

**Department of Management (SRIMCA)**  
**Uka Tarsadia University**

**Personal Information**

<b>Name</b>	:	Dr. Jitesh S. Parmar
<b>Qualifications</b>	:	Ph.D. – Management, PGDRM, MBA (Marketing), BE
<b>Date of Birth</b>	:	2 <sup>nd</sup> December 1978
<b>Area of Interest</b>	:	Business Research, Consumer Behaviour, Branding
<b>Experience</b>	:	14 Years
<b>Industrial Experience</b>	:	-
<b>Position</b>	:	Assistant Professor, Department of Management (SRIMCA)
<b>Subject Taught</b>	:	Business Research, Research Methodology, Strategic Brand Management, Corporate Governance.

**Contribution in Research**

Research Experience	:	14 yrs.
Research Paper Published	:	12 International and 4 National
Book Published	:	-
Research Paper Presented	:	14
Conferences Attended	:	16
Seminars, FDP, Orientation / Refresher Courses Attended	:	13
Workshop Attended	:	8
Expert Talk Delivered	:	6
Consultancy Project	:	-

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**Details of Seminars, Conferences, Workshop, etc. attended**

<b>Title</b>	<b>Organization</b>	<b>Place</b>	<b>Date</b>
Computer Applications in Social Sciences	Department of Economics, Veer Narmad South Gujarat University	Surat, Gujarat	26 <sup>th</sup> May to 4 <sup>th</sup> June 2003
Orientation Programme	Academic Staff College	Shimla	11 <sup>th</sup> July to 6 <sup>th</sup> Aug 2005
Quality Professional Education- Challenges for institutions	Shrimad Rajchandra Institute of Management and Computer Applications	Gopal Vidyanagar, Tarsadi, Gujarat.	2 April 2005
Acquiring Mentorship Skills	Ahmedabad Management Association	Ahmedabad, Gujarat	22 June 2005
Challenges in Services Marketing	Ahmedabad Management Association	Ahmedabad, Gujarat	23-24 June 2005
Advanced Network Management	Shrimad Rajchandra Institute of Management & Computer Application	Gopal Vidyanagar, Tarsadi,	17 October 2005
National Conference on Marketing of Financial Services	Vishwakarma Institute of Management, University of Pune	Pune, Maharashtra.	March 2006
Applied Research and Stock Market Analysis	Shrimad Rajchandra Institute of Management & Computer Application	Gopal Vidyanagar, Tarsadi, Gujarat.	30 Sept. 2006
Effective Teaching Methods	Aravali Institute of Management	Jodhpur, Rajasthan	23 – 26 , June 2006
Refresher Course in Management	Academic Staff College	Hyderabad	6 <sup>th</sup> Dec to 28 Dec 2006
National Conference on Intelligent Information Retrieval and Processing	Shrimad Rajchandra Institute of Management & Computer Application	Gopal Vidyanagar, Tarsadi, Gujarat.	29-30 April 2006
National Conference of Research Paper presentation	All India Management Association	New Delhi, UP.	22 <sup>nd</sup> May 2007
Business Scenario and Emerging Trends	Shrimad Rajchandra Institute of Management & Computer Application	Gopal Vidyanagar, Tarsadi, Gujarat.	12-13 October 2007
Workshop on Research Methodology and Quantitative Analysis	Department of Research Methodology and Interdisciplinary Studies in Social Sciences, Veer Narmad South Gujarat University	Surat, Gujarat	20-24 November 2007
Applied Econometrics and Time Series Analysis	Shrimad Rajchandra Institute of Management & Computer Application	Gopal Vidyanagar, Tarsadi, Gujarat.	14-18 December 2007
International Conference of Management Cases	Institute of Management Technology	Ghaziabad, UP.	2 <sup>nd</sup> Dec 2007
International Conference On Navigating Globalisation Through Quality Initiatives	Prestige Institute of Management Research	Indore, MP.	30 <sup>th</sup> & 31 <sup>st</sup> Jan 2008

