase Intention towards Consumer Electronics Products. *International Journal of Research in Social Sciences*, 10(01).(Peer Reviewed - ISSN: 2249-2496 (Online))
- Bulsara, H. P., & Vaghela, P. S. (2020). Blockchain Technology for E-commerce Industry. *International Journal of Advanced Science and Technology*, 29(5), pp. 3793 - 3798. (Peer Reviewed - ISSN: 2207-6360 (Online))
- Bulsara, H. P., & Vaghela, P. S. (2020). Online Shopping Intention for Consumer Electronics Products: A Literature Review and Conceptual Model. *E-Commerce for Future & Trends*, 7(1), 24-32. (Peer Reviewed - ISSN: 2454-9347)

- Bulsara, H. P., & Vaghela, P. S. (2020). Understanding the Role of Trust in Online Shopping Intention for Consumer Electronics Products. *SCHOLEDGE International Journal of Management & Development*, 7(3), pp. 47-58. (Peer Reviewed - ISSN 2394-3378)
- Bulsara, H. P., & Vaghela, P. S. (2019). E-commerce: An Indian Perspective. *Tirpude's National Journal of Business Research*, 9(2), 59-75. (Peer Reviewed - ISSN (online): 2319-5576)
- Thaker, K., & Vaghela, P. S. (2018). Student's Intention to Use EBSCO - An Online Management Database. *AJANTA - An International Multidisciplinary Quarterly Research Journal*, 65-73. (Peer Reviewed– ISSN: 2277-5730)
- Vaghela, P. S., & Patel, H. R. (2018). Green Economy: An Indian Perspective. *International Journal of Creative Research Thoughts (IJCRT)*, 169-173. (Peer Reviewed – ISSN:2320-2882)
- Patel, H. R., & Vaghela, P. S. (2018). Proposed Theoretical Framework for Predicting Green Purchase Intention of Consumers: An Extended Theory of Planned Behaviour. *International Journal of Creative Research Thoughts (IJCRT)*, 244-254.(Peer Reviewed – ISSN:2320-2882)
- Kapadia, J. M., & Vaghela, P. S. (2018). The Impact of Internet Banking on Financial Performance of Selected Commercial Banks in India. *SANYOJAK International Journal of Commerce and Management (IJCM)*, 21-31. (UGC approved old list – ISSN :2348-3032 )
- Thaker, K., & Vaghela, P. S. (2017). Digital Library and User's Experience: A Literature Review. *SSARSC International Journal of Library, Information Networks and Knowledge*, 1-8. (Peer Reviewed - ISSN : 2455-5207)
- Joshi, R. N., & Vaghela, P. S. (2015). Influence of Internet on Consumer Behavior While Purchasing Mobile: An Empirical Study. *Intercontinental Journal of Marketing Research Review*, 48-59. (Peer Reviewed - ISSN:2321-0346)
- Joshi, R. N., & Vaghela, P. S. (2015). Consumer Innovativeness among college students towards Movies in Surat City. *APOTHEOSIS: Tirpude's National Journal of Business Research (TNBJR)*, 10-20. (UGC approved old list – ISSN : 2319 – 5576)
- Vaghela, P. S. (2014). A Study on Consumer Perception Towards Online Shopping. *International Journal of Marketing and Technology*, 200-210. (Peer Reviewed - ISSN:2249-1058)
- Vaghela, P. S. (2014). Indian Election Inspired Advertising for Encouraging Voting (2014). *Midas Touch International Journal of Commerce, Management and Technology*, 55-63. (UGC approved old list – ISSN: 2320-7787)
- Vaghela, P. S. (2014). Measuring Involvement Level For Buying Home Appliances. *International Journal of Research in Social Sciences*, 1-14. (UGC approved old list – ISSN : 2249-2496)
- Vaghela, P. S. (2013). Study of Product Placement in Bollywood Movies in 2010. *International Journal of Management, IT and Engineering*, 29-40. (UGC approved old list – ISSN :2249-0558)
- Vaghela, P. S. (2012). Customer preference for mobile number portability. *International Journal of Management and Social Sciences Research (IJMSSR)*, 71-75. (UGC approved old list – ISSN :2319-4421)

- Vaghela, P. S. (2012). A study on consumer attitude and perception about celebrity endorsement. *International Journal of Marketing and Technology*, 150-163. (Peer Reviewed - ISSN : 2249-1058)
- Parmar, J. S., & Vaghela, P. S. (2010). Measurement of Involvement with Car. *Journal of Management Research*, 26-34. (Peer Reviewed - ISSN : ISSN: 0976 – 4739)

