

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

**Personal Information**

|                              |   |  |
|------------------------------|---|--|
| <b>Name</b>                  | : | Ms. Ripal Vinubhai Patel   |
| <b>Qualifications</b>        | : | 15 <sup>th</sup> March, 1990   |
| <b>Date of Birth</b>         | : | MBA (Marketing), BBA (Marketing)   |
| <b>Area of Interest</b>      | : | Marketing Research, Behavioural Science, Entrepreneurship, Operations Management   |
| <b>Teaching Experience</b>   | : | 1 Year & 9 months  |
| <b>Industrial Experience</b> | : | 1 Year.  |
| <b>Current Position</b>      | : | Teaching Assistant, Department of Management (SRIMCA)  |
| <b>Subject Taught</b>        | : | Principles of Marketing, Behavioural Science, Operations Management, Marketing of Services & CRM, Creativity & Innovation Management, Business Research, Total Quality Management, Strategic Communication, Sales and Distribution Management, Strategic Management, Business Communication. |

**Contribution in Research**

|                          |   |       |
|--------------------------|---|-------|
| Research Experience      | : | 1 yr. |
| Research Paper Published | : | 02    |
| Book Published           | : | -     |
| Research Paper Presented | : | -     |
| Conferences Attended     | : | 01    |
| Seminars Attended        | : | 01    |
| Workshop Attended        | : | 04    |
| Expert Talk Delivered    | : | -     |
| Consultancy Project      | : | -     |

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

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

| <b>Sr. No.</b> | <b>Title of Seminars, Conferences, Symposia, Workshop, etc...</b> | <b>Date</b>                                       | <b>Place</b>   |
|----------------|---|---|--|
| 1.             | Workshop on Research Methodology                                  | 16 <sup>th</sup> May-22 <sup>nd</sup> May, 2016   | KCG, Ahmedabad.  |
| 2.             | Faculty Development Program                                       | 30 <sup>th</sup> April-13 <sup>th</sup> May, 2016 | Uka Tarsadia University                                      |
| 3.             | Workshop on How to select product for international market.       | 3 <sup>rd</sup> April, 2016                       | International Institute of Import & Export Management, Surat |
| 4.             | Conference on Excellence in Education                             | 21 <sup>st</sup> February, 2016                   | Uka Tarsadia University                                      |
| 5.             | Workshop on Statistical Analysis with R                           | 4 <sup>th</sup> -6 <sup>th</sup> February, 2016   | Department of Management (SRIMCA), UTU                       |
| 6.             | Workshop on Business-Start up                                     | 18 <sup>th</sup> October, 2015                    | AIIESEC, VNSGU Conventional Hall, Surat                      |
| 7.             | Seminar on "Awareness of PCOS"                                    | 10 <sup>th</sup> January, 2015                    | Uka Tarsadia University                                      |

**List of Articles Published**

| <b>Sr. No.</b> | <b>Title of Research paper</b>   | <b>Name of Journal/Conference Proceeding /Book</b>    | <b>Published by Vol./Year/Page No./No.</b>   |
|----------------|--|---|--|
| 1.             | Nutrition labelling compliance of branded biscuits with Indian food laws | Intercontinental Journal of Marketing Research Review | Intercontinental Journal of Marketing Research Review Vol. III, June 2015, pp 94-98 ( <i>ISSN: 2321-0346</i> ) |
| 2.             | Social media: A new element of Promotion Mix                             | Intercontinental Journal of Marketing Research Review | Intercontinental Journal of Marketing Research Review Vol. III, June 2015, pp 62-66 ( <i>ISSN: 2321-0346</i> ) |

**Honors and Awards**

| <b>Year</b> | <b>Title</b>                      | <b>Awarding Body</b>   |
|-------------|-----------------------------------|--|
| 2012        | The All India Essay Writing Event | Shri Ram Chandra Mission & United Nations Information Centre for India & Bhutan (UNIC) |

### **Extension Activities**

- Organizing Committee member of workshop on 'Statistical Analysis with R'.
- Designed and develop syllabus for MBA and Int. MBA course.
- **Student Union Club:** As a member of the committee selected student representative for MBA and IMBA course.
- **Marketing Club:** Arranged marketing activity named Prayatna Fest with aim to provide practical exposure to students.
- **Soft skill Development Program:** Conducted Soft skill development classes for Integrated MBA students.
- **Counseling Students:** Counseling to student counselees for their academic performance and career guidance.
- **Project Guidance:** Guided 45 projects like Business research projects, Organisational Functional Study, Foreign Business Study, Comprehensive Project, Banking and Insurance,
- **Dissertation Guidance:** Guided 15 students during their Winter Project.
- **Event Coordinator:**
  - Acting as Coordinator of UTU Start-up Club.
  - Admaking Competition in Uth Fest 2016.
  - Nach Le - The Dance competition in BizXcellence 2015 and 2016.

### **Other Activities**

- **Faculty Research Seminar** on “The study to analyse factors affecting consumers’ awareness towards organic products in Surat City” on 28<sup>th</sup> November, 2015
- **Member in panel of judge** during Uth Fest 2016 for Clay Modelling activity.