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Innovative Teaching Methodology	Shrimad Rajchandra Institute of Management & Computer Application	Gopal Vidyanagar, Tarsadi, Gujarat.	11 -15 June 2008
First National Research Methodology Workshop	Institute of Management, Nirma University	Ahmedabad	26-28 May 2008
Seminar on Research Methodology	Indu Management Institute	Vadodara	30 November 2008
International Conference on “Winning Management”	Yale Great Lakes Center For Management Research, Great Lakes Institute of Management	Chennai	December 2008
Doctoral Colloquium 2009	Indian Institute of Management	Ahmedabad	5-6 January 2009
Workshop on ‘Structural Equation Modeling using AMOS’	ICFAI Business School, Hyderabad.	Hyderabad	November 6 – 7 , 2009
National Conference on “Business Ethics for Global Success of Indian Businesses”	Gujarat Technological University	Ahmedabad	25-26 September 2010
Faculty Development Programme	Uka Tarsadia University in association with NSE India	Tasadi	11 February 2013
Seminar on Patent Search Methodology	Uka Tarsadia University	Tarsadi	21 September 2014
National Level Faculty Development Programme on Case Writing	Narmada College of Management, Bharuch in	Bharuch	Dec 2014 to April 2015

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**Details of Paper Presented in Conference/Seminars, etc.**

Year	Title	Author(s)	Details
2006	Branding of Financial Services: The Case of HDFC Bank	Parmar Jitesh, Das Kallol	Presented in March 2006, at the National Conference on Marketing of Financial Services Organized by Vishwakarma Institute of Management, Pune.
2006	Application of Information Technology for Efficient Control in Rural Management: The Case of ITC e-Choupal	Parmar Jitesh, Das Kallol	Presented in April, 2006, at the National Conference on Intelligent Information Retrieval and Processing (NCIIRP – 2006) organized by the Shrimad Rajchandra Institute of Management & Computer Application, Gopal Vidyanagar.
2007	Assessment of Sales promotion schemes and perception of youth towards sales promotion activities done by cellular service providers	Parmar Jitesh	Presented in May 2007, at the National Conference on Research paper Presentation Organized by All India Management Association, New Delhi.
2007	Corporate Social Responsibility: The Case of Dr. Reddy's Laboratory	Parmar Jitesh	Presented in December 2007, at the International Conference on Management Cases organized by Institute of Management Technology, Ghaziabad in association with George Mason University Virginia, USA.
2008	IMC: An Exploration	Parmar Jitesh	Presented in January 2008, at the International Conference on Managing Glocalization through Quality Initiatives organized by Prestige Institute of Management Research, Indore.
2008	Sales Promotion Scheme	Parmar Jitesh	Presented in March 2008, at the International Research Conference "Services Management – New Perspectives" organized by Kohinoor Business School, Khandala.
2008	Measuring Customer Satisfaction in serving Maruti Suzuki Customers	Parmar Jitesh, Naik Jigar	Presented in December 2008, at the International Conference on "Winning Management" organized by Yale Great Lakes Center for Management Research, Great Lakes Institute of Management, Chennai.
2009	Corporate Social Responsibility: A case of Aditya Birla Group	Parmar Jitesh, Sen Mulchand	Presented in February 2009, at 3 <sup>rd</sup> International Conference on Management Research "ATHENAEUM 2009" organized by Bharathidasan Institute of Management, Tiruchirappalli.
2009	Exploring Integrated Marketing Communication	Parmar Jitesh	Presented in February 2009, at 3 <sup>rd</sup> International Conference on Management Research "ATHENAEUM 2009" organized by Bharathidasan Institute of Management, Tiruchirappalli.
2010	Corporate Social Responsibility in India: A study of Aditya Birla Group	Parmar Jitesh, Sen Mulchand	Presented in February, 2010, at the National Seminar on Corporate Social Responsibility organized by Department of Economics, Veer Narmad South Gujarat University, Surat.
2010	Measuring Customer Attitude Towards Car	Parmar Jitesh, Prajapati Jignesh	Presented in April 2010, at the International Conference On 'Business Vision 2020' organized by Acharya's Bangalore B-School, Bangalore, India.
2010	Measurement of Involvement with Car	Parmar Jitesh, Waghela Pratik	Presented in May 2010, at the 2 <sup>nd</sup> International Conference On 'Innovative Practices in Management and Information Technology for Excellence' organized by Maharaja Agrasen Institute of Management and Technology, Jagadhri, Haryana, India.

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2011	Measuring Customer Satisfaction of Banks	Parmar Jitesh, Limbad Shailesh	Presented in July, 2011, at the International Conference on 'Managing Excellence for Emerging Global Paradigm In Business and Technology' organized jointly by CH Institute of Management and Commerce, Indore and Modern Technology and Management Institute, USA.
2015	Distinctly Different "SWAD"	Parmar Jitesh, Joshi Sanjay	Presented in April 2015, at National Level Faculty Development Program on Case Writing organized by Narmada College of Management, Bharuch in association with GTU, Ahmedabad.