### **Conference Proceeding / Presentation**

- Vaghela, P. S. and Patel H. R., (2023). Predicting Green Hotel Visit Intention of Generation Z. International conference on sustainable development in management and technology organized by S. R. Luthra Institute of Management on 29-30 March 2024.
- Patel H. R. and Vaghela P. S., (2023). Exploring Factors Affecting Sustainable Consumption Intention: Extending the Theory of Planned Behaviour (TPB) Framework. International conference on sustainable development in management and technology organized by S. R. Luthra Institute of Management on 29-30 March 2024.
- Mahesh et al., (2023). Measuring Impact of Perceived Service Quality of Green Hotels on Visit Intention of Generation Z by using GLSERV Model. International conference on Driving Change: The ESG imperative for a sustainable future organized by Chimanbhai Patel Institute of Management & Research, Sardar Vallabhbhai Global University, Ahmedabad on 3-4 November 2023.
- Bharuch P. & Vaghela, P. S. (2023). A Study on Eight Dimensions of OCTAPACE Culture for HEIs. International conference on innovation in digital transformation: impact on business and management organized by Narayana Business School, Ahmedabad, on 13 May 2023.
- Vaghela, P. S. (2023). Augmented Reality and Consumer Behaviour: Qualitative Analysis of Empirical Research in Online Shopping Context. International conference on innovation in digital transformation: impact on business and management organized by Narayana Business School, Ahmedabad, on 13 May 2023.
- Vaghela, P. S. & Agrawal H. (2023). Cyberbullying among Generation Z: An empirical investigation of University students. 2nd two days International Conference on Management: Past, Present and Future during 10-11 March 2023, organized by the Faculty of Commerce and Management, UkaTarsadia University, Bardoli.
- Bulsara, H. P., & Vaghela, P. S. (2019). Understanding the Role of Trust in Online Shopping Intention: An Extension of Technology Acceptance Model. International conference on Driving Marketing Excellence through Experiences in Emerging Economies organised by IMT Ghaziabad and Emerging Market Conference Board 6-8 January 2019, Ghaziabad.
- Agrawal, H., & P. S. (2018). Work values of Gen Z: Bridging the gap to the next generation. National Conference on Innovative Business Management Practices in 21st Century organized by Faculty of Management Studies, Parul University, Gujarat, India. 21-22 December, 2018.
- Bulsara, H. P., & Vaghela, P. S. (2018). Influence of trust on online shopping intention for consumer electronics: An application of Technology Acceptance Model. *Oakbrook Business School Conference* (pp. 115-125). Ahmedabad: Billbery Studio.
- Bulsara, H. P., & Vaghela, P. S. (2017). E-commerce: Past, Present and Future -An Indian Perspective. *4th international conference on industrial engineering (ICIE 2017) organised by S.V. National Institute Of Technology, Department Of Mechanical Engineering* (pp. 294-299). New Delhi: Excellent Publishing House.

- Vaghela, P. S. (2017). Factors Affecting Online Shopping Behavior in Surat City. *Bhagwan Mahavir College of Management Conference* (pp. 164-175). Surat: BMCM.
- Kapadia, J. M., & Vaghela, P. S. (2016). An Application of Technology Acceptance Model in Understanding Students' Behavioural Intention for the Use of Internet Banking in Surat City. *Gujarat Technological University Conference* (pp. 99-110). Ahmedabad: Asian Printery.
- Vaghela, P. S., & Thaker, K. (2016). An application of the Technology Acceptance Model in Understanding Students' Behavioral Intention to use EBSCO – An online management database. *IIM Indore Conference* (pp. 167-172). Indore: Asian Library Association.
- Vaghela, P. S. (2016). Digital Addiction: An Epidemic Of Digital World - An Article On Digital Addiction Among Generation D. *Laxmi Institute of Management Conference* (pp. 36-41). Vapi: Himalaya Publishing House Pvt. Ltd.
- Joshi, R. N., & Vaghela, P. S. (2015). Online Buying Habit: An Empirical Study of Surat City. *Virtual Vyapar (E-Business)* (pp. 226-235). Surat: Carvinowledge Press.

### ***Cases publication***

- Kapadia, J. M., Variava, D., Desai, U., Mehta, Y., & Vaghela, P. S. (2022). Continue Self-Funding or Pitch to Investors? Finding the Right Strategy for Zoivane, a Pet Wellness Brand. In *SAGE Business Cases*. SAGE Publications: SAGE Business Cases Originals. <https://doi.org/10.4135/9781529796865>
- Kapadia, J. M., Variava, D., Desai, U., Mehta, Y., & Vaghela, P. S. (2021) “Zoivane: A Pet Wellness Brand” on case centre with case reference no 821-0047-8, 2021, 01-Jul-2021. <https://casecent.re/p/177609>.

### ***Books /Book Chapters***

- Co-Editor: Jimmy M, Kapadia, Pratiksinh S. Vaghela, Parinaz Bharuchca, conference proceeding of International Conference on Sustainable Development in Management and Technology – 2024, ISBN 978-81-970088-3-2, May 2024.
- Book chapter: Vaghela, P. S. (2013). Clients satisfaction of Divya Bhaskar in Surat City. *Interdisciplinary Research in Commerce and Management*, 247-258.

