



DR. PREETI SINGHAL

Associate Professor

EDUCATION DETAILS

- ✓ **Doctorate of Philosophy (Ph.D) in Management -2017**
Gujarat Technological University(GTU), Ahmedabad.
- ✓ **UGC – NET (Management)**
Cleared in Dec 2011
- ✓ **Master of Business Administration – 2003**
Marketing Management, VAMNICOM(AICTE & AIU), Pune
- ✓ **Certificate in Computing - 1999**
Indira Gandhi National Open University(IGNOU)
- ✓ **Aptech Certified Computer Professional**
Aptech Computer Education

EXPERIENCE DETAILS (14 YEAR)

- ✓ **Associate Professor**, C K Shah Vijapurwala Institute of Management,Vadodara
- ✓ **Lecturer** in BIMS, Vadodara from Aug 2008 to Dec 2008.
- ✓ **Lecturer**, ICFAI National College(INC), Vadodara from Nov 2007 to Jan 2008
- ✓ **Lecturer**, Maharishi Arvind Institute of Science &Management(MAISM),Jaipur from Jan 2007 to April 2007
- ✓ **Counselor**, FIITJEE Limited, Jaipur from Aug 2005 to Jan 2007.
- ✓ **Officer**, ICICI Bank from May 2005 to July 2005
- ✓ **Lecturer**, SK Patel Institute of Management & Computer Studies, Gandhinagar from Dec 2004 to April 2005.
- ✓ **Lecturer**, Rai University, Ahmedabad from Aug 2004 to Dec 2004
- ✓ **Management Trainee**, PMTI, Jaipur from April 2003 to June 2004

PROFESSIONAL ROLES

- ✓ **Academic Co-ordinator** from Jan 2020 Onward.
- ✓ **Co-ordinator** Finishing School Program of CKSV Institute of Management
- ✓ **Co-ordinator** for RiSE Program Initiated for making students placement ready from Jan 2017 along with imparting knowledge of Logical Reasoning.
- ✓ **Asst. editor** in the Institute's Journal "SANKALPA- A Journal of Management & Research" since 2016 (bearing ISSN No. 2231-1904, with Impact Factor 3.711
- ✓ **Content writer** of 3 modules for UGC's E-Pathshala Project for the subject "Culture and Diversity" in Sep 2017
- ✓ University/GTU Paper setter and Evaluator
- ✓ Annual Event Committee Member
- ✓ Internal Examination and Evaluation
- ✓ Summer Internship Guidance to MBA students
- ✓ Comprehensive Project(CP) Guidance to MBA students
- ✓ Global Country Study Report(GCSR) Guidance to MBA students
- ✓ Member of ISO,ACBSP Accreditation team

ACHIEVEMENTS

- ✓ **Selected in IIM-A (INDIAN INSTITUTE OF MANAGEMENT - AHMEDABAD)**, the Premier Institute of Management as **Academic Associate in Marketing** in April 2007.
- ✓ Speaker at **International Conference** organized by **Biyani Group of Institutes, Jaipur** in **2013**
- ✓ "**Certificate of Appreciation**" from CKSV Institute of Management, Vadodara for implementing **ISO 9001:2008** and getting **Global Accreditation from ACBSP, USA** over 2011-2015 in Mar 2015.
- ✓ Winner of **HEF(Higher Education Forum) - Teaching Excellence Award 2017**
- ✓ **Certificate of Merit for Outstanding Performance in Innovative Trainer Award - 2018** in the Trainers category.

PUBLICATIONS

- ✓ Survival of Small as Against Mall, 'Sankalpa-Journal of Management & Research', Vol- 3, Issue 2, (July- Dec 2013), ISSN No. 2231-1904.
- ✓ Global Growth of Indian Maharatna PSUs – with special reference to ONGC, GAIL, and NTPC”, “PROTSAHAN”, Vol 1, No. 1, Sept - 2013, ISSN No. 2321-869X.
- ✓ Experiential Marketing: A Key to Customer Satisfaction in Organized Retail, e-journal of International Conference- BICON 2013, Sep 2013 bearing ISBN No. 978-93-83343- 02-7.
- ✓ Influence of Store Image on Customer Satisfaction & Customer Loyalty in Organized Retail, Sankalpa-Journal of Management & Research', Vol- 1, Issue 4, (Jan 2014), ISSN No. 2231-1904.
- ✓ An Empirical Study on Consumer Preference for a supermarket (with special reference to vadodara city”, Sankalpa - Journal of Management & Research (ISSN No. 2231-1904) , Volume 4 , Issue 2 , Jul –Dec 2014
- ✓ An Empirical study of consumer perception towards ethical practices of organized retail stores in Vadodara city”,Sankalpa - Journal of Management & Research ,Conference Issue – February 2015 (ISSN No. 2231-1904)
- ✓ Technological Innovations in Indian Banking Industry – Changing Banking Scenario”, Sankalpa – Journal of Management & Research , January-June 2015 , Volume 5, Issue 1 , ISSN No. 2231-1904
- ✓ A study on consumer perception of Supermarkets ethical Practices”,Sankalpa - Journal of Management &Research , Conference Issue – February 2016 (ISSN No.2231-1904)
- ✓ A comparative study of customer satisfaction in three different supermarkets in Vadodara city”, Sankalpa – Journal of Management &Research , January-June 2017 ,Volume 7, Issue 1 , ISSN No. 2231-1904
- ✓ Understanding the types of store loyalty: An empirical study with special reference to Big-Bazaar, Reliance Fresh and D-Mart”, Sankalpa – Journal of Management &Research , July-December 2015 , Volume 5, Issue 2 , ISSN No. 2231-1904