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## List of Articles Published

Year	Title	Author(s)	Publication Detail
2006	Branding of Financial Services: The Case of HDFC Bank	Parmar Jitesh, Das Kallol	Parmar J., Das K. (2006). Branding of Financial Services: The Case of HDFC Bank. <i>VIM Journal</i> , pg. 10-22.
2007	Corporate Social Responsibility: The case of Dr. Reddy's Laboratory	Parmar Jitesh	Parmar J. (2007). Corporate Social Responsibility: The case of Dr. Reddy's Laboratory. In Sahay BS., Stough Roger & Sardana GD (Ed.) <i>Select Cases in Management</i> , pp. 473-486. New Delhi: Allied Publishers.
2007	Some brilliant Advertising to mull over!!	Parmar Jitesh	Parmar J. (2007). Some brilliant Advertising to mull over!!. <i>Mirage of Markets-Making it a reality</i> , Vol 1, Issue 3-4, pp. 24-25.
2008	Leveraging Information Technology in Developing Rural Businesses: The Case of ITC e-Choupal	Parmar Jitesh, Das Kallol, Gupta Hirakdas	Parmar J., Das K. & Gupta H. (2008). Leveraging Information Technology in Developing Rural Businesses: The Case of ITC e-Choupal. <i>NSB Management Review</i> , vol. 1, No. 1, pp. 69-76.
2009	Measuring Customer Satisfaction in serving Maruti Suzuki Customers	Parmar Jitesh, Naik Jigar	Parmar J., Naik J. (2009). Measuring Customer Satisfaction in serving Maruti Suzuki Customers. <i>BVIMR Management Edge</i> , vol. 2, No. 1, pp. 27-37.
2009	Consumer Sales Promotions by Cellular Service Providers : A study of youth perceptions	Parmar Jitesh	Parmar J.(2009). Consumer Sales Promotions by Cellular Service Providers : A study of youth perceptions. <i>Tatva</i> , vol. V, No. 2, pp. 7-26.
2009	Corporate Social Responsibility: A case of Aditya Birla Group	Parmar Jitesh, Sen Mulchand	Parmar J., Sen M. (2009). Corporate Social Responsibility: A case of Aditya Birla Group. In E-book AHENAEUM 2009. Chapter 2.
2009	Customer Relationship Management : Best Practices and Customer Loyalty – A Study of Indian Banking Sector	Parmar Jitesh, Das K., Nenu Vijay	Das K., Parmar J., Nenu V.(2009). Customer Relationship Management : Best Practices and Customer Loyalty – A Study of Indian Banking Sector. <i>European Journal of Social Sciences</i> , vol 11(1), pp. 61-85.
2009	Exploring Integrated Marketing Communication	Parmar Jitesh	Parmar J.(2009). Exploring Integrated Marketing Communication. In E-book AHENAEUM 2009. Chapter 29.
2010	Measuring Involvement Level with Car	Parmar Jitesh, Pratik Waghela	Parmar, J., Waghela, P. (2010)). Measuring Involvement Level with Car. <i>BVIMSR's Journal of Management Research</i> , Vol.2, Issue 1, pp. 26-34.
2010	Measuring Customer Attitude towards Car	Parmar Jitesh, Chaudhari Jaydip, Prajapati Jignesh	Parmar, J., Chaudhari, J., Prajapati, J. (2010). Measuring Customer Attitude Towards Car, <i>IME Journal</i> , Vol. 5, No. 2, pp. 27-34.
2011	Measuring Customer Satisfaction of Banks	Parmar Jitesh, Limbad Shailesh	Parmar, J., Limbad S. (2010). Measuring Customer Satisfaction of Banks, <i>International Journal - Review of Business and Technology Research</i> , Vol. 4, No.1, pp. 49-55.

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2011	Study of Industrial Customers' Expectations and Satisfaction Towards Identification Products	Sen Mulchand, Rana Rizwan, Parmar Jitesh	Sen M., Rana R. & Parmar J.(2011). Study of Industrial Customers' Expectations and Satisfaction Towards Identification Products, National Journal of Research in Management, Vol. 1, No. 1, pp. 86-99.
2015	Growth and Prospects of E-retailing in India	Makwana Trishna, Parmar Jitesh	Makwana T., Parmar J. (2015). Growth and Prospects of E-retailing in India, Global Journal of Research in Management, Vol. 5, No. 1, pp. 54-64.
2015	Distinctly Different "SWAD"	Parmar Jitesh, Joshi Sanjay	Accepted for publication in Case Book to be released by Narmada College of Management, Bharuch, Gujarat.
2016	Marketing of Food Brand Globally: A Case of Vimal Agro Private Limited	Parmar Jitesh	Accepted for publication in June 2016 issue of South Asian Journal of Business and Management Cases, SAGE Publishing, eISSN: 23210303, ISSN: 22779779, 4(3).