### ***Newspaper and Magazine Articles***

- Diversity, Equity and Inclusion (DEI) and an Organisational Perspective. Learnnovator, e-newsletter, SRLIM, Volume 7, issue 4, October-December 2024.
- Gobla Turisum market: size, share and trend forecast by 2021. Learnnovator, e-newsletter, SRLIM, Volume 2, issue 3, July-Septmber 2018.

### **Projects**

#### ***International Projets***

- Participated and attended international training program having series of workshops and lectures during 16 October 2023 to 10 November 2023 organized by Universidad Politécnica de Cartagena (UPCT) (The Polytechnic University of Cartagena), Spain. This training was organized under Erasmus + Project 101082909-EDU-2022-CBHE-STRAND-1.

- Working project - Key project team member (Management and Data analysis expert) of Erasmus+ EDU 2022 CBHE STRAND – 1 Project No. 101082909 – Fostering Inclusive and Equitable Quality Education to Stimulate Lifelong Sustainable Learning Opportunities for HEIs in India. (2023 on going)
- Contributed as a data analysis expert in an International Project in Work Package 1 of Erasmus + KA 2 – CBHEI on the Internationalization of higher education in India and Nepal managed by the Faculty of Architecture, SCET, Surat. (2021)

## Honours and Awards

- Received best paper award: “Predicting Green Hotel Visit Intention of Generation Z” in international conference on sustainable development in management and technology organized by S. R. Luthra Institute of Management on 29-30 March 2024.
- Received best paper award: “*Measuring Impact of Perceived Service Quality of Green Hotels on Visit Intention of Generation Z by using GLSERV Model*” in international conference on Changing Paradigms in Management organized by Chimanbhai Patel Institute of Management and Research, Ahmedabad on 3 and 4 November 2023.
- Received best paper award: “*A Study on Eight Dimensions of OCTAPACE Culture for HEIs*” in International conference on innovation in digital transformation: impact on business and management organized by Narayana Business School, Ahmedabad on 13 May 2023.
- Received best paper award: “*Augmented Reality and Consumer Behaviour: Qualitative Analysis of Empirical Research in Online Shopping Context*” in International Conference on Innovation in digital transformation: impact on Business and Management organized by Narayana Business School, Ahmedabad on 13 May 2023.
- Topper (Top 1% certified candidate) in NPTEL 8-week course on Integrated Marketing Management with 83% during January – March 2023 offered by IISc Bangalore.
- Topper (Top 2% certified candidate) in NPTEL 4-week course on Service Marketing – A Practical Approach with 79% during January - February 2021 offered by IIT Kharagpur.
- Topper (Top 5% certified candidate) in an 8-week NPTEL online certification course on Marketing Research and Analysis with 83% offered by IIT Roorkee during August – October 2019.
- Received best paper award: “*Work values of Gen Z: Bridging the gap to the next generation*” in National Conference on Innovative Business Management Practices: Technology Enabled Learning Trends in 21 Century, organized by Parul University, Vadodara during 21 – 22 December 2018.
- Received best paper award: “*An application of technology acceptance model in understanding students' behavioural intention for the use of internet banking in Surat city*” in an international conference on Governance in E-commerce: Contemporary Issues & Challenges organized by GTU, Ahmedabad on 2-3 September 2016.
- Received best paper award: “*An Application of Technology Acceptance Model in Understanding Students Behavioral Intention to Use EBSCO – An online management database*” in an international conference on Digital Governance: Innovation, Information and Libraries organized by IIM-Indore at Indian Institute of Management Indore, April 14-16 2016.
- Secured 1<sup>st</sup> Rank in 4<sup>th</sup> Semester of M.B.A. in university examination.

- Secured 1<sup>st</sup> Rank in B.Com. Consecutively for all three years of graduation.

### **Doctoral program (Ph.D.) guidance**

- Co supervisor: Chauhan Roshni Anil (SU23PHMG002), Sarvajanik University (2023)
- Co supervisor: Tilwani Dinky Ashokbhai (SU23PHMG008), Sarvajanik University (2023)

