

# Curriculum Vitae

## Dr. Kshitij G. Trivedi

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### Academic Qualification

Degree	School/Institute	Board/University	Year	Percentage
Ph.D. (Management)	SVNIT Surat	Sardar Vallabhbhai National Institute of Technology, Surat	2017	Notification No. 371 Dated 29/12/2017
MBA (Marketing)	(GRIMS) Vapi, Gujarat	Veer Narmad South Gujarat University, Surat	2009	60.15%
Bachelor of Engineering (Computer)	VPIT Baramati, Pune	Savitribai Phule Pune University, formerly University of Pune	2006	65.00 %
Diploma in (Computer Technology)	KBHSST'S, Malegaon	MSBTE (Mumbai)	2003	64.26 %
XII th	Shardayatan Surat	GHSEB (Gujarat State Board)	2000	45.00 %
X th	Shardayatan Surat	GSEB (Gujarat State Board)	1998	72.00%

## Work Experience

**Institution: School of Management, P. P. Savani University**

(May, 2018 – Till Date)

**Designation:** Assistant Professor

**Subjects Taught:** *Marketing for Entrepreneurs – BBA (Semester 3)*  
*Business Statistics – I and II – BBA (Semester 2 & 3)*  
*Information Technology for managers – BBA (Semester 1)*  
*Production & Operations Management – BBA (Semester 4)*  
*Introduction to Digital Marketing – BBA (Semester 5)*  
*Supply Chain Management for Startups – BBA (Semester 5)*

**Administrative Responsibilities:**

- *National Academic Depository Coordinator, P P Savani University*
- *ERP Coordinator, P P Savani University*
- *Exam Coordinator School of Management,*
- *Member, University Research Committee (URC)*
- *Coordinator – School of Management, University International Affair*
- *ACCA Accreditation Coordinator for B.Com Course*
- *Member of Course Curriculum development Committee*
- *Member, Internal Quality Assurance Cell (IQAC)*

**Institution: National Institute of Cooperative Management**

(Aug., 2017 – April, 2018)

**Designation:** Assistant Professor

**Subjects Taught:** *New Enterprise and Innovation Management (Semester 3)*  
*Business Statistics (Semester 1)*  
*Business Analytics (Semester 2)*  
*Strategic Management (Semester 3)*  
*Advanced Marketing Management (Semester 3)*

**Institution: Indian Institute of Management, Ahmedabad (IIMA)**

(June 2012 – December 2012)

**Designation:** Academic Associate – P & QM Area

**Subject Assisted to the Faculty:** *Probability and Statistics I (PGP – 1)*  
*Probability and Statistics II (PGP – 1)*  
*Logistics Management (PGPX Students Elective)*

**Institution: Sardar Patel College of Adm & Mgt. (MBA)**

(Jan., 2011 – May 2012)

**Designation:** Assistant Professor

**Subjects Taught:** *Research Methodology*  
*Services Marketing*

***Product & Brand Management  
Production & Operations Management***

**Organization: Parle Agro Pvt. Ltd.** (April 2010 – Oct., 2010)

**Designation:** *Business Development Executive – Institutions*

**Organization: Navneet Publications India Limited.** (Oct., 2009 – March, 2010)

**Designation:** *Management trainee, Surat (South Gujarat Region)*

**Institution: Sardar Vallabhbhai NIT, Surat (SVREC)** (Jan., 2007 – Aug., 2007)

**Designation:** *Teaching Assistant (Computer Engineering Department)*

### **Ph. D Dissertation**

**Institution:**

**Sardar Vallabhbhai National Institute of Technology SVNIT, Surat, Gujarat, INDIA (Formally SVRECT)**

**Thesis Title:**

**“CONSUMER BEHAVIOR TOWARDS PURCHASE OF FRUITS & VEGETABLES WITH SPECIAL REFERENCE TO ORGANIZED AND UNORGANIZED RETAIL FORMATS IN SELECT CITIES OF GUJARAT: A COMPARATIVE STUDY”**

**PhD Supervisor :**

*Dr. Hemantkumar P Bulsara, Associate Professor and Head, Applied Mathematics & humanities Department, SVNIT, Surat*

### **Paper Published (Journal / Conference)**

#### **— JOURNAL**

- Bulsara, H., & Trivedi, K. (2016). An Exploratory study of factors related to Consumer Behaviour towards purchase of Fruits and Vegetables from different Retail Formats. *Journal Of Research In Marketing*, 6(1), 397-406
- Trivedi, K., & Bulsara, H. (2016). A STUDY OF CHOICE OF RETAIL FORMATS FOR PURCHASE OF FRUITS AND VEGETABLES BASED ON DEMOGRAPHIC VARIABLES OF GUJARAT, INDIA. *International Journal of Economic Research*, 13(3), 829-840