**List of Ph. D. being supervised:**

Student Name	Research Title (Thesis)
Trishna Makwana	Title Finalization Under Process
Anurag Pandey	Title Finalization Under Process
Hiral Mehta	Title Finalization Under Process

**Honors and Awards**

Year	Title	A
2006	Research Paper titled "Branding of Financial Services: The Case of HDFC Bank" presented at the National Conference on Marketing of Financial Services was awarded with 2nd Rank.	Vishwakarma Institute of Management, University of Pune, Pune
2003	Recipient of Medal and Letter of Appreciation from Shri. Jayantkumar Chauhan for outstanding educational performance in MBA.	Shri Surat Valsad Jilla Kshatriya Mochi Gyati Parishad, Surat
1994	Secured First Rank in SSC Examination at Vandsa Centre.	Gujarat Secondary Educational Board, Gandhinagar
2014	Received Gyati Gaurav Award	Shri Surat Valsad Jilla Kshatriya Mochi Gyati Parishad, Surat

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**Extension Activities**

- ✓ Coordinated the task of CBCS (Choice Based Credit System) based MBA/MSM/MF/5 Year Integrated MBA Course Designs for Department of Management, Uka Tarsadia University, Tarsadi, Bardoli, Gujarat. Also designed detailed curriculum for few subjects of MBA/MSM/MF/5 Semester I, II and also coordinated the task of curriculum preparation for all subjects of MBA/MSM/MF/5 Year Integrated MBA Semester I and MBA Semester II.
- ✓ Working as Managing Editor of 'Global Journal of Research in Management (ISSN: 2319 – 8915)' - the International Level referred Journal of Management Research of the Institute. Recently this journal has been listed in Cabell's Directories of publishing opportunities, USA.
- ✓ Co-ordination of External and Internal evaluations of Management students is done in best of my capacity. Co-ordination in scheduling, directing and implementation of Internal and External Gujarat Technological University & Uka Tarsadia University Examinations in best of my capacity. I have also worked as GTU Co-ordinator for MBA Programme of the Institute.
- ✓ Worked as Event Coordinator of 'AdMunch' one of the event in *Youth Festival of Private Universities of Gujarat* organized by Uka Tarsadia University, Tarsadi during 1-2 February 2013.
- ✓ Worked as Management Event *Chief Coordinator* of inter-collegiate competition – "BizXcellence 2013" on 5<sup>th</sup> March 2013.
- ✓ Tried at my level best to handle Management Event "ADictive" during PRAYAAS 2007 and PRAYAAS 2011-Management Student Meet, Organized by SRIMCA in February 2007 and 2011 respectively.
- ✓ Tried at my level best to materialize the event "Orientation Programme 2011".
- ✓ Worked as Management Event Coordinator in inter-collegiate competition – "PRAYAAS 2008" in February 2008.
- ✓ Worked as Event Co-coordinator of the State Level Workshop "Project Management" in November 2007.
- ✓ Tried my level best in the management of Vidya 2003, Suman 2003 and Vidya 2001 organized by Surat Municipal Corporation, Surat, Udyog 2004 organized by Southern Gujarat Chamber of Commerce and Industry, Surat and IT Expo 2004 organized by Southern Gujarat Information Technologists Association, Surat.
- ✓ Delivering sessions on "Data Analysis using SPSS: Chi-Square Test, Multiple Response Analysis and t-tests" for MBA students at SRIMCA since the year 2006.



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- ✓ Conducted full day workshop on “Multivariate Data Analysis using SPSS with special reference to Consumer research” on 19 December 2014.
- ✓ Acted as Chief Coordinator of State level management students’ competition BizXcellence 2015 on 29<sup>th</sup> January 2015.
- ✓ Delivered Guest Session on “Designing Advertisements” & “Aspects of Communications” at Tolani Institute of Management Studies, Adipur, on November 14, 2009.
- ✓ Guiding Research Projects of Management Students since April 2004.
- ✓ Co-ordinating the task of directing, compiling and implementing Institute’s Participation in Business School Surveys conducted by various organizations, viz. Business India, Global Human Resource Development Centre, All India Management Association, C-Fore, India Today, AC Nielson.