### **Post Graduate Research Project Guidance**

#### ▪ **Indira Gandhi National Open University (IGNOU)- MBA Programme**

1. Sanjeev Malik (Ern. No. 2300082908) Financial Performance assessment of selected Non-banking financial companies in India: An Analytical study of Tata Capital Financial Services Limited and Bajaj Finance Limited. (2024)
2. Shani Anju (Ern. No. 2250911581) Consumer Behaviour Analysis – Influence of marketing strategy on social media. (2024)
3. Abhishek Kumar Kanaujia (Ern. No. 2251233452) A study on inventory management system at UPL Limited. (2024)
4. Parjeet Kaur (Ern. No. 2252356575) An analytical study of financial performance of housing development financial corporation (HDFC). (2024)
5. Sneha Manoj Bhatia (Ern. No. 2007219170) A study on customer perception and purchase intention towards electric cars. (2024)
6. Vaidehi Variya N. (Ern. No. 200048947) A study on customer perception towards Ola electric scooter in Surat city. (2024)
7. Slesha Choksi (Ern. No. 2007242102) A study on investment prospect between Voltas Ltd. And Blue Star Ltd. Using fundamental analysis. (2024)
8. Gaurav Ramdas Patil (Ern. No. 2251220326) Assessing the performance of selected mutual fund in India. (2024)
9. Jainam Sankhla (Ern. No. 200049039) A study on students' opinion towards pursuing online management programme. (2024)
10. Behzad Yazdi Gandhi (Ern. No. 2201646608) A study on financial planning of the households in surat city. (2023)
11. Ansh Kapoor (Ern. No. 2200764118) Consumer buying behaviour towards Mercedes-Benz Cars. (2023)
12. Jharna Sanjay Kapoor (Ern. No. 2107480336) Impact of Social Media on BBA students of Vesu Area. (2023)
13. Jemisha Bhuvra (Ern. No. 2108321160), A study of investors' perception towards mutual fund investment. (2023)
14. Deepa Mashru (Ern. No. 2107603774), the study of investors' perception towards equity market investment. (2023)
15. Parinaz Bharucha (Ern. No. 2007237003), Study of Organizational Culture using OCTAPACE Framework. (2022)
16. Ram Gopal Sharma, Financial Performance of Selected Banks through CAMEL Model. (2022)
17. Dharmendra Pal (Ern. No. 160020173), Study on consumer study on the usages of the e-wallets banking system. (2022)
18. Nirmal Kumar Sharma (Ern. No. 135064795), Study on consumer buying behaviour to purchase newspapers with reference to Divya Bhaskar Newspaper. (2018)
19. Sonali Suchismita Dash (Ern. No. 155390220), A comprehensive study on quality control by application of cause & effect analysis in Bharat cancer hospital and research institute. (2018)

## **Invited as an expert/resource person/guest speaker/examiner**

- Invited as External examiner to conduct viva voce for summer internship project of semester 3 students of MMS program at SDJ International College on 9<sup>th</sup> August 2024.
- Invited as Recourse person to conduct a workshop on Data analysis using MS excel on 12 and 13 July 2024 at SPTM College of Arts and Home Science, Vanita Vishram, Surat.
- Inited as an external examinar to counduct viva voce of the 6<sup>th</sup> smemster (final year) BBA studens at B. V. Patel Institute of Management, UTU, Bardoli on 2nd May 2024.
- Appointed as Academic Counselor (AJOPV4926F/001) at IGNOU, at regional center Ahmedabad, study centre code: 0905, Study centre name: MTB arts college, Surat, Programme: MP; Approval for courses: MS9, MS66, MS6. (2024)
- Invites as an expert to conduct a session in PhD Course work in Management for PhD scholars at Faculty of Management, Sarvajanik University, Surat on 1/10/2023 and 8/10/2023 on qualitative data analysis.
- Invited as a resource person to conduct a workshop on Biostatistics in Nutrition on 23<sup>rd</sup> and 24<sup>th</sup> August 2023, organized by School of Science & Technology, Vanita Vishram Women's University, Surat.
- Appointed as Academic Counselor (AJOPV4926F/001) at IGNOU, at regional centre Ahmedabad, study centre code: 0905, Study centre name: MTB arts college, Surat, Programme: MP; Approval for courses: MS9, MS66, MS6. (2023)
- Invites as an expert to conduct a session in PhD Course work in Management for PhD scholars at Faculty of Management, Sarvajanik University, Surat on 8/1/2023 (9 am to 11 am – Quantitative research – sources and types of quantitative data, measurement and scale) and on 12/3/2023 (11 am to 12 am – contemporary issues and scope of research in international business).
- Invited as a resource person to conduct a workshop on Basics of data analysis for the students of M.Sc., semester III on 15 to 16 December 2022, organized by School of Science & Technology, Vanita Vishram Women's University, Surat.
- Appointed as Academic Counselor (AJOPV4926F/001) at IGNOU, at regional centre Ahmedabad, study centre code: 0905, Study centre name: MTB arts college, Surat, Programme: MP; Approval for courses: MS9, MS66, MS6. (2022)
- Invited as Recourse person to conduct a Research Methodology and Data analysis workshop on 2 and 3 March 2022 at SPTM College of Arts and Home Science, Vanita Vishram, Surat.
- Invites as an expert to conduct a session in PhD Course work in Management for PhD scholars at Faculty of Management, Sarvajanik University, Surat on 17/4/2022 (9 am to 11 am – Quantitative research – sources and types of quantitative data, measurement and scale) and on 12/6/2022 (11 am to 12 am – contemporary issues and scope of research in international business).