PAPER PRESENTATION

- ✓ Doctoral Conference 'Anvesh 2012' organized by Institute of Management, Nirma University, Ahmedabad on 6th-7th April, 2012. Paper title: 'Study of Customer satisfaction and loyalty in organized retail stores of Gujarat.
- ✓ International Management Symposium, BICON – 2012, organized by BIYANI Group of colleges, Jaipur on Sep, 19, 2012. Paper Title "Organized Retail Stores vs. Traditional Retail Stores". National Conference, RBCON-2013, Organized by R B Institute of Management, Ahmedabad, on 21st Sep 2013. Paper Title "Global Growth of Indian Maharatna PSUs – with special reference to ONGC, GAIL, NTPC".
- ✓ International Conference on "Business Ethics for Good Corporate Governance & Sustainability" in Jan 2015. Paper title "A Study on Consumer's Perception of Supermarket's Ethical Practices".
- ✓ International Conference on "Business Ethics for Good Corporate Governance & Sustainability" in Jan 2016. Paper title "An Empirical study of consumer perception towards ethical practices of organized retail stores in Vadodara city".
- ✓ Presented a paper in National Conference organized by Department of Social Work – M S University Vadodara on – 2nd and 3rd Feb 2018. Paper title "Employee Contribution In Generating The Customer Satisfaction In Organized Retail Set-Up: A Co-Relation Study"
- ✓ Presented a paper in National Conference organized by SMJV's C K Shah Vijapurwala Institute on the theme "Dynamics of Exchange Rate Valuation and Management" and presented a paper titled "A Study of Determinants of Indian Rupee Valuation against US Dollar" on 28th April

PHD. DETAILS

PhD. Title "A study of customer satisfaction and loyalty in organized retail stores of Gujarat" included the survey of 500 consumers staying in three cities of Gujarat, with respect to three major retail set-up namely D-Mart, Big-Bazaar and Reliance Fresh. The thesis was evaluated by the panel of experts from India and abroad as per the norms of GTU(Gujarat Technological university).

SUBJECT KNOWLEDGE

GENERAL	SPECIALIZATION SUBJECTS
✓ <i>Marketing Management</i>	✓ <i>Retail Operations(Marketing)</i>
✓ <i>Organizational Behavior</i>	✓ <i>Sales and Distribution Management(Marketing)</i>
✓ <i>Principles of Management</i>	✓ <i>Strategic Information Technology Management(IT)</i>
✓ <i>Management Information System</i>	✓ <i>International Supply chain Management(IB)</i>
✓ <i>Managerial Communication</i>	✓ <i>Integrated Marketing Communication(Marketing)</i>
✓ <i>Fundamentals of Marketing</i>	✓ <i>Advertising and Sales promotion(Marketing)</i>
✓ <i>Leadership Skills Development</i>	✓ <i>Agriculture and Food Processing Industry(Rural)</i>
✓ <i>Business Etiquette</i>	✓ <i>Consumer Behavior(Marketing)</i>
✓ <i>Logical Reasoning</i>	✓ <i>Supply Chain Management(Marketing)</i>

WORKSHOP/CONFERENCE/SEMINARS ATTENDED

- ✓ Participated in NAC-NASSCOM Assessment of Competence in Nov 2006
- ✓ Participated in HSE Quiz Organized by ONGC-Vadodara in Jan 2008
- ✓ Participated in MDP on “Managerial Attitude: A Road Map to Success”, Organized by MAISM Jaipur in Feb 2007
- ✓ Attended FDP of Marketing Specialization Subjects of Gujarat Technological University in Jan 2012
- ✓ Attended Regional Conference of HEF(Higher Education Forum) on Feb 2012
- ✓ Attended Workshop on Business Ethics and Corporate Governance in Jan 2013
- ✓ Attended 3rd International Conference on Business Ethics, Governance and Sustainable Enterprises in Feb 2013
- ✓ Attended GCSR Seminar Organized by CKSVIM, in Aug 2013
- ✓ Attended “Industry-Institute Partnership Round Table 2014”, Organized by VCCI and GTU in Dec 2014
- ✓ Attended workshop on “Skilling MBAs” in CKSVIM in Jan 2015
- ✓ Attended 2 day workshop on SPSS and SEM in Sumandeep Vidyapeeth in 2016
- ✓ Attended 1 day FDP on “Motivation” in CKSVIM in Oct 2017
- ✓ Attended 1 day FDP on “Leadership” in CKSVIM in Nov 2017
- ✓ Attended Regional Conference of HEF(Higher Education Forum) in Nov 2017

WORKSHOP/CONFERENCE CO-ORDINATED

- ✓ Two days Data Analytics Workshop on 22-23 June 2018 held in CKSVIM
- ✓ Faculty co-ordinator 7th HEF Regional Conference held on 13th March 2020