- Invites to deliver a guest lecture on Architectural Research Design in the subject Design Studio IX (Research Thesis) for the students of semester IX B.Arch. V at Faculty of Architecture, SCET, Surat, 21 July 2021.
- Invited as an expert and delivered a session on "Financial and Economical appraisal of the project" for M. Arch. (Urban Design) students at the faculty of Architecture, SCET, Surat, on 26th May 2021.
- Appointed as Academic Counselor (AJOPV4926F/001) at IGNOU, at regional centre Ahmedabad, study centre code: 0905, Study centre name: MTB arts college, Surat, Programme: MP; Approval for courses: MS9, MS66, MS6. (2021)
- Invited as External Examiner for evaluating summer internship project VIVA of SYBBA (Semester 4) students at SDJ International College, Surat, on 4th July 2019.
- Appointed as an External theory examiner (paper checker) at UkaTarsadia University during the summer of 2019 for the subject Operations Management
- Served as Examiner for evaluating summer internship project of BBA semester 4 students on 13th July 2018 at SDJ International College, Surat.
- Severed as a Resource person for conducting one day workshop on "Analysis of Anthropometric data" using the software at SPTM College of Arts and Home Science, Surat, on 23rd August 2018.
- Guest lectures at Faculty of Architecture, SCET, Surat, on "Social Cost Benefit Analysis" in the subject Project Planning & Appraisal for the students of semester III, M.Arch (City Design) in 2017.
- Conducted and Coordinated Workshop on Data Analysis using IBM Watson Analytics on 4th March 2017. Organized by S. R. Luthra Institute of Management, Surat. The workshop was organized for first-shift second-semester students. 30 Students participated in the workshop.
- Served as a resource person in one day Faculty Development Program on Digital Fluency on the topic "Watson Analytics" organized by S. R. Luthra Institute of Management Surat on 19th March 2016.

### **Editor and Reviewer**

- Editorial Borad member: member of Edwin Group of Journal (Editorial Member), July 2024 onwards
- Guest editor: Empirical Economics Letter (ISSN:1681-8997), Special issue – ‘Inclusive and Equitable Education: Policies, Practices, and Outcomes for Higher Educaion Institutes’, March 2025.
- Invited as a reviewer, Asian Education and Development Studies, Emerald Publishing Limited journal. (2021)
- Invited as a reviewer, International Journal of Electronic Commerce Studies. (2020)

### **FDP / Workshop / Seminar organized**

- Organized and coordinated two day International conference on sustainable developemtn in management and technology (ICSDDMT-2024) organised by S. R. Luthra Institute of Management, Surat on 29-30 March 2024.

- Organized and Coordinated Student Conference on The UN Sustainable Development Goals: An Indian Perspective organized by S R Luthra Institute of Management, Surat, during 10 February 2024.
- Organized and Coordinated two days of FDP on Structural Equation Modeling Using SmartPLS organized by S R Luthra Institute of Management, Surat, during 10 - 11 May 2023.
- Organized and Coordinated 3 Days Online Case writing workshop organized by S. R. Luthra Institute of Management, Surat, from 8th – 10th January 2021.
- Organized and Coordinated two days of FDP on Basics of Structural Equation Modeling organized by S R Luthra Institute of Management, Surat, during 8 - 9 September 2018.
- Coordinated workshop on "Parenting for Peace" organized by S. R. Luthra Institute of Management for the first semester students of both shifts on 14th August 2018.
- Coordinated Session on Suicide Prevention organized by S. R. Luthra Institute of Management on 14<sup>th</sup> September 2017. The session was taken by the well-known paediatrician of Surat, Dr. Salim Hirani. The session was organized for 1st-semester second shift students. A total of 100 students participated in the session.

### **Administrative position at SRLIM and SU**

- Member of IQAC and Accrediation Cell at SRLIM
- Coordinator of conducting PhD course work at Faculty of Management, SU
- Coordinator of Academics activities at SRLIM
- Coordinator for organizing Industrial visit at SRLIM
- Coordinator of the Attendance committee at SRLIM
- Coordinator of Simulation event for the students at SRLIM (till 2023)
- Coordinator of students confernece event at SRLIM (2024 to till date)
- Coordinator of Menegement Fest event at SRLIM (2024 to till date)
- Coordinator of Orientation and Student induction programma at SRLIM
- Treasurerof Students' Association (BMA) and related activities at SRLIM
- Assisting in activities related to the University, AICTE and UGC compliances
- Assisting in activities related to Library management
- Coordinating activities related to NDLI club at SRLIM
- Member of Academic Curriculum Committee (ACC) – General Management at S. R. Luthra Institute of Management under Sarvjanik University, Surat. (2021)
- Member of AICTE committee for Sarvjanik University, Surat. (2021 to till date)
- Member for Liaison with International Univerisity at Sarvjanik University (2022 to till date)
- Coordinator activities related Internationalization at SRLIM

### **FDP / Workshop / Seminar / Webinar / Certification attended**

2024

- Attended Six day FDP on Adbance multivariate data analysis and systmatic literature review organised by Faculty of Management studies, Marvadi University from 17<sup>th</sup> to 22ne June 2024.
- Attended webinar on 'the value of ChatGPT in teaching and learning' organized by KCG, Education department, Goveronment of Gujarat on 7 March 2024.
- NPTEL FDP: successfully completed 12 weeks of NPTEL FDP on AI in Marketing from January to April 2024 offered by IIT Madras.
- NPTEL certification: successfully completed 12 weeks of NPTEL course onon AI in Marketing from January to April 2024 offered by IIT Madras.
- Attended international seminar on 'inclusive and equitable quality education to stimulate life long learning opportunities ofr HEIs in India' under European Union ERASMUS+ capacity bulding projects, InEq-SL hosted by Sarvajanik University, Surat on 18 March 2024.

- FDP: Recent Trend on Management on 23<sup>rd</sup> December 2023 organised by BRCM college of Business Administration.
- UGC-STC: E-content Deveolpment and MOOCs oraganised by UGC HRDC, Gujarat University, Ahemedabad, during 31<sup>st</sup> July to 6<sup>th</sup> August 2023.
- Attended teachers connet webinar on How con you integrat the United Nations Sustainable Goals into Your teaching? counducted by Bithic Council in partnership with NDL on 21<sup>st</sup> July 2023.
- NPTEL certification:successfully completed 8 weeks of NPTEL course onManaging Servicesfrom July to Septmber 2023 offered by IIT Kanpur.
- NPTEL FDP: successfully completed 8 weeks of NPTEL FDP onManaging Servicesfrom July to Septmber 2023 offered by IIT Kanpur.
- NPTEL Lab Certificate: Workshop: attended lab workshop Karmic Design Thinking: ABuddhidm-inspiredMethod to Help create human-centred products and service conducted by Prof. Bala Ramadurai, IITMadras during 6<sup>th</sup> and 7<sup>th</sup> April 2023.
- NPTEL FDP:successfully completed 12 weeks of NPTEL FDP on Data Analytics with Python from January – April 2023 offede by IIT Roorkee.
- NPTEL FDP:successfully completed 12 weeks of NPTEL FDP on Data Analysis and Decision Making – 1 from January to March 2023 offered by IIT Kanpur.
- NPTEL FDP:successfully completed 12 weeks of NPTEL FDP on Integrated Marketing Management from January to March 2023 offered by IISc Bangalore.
- NPTEL certification: successfully completed 12 weeks of NPTEL course on Data Analytics with Python from January – April 2023 offede by IIT Roorkee with cosolidated score of 63%.
- NPTEL certification: successfully completed 8 weeks of NPTEL course on Integrated Marketing Management from January to March 2023 offered by IISc Bangalore with a consolidated score of 83% and secured topper position in the top 1% of candidates.
- NPTEL certification: successfully completed 12 weeks of NPTEL course on Data Analysis and Decision Making – 1 from January to March 2023 offered by IIT Kanpur with a consolidated score of 64%.
- STPDP: participated and successfully completed the Professional Development Programme on Implementation of NEP-2020 for University and College Teachers from 23 February to 3 March 2023 and obtained an A+ grade. Approved by UGC and offered by IGNOU.

## 2022

- FDP: Participated in a two-day FDP (offline) on Qualitative research, SLR, Meta-analysis and data analysis from 25 to 26 June 2022, organized by ITM Baroda University, Vadodara.
- FDP: Participated in six days of Online UHV II FDP from 20 to 25 June 2022, organized by AICTE NCC-IP.
- Industrial Traning: Completed industrial training at Mascot Suryapur LLP (Project name: Amazon Sort Centre Facility at Makhinga, Surat) from 5th of May 2022 to 19th of May 2022.

## 2021

- Refresher Course: I successfully completed the 2nd Online Refresher Course in Commerce and Management from 16/8/2021 to 29/8/2021 and obtained A+ grade from UGC Human Resource Development Center (HRDC), Gujarat University, Ahmedabad.
- ATAL FDP: Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Design Thinking to Nurture Creativity and Innovation Leading to Entrepreneurship" from 2021-06-14 to 2021-06-18 at D Y Patil Institute of Management & Research.
- Workshop: Participated in 3 Days Online Case writing workshop organized by S. R. Luthra Institute of Management, Surat, from 8th – 10th January 2021.

- ATAL FDP: Participated in AICTE Training And Learning (ATAL) Academy Online FDP on "Data Analytics in Business Research" from 2021-1-29 to 2021-2-2 at Babasaheb Bhimrao Ambedkar University.
- ATAL FDP: Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Research Methodology" from 2021-7-26 to 2021-7-30 at Indira Gandhi Delhi Technical University for Women.
- ATAL FDP: Participated in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Introduction to Social Entrepreneurship" from 2021-8-3 to 2021-8-7 at Gujarat National Law University.
- FDP: Participated online 30 hours of FDP PLS–SEM and Artificial Neural Networks organized by ITM School of Business, Baroda, from 27th February to 28th March 2021 (3 hours weekend sessions).
- NPTEL certification: Successfully completed NPTEL 4 weeks course on Service Marketing – A Practical Approach with 79% during January - February 2021 offered by IIT Kharagpur. Topper (Top 1% certified candidate)
- NPTEL FDP: Successfully completed NPTEL 4 weeks FDP course on Service Marketing – A Practical Approach during January - February 2021 offered by IIT Kharagpur.
- Webinar: Attended online webinar on "Implementation of NEP 2020" organized by S. R. Luthra Institute on Management, Surat, on 5th April 2021.
- FDP: Participated in online FDP on "NBA accreditation for Management Institute" sponsored by AICTE and GTU from 15th to 20th March 2021.

2020

- FDP: Participated Seven Days Online Faculty Development Programme on "Contemporary Research Practices in Social Sciences" jointly organized by Amity Academic Staff College and Indian Tourism and Hospitality Congress from 30th May to 5th June 2020.
- ATAL FDP: Participated & successfully completed AICTE Training And Learning (ATAL) Academy Online FDP on "Design thinking" from 2020-9-7 to 2020-9-11 at the College of Engineering Trivandrum.
- ATAL FDP: Participated & successfully completed AICTE Training And Learning (ATAL) Academy Online FDP on "Data Analysis using SPSS" from 2020-10-5 to 2020-10-9 at Mahatma Gandhi University.
- NPTEL certification: Successfully completed NPTEL 8 weeks course on Customer Relationship Management with 85% during September – November 2020 offered by IIT Kharagpur.
- NPTEL FDP: Successfully completed NPTEL 8 weeks FDP course on Customer Relationship Management during September – November 2020 offered by IIT Kharagpur.
- NPTEL certification: Successfully completed NPTEL 4 weeks course on Design Thinking – A Primer with 90% during September – October 2020 offered by IIT Madras.
- NPTEL FDP: Successfully completed NPTEL 4 weeks FDP course on Design Thinking – A Primer during September – October 2020 offered by IIT Madras.
- NPTEL certification: Successfully completed NPTEL 12 weeks course on Business Statistics with a 96 % score during January – April 2020 offered by IIT Roorkee.
- Refresher Course: Successfully completed the ARPIT Course for Career Advancement Scheme (CAS) promotion Online Refresher Course in Management with a "C" Grade in the proctored examination held on 16.02.2020 offered by Banasthali Vidyapith.
- Workshop: Participated Five Days Online Workshop on "Visual Analytics Using Microsoft Power BI" from 7th to 11th September 2020, organized by Laxmi Institute of Management, Sriram.
- NPTEL FDP: Successfully completed NPTEL 12 weeks course on Marketing Research and Analysis – II with a 98 % score during January – April 2020 offered by IIT Roorkee.
- Workshop: Successfully completed the one-week workshop on "PLS analysis using SMART PLS" from 6th to 11th May 2020, organized and conducted by Research Shiksha, India.

2019

- FDP: Participated in Two Days National Level Faculty Development Programme on "Publishing with Scholarly Journals" organized by S. R. Luthra Institute of Management, Surat, on 12th & 13th January 2020.

2018

- SWAYAM certification: Successfully completed the SWAYAM four-credit course Basics of Digital Marketing with a consolidated score of 88% from the evaluation based on continuous online assessments and the proctored examination held in the month of November 2019.
- SWAYAM certification: Successfully completed the SWAYAM two-credit course on Brand Management with a consolidated score of 91 % (proctored examination held on 9/11/2019) offered by IIM-B
- NPTEL certification: Successfully completed 8 weeks of NPTEL online certification course on Marketing Research and Analysis with a consolidated score of 83 % and secured topper position in the country during August – October 2019 offered by IIT Roorkee.
- NPTEL FDP: Successfully Completed NPTEL-AICTE 8 weeks FDP on Marketing Research and Analysis during August – October 2019 offered by IIT Roorkee.
- Seminar: Participated One Day National Level Seminar on Statistical Tools – Chi-Square and Factor Analysis using SPSS organized by IQAC and the Department of Statistics, Vanita Vishram Womens' College of Commerce, Surat, on 28th December 2019.
- Workshop: Participated in one day National Workshop on Panel Data Analysis organized by the Faculty of Commerce and Management, Uka Tarsadia University, Bardoli, during 14-15 December 2019.

2017

- FDP: Participated in two days of FDP on Basics of Structural Equation Modeling organized by S R Luthra Institute of Management, Surat, during 8 - 9 September 2018.
- Workshop: Participated one-day state-level workshop on review of the literature and research methodology organized by IQAC of D R Patel & R B Patel Commerce College & B C Patel BBA College on 25th August 2018.
- FDP: Participated in 2nd One Week National Faculty Development Programme on Structural Equation Modelling with AMOS organized by SPB English Medium College of Commerce and South Gujarat Branch of Indian Accounting Association, Surat, on 19-25 February 2018.

2016

- Workshop: Participated in the four-day 9th National Research Methodology Workshop organized by Prestige Institute of Management, Gwalior, during 24-27 August 2017 at Gwalior.
  - Workshop: Participated in a one-day NPTEL workshop organized by IIT Madras at Laxmi Institute of Technology, Sarigam, on 7th April 2017.
- 2016
- Seminar: Participated in a one-day seminar on "Attitude and Soft-skills" organized by Sarvajanic College of Engineering and Technology under the umbrella of GTU-GIC Surat Sankul on 16th July 2016 at TIFAC-CORE, SCET, Surat.
  - Workshop: Participated in a workshop on Paper Development and Publishing in the Electronic World during the International Conference on Digital Governance: Innovation, Information and Libraries jointly organized by the Asian Library Association and Indian Institute of Management Indore held at the Indian Institute of Management Indore on April 14, 2016.

- Seminar: Participated in a one-day seminar on "Accessible and Inclusive Higher Education" organized by the Equal Opportunity Office, Indian Institute of Management, Ahmedabad (New Campus), on 28th February 2016.
- FDP: Participated in one day FDP on "India Economy- Bright Spot in Global Gloom" jointly organized by S. R. Luthra Institute of Management and BSE Brokers Forum on 2nd January 2016.

2015

- Participated in the National Day celebration of GCSR Countries and attended a workshop on Doing Business with Venezuela organized by GTU-Centre for Global Business Studies (CGBS) on 17th October 2015
- Participated in Two Days Faculty Development Programme on "Data Analysis using "R" Software Methods" during 14 - 15th March 2015, organized by Naran Lala School of Management & Computer Science, Navsari.

2014

- STTC: Participated in a one-week Short Term Course on "Research Paper Writing" from 7th to 13th July 2014 organized by UGC Academic Staff College, Gujarat University Ahmedabad.
- FDP: Participated in FDP on "International Capital Market" Jointly organized by S. R. Luthra Institute of Management and BSE BROKERS' forum on 17th May 2014.
- Workshop: Participated in One Day Stat Level Workshop on "Writing Researcher Paper" organized by S. R. Luthra Institute of Management, Suart, on 11th January 2014.

2013

- FDP: Participated in Two days Faculty Development Programme on "Econometrics for Researcher" organized by Shree JDG Commerce and Shree SAS College of Management, Suart, during 12-13 October 2013.
- FDP: Participated in FDP on "Preparing Research Proposal and Capacity Building in Curriculum Development" from May 1st to 6th, 2013. Jointly organized by Knowledge Consortium of Gujarat and M.T.B. Arts College, Surat.

2011

- Training: Participated in a one-day training program on "Choice based credit system" jointly organized by Knowledge Consortium of Gujarat and VNSGU Surat on 10th July 2011.
- Seminar: Participated in swarnim Gujarat seminar on "Gyan Shakti, Yuva Shakti and Development" on 21st April 2011.

2012

- Orientation program: Successfully completed Orientation Course at Academic staff college S.P. University, V.V. Nagar Anand from 01/06/2012 to 20/06/2012 and obtained 'A' Grade.
- FDP: Attended the Faculty Development Program on "Statistical Analysis using SPSS" organized by the Department of Business and Industrial Management, V.N.S.G.U, Surat, during February 4-5, 2012.

2010

- FDP: Participated in the Faculty Development Program on "Statistical Analysis with the Help of Software" organized by the Surat People's Co-Op. Bank College of Business Administration, Surat, on 20th December 2010.

- FDP: Participated in the Faculty Development Programme on "Enhancing Effectiveness in Teaching" on 10th October 2009 at Surat People's Co-Op. Bank College of Business Administration, Seminar:
- Participated in a one-day state-level seminar on "Direct Taxes Code -2009" organized by Surat People's Bank English medium College of commerce, Surat, on 14th November 2009.

### Personal Details:

- Date of Birth: 20<sup>th</sup> January 1987
- Nationality: Indian

### Professional references

<p>Dr.Hemantkumar P. Bulsara Associate Professor, Sardar Vallabhbhai National Institute of Technology, Surat, Gujarat. Email: hemantbulsara@gmail.com Phone: +91 -98255 35673</p>	<p>Dr. Jimmy M. Kapadia Professor and Director S. R. Luthra Institute of Management, Surat,Gujarat. Email: jimmy.kapadia@srlimba.ac.in Phone: +91- 9374888937</p>	<p>Dr Keyur M. Nayak Professor and Director, Garware Institute of Career Education and Development, Mumbai, Maharashtra. Email: director@giced.mu.ac.in Phone: +91- 9925006051</p>
---	---	--

**Dr. Pratiksinh S. Vaghela**