- Bulsara, H., & Trivedi, K. (2016). A conceptual review towards presence of different retail formats in India. *AshEse Journal of Business Management*, 2(1), 064-070

— **CONFERENCE**

- Bulsara, H. P., & Trivedi, K. G. (2012). An Exploratory Study of Consumer Behavior in Different Retail Formats in India. READINGS BOOK, Fifteenth annual international conference – GBATA, July 2nd - 6th, 2013, Helsinki, Finland, pp. 112 – 119
- Bulsara, H. P., & Trivedi, K. G. (2016). Consumer’s Purchase Inclination towards Organized and Unorganized Retailers with Explicit Focus on Purchase of Fruits & Vegetables in Gujarat, India: An Empirical Study. 2nd International Annual Meeting of Sosyoekonomi Society, October 28-29, 2016, Amsterdam, The Netherlands. pp. 57 – 62

**Technical Skills**

Programing Languages	JAVA, C++, C, Visual Basic
Databases	MS Access, SQL, MySQL, ORACLE
Operating Systems	Windows Family (XP, WIN 8, 10), Linux, Unix, UBUNTU
Tools & Packages	Microsoft Office, LaTeX
Data Mining Tools	WEKA, Excel Miner
Statistical Tools	SPSS V.22, AMOS, R, Stata

**Projects/Training**

<b>MBA (Master Thesis)</b>	
Organization	Library Study, GRIMS, Vapi
Subject	“Consumers’ Attitude towards Internet Banking and it’s awareness”
Study involved	Market study, Questionnaire (In-house), Research studies

<b>MBA Summer Internship</b>	
Organization	Kaira District Co - Operative Union Ltd. <b>AMUL</b> , India
Subject	Consumer Behavior towards new product Launch “FLAKES”
Study involved	Market survey, Questionnaire , Research Methodologies for studies

<b>B.E computer Engineering (Master Thesis)</b>	
Title	Network Sniffer with Firewall
Duration	10 months (Sept. 2005 to Jun 2006)
Language	JAVA, MYSQL

<b>Diploma in Computer Technology (Master Thesis)</b>	
Title	Financial Accounting System
Duration	8 months (Nov 2002 to Jun 2003)
Language	Visual Basics, Ms – Access

### **STTP / Workshop/ FDP / Orientation / MDP**

- Attended one day workshop on “**NPTEL Faculty Awareness**” jointly organized by **C NPTEL, IIT Madras and Gujarat Technological University, Ahmedabad** hosted at **Gandhinagar Institute of Technology on July 11, 2019**
- Participated in Faculty Development Program on “**Multiple Strategies for Creativity, Problem Solving and Innovation**” a course offered under Anil and Asha Patel Endowment Fund for a course on creativity at **Charotar University of Science & Technology, CHARUSAT, Changa** during November 25, 2018 – December 01, 2018
- Participated in **one day Seminar on “Shaping Young Minds” Programme** jointly organized by **All India Management Association (AIMA) and Bharuch District Management Association (BDMA), held at Swami Atulanandji Auditorium, J.P. Arts & Science College, Bharuch, Gujarat** on August 18, 2018
- Attended **one – week Short Term Training Programme (STTP) on “INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT”** organized by **Centre for Continuing Education (CCE) – SVNIT and Quality Circle Forum of India (QCFI), Surat – Chapter** during July 30, 2018 – August 3, 2018
- Attended **Faculty Orientation Programme** on “**Business Analytics: The Future of Competitive Business Among Influx of Information**” Organized by Gujarat Technological University on January 25, 2018 held at GTU Campus, Chandkheda, Ahmedabad
- **Faculty Development Programme** on “**TRANSCENDING NEWER HORIZONS IN MANAGEMENT TEACHING**” jointly organized by Narmada College of Management

NCM, Bharuch and Gujarat Technological University during August 28 – September 1, 2017

- Attended ***Faculty Development Programme*** on ***“Business Research and Analytics”*** conducted by MICA, Ahmedabad from June 15 – 19, 2015
- Participated in ***the Workshop*** on ***“Research Design and Data Analysis”*** organized by the Department of Business & Industrial Management, V.N.S.G.U, Surat during October 19 – 20, 2013
- ***Pedagogy Training Programme*** on ***“Developing Teachers for Effective Teaching & research”*** under Technical Education Quality Improvement Programme – II (TEQIP – II) organized by S.V. National Institute of Technology, Surat during June 3 – 7, 2013
- ***Faculty Development Programme*** on ***“Business Research”*** organized by Department of Business and Industrial management, Veer Narmad South Gujarat University, Surat, during March 3 – 4, 2013
- Participated in ***the Workshop*** on ***“Research Methodology for Business Management (Using SPSS and AMOS)”*** conducted at National Institute of Industrial Engineering (NITIE), Mumbai during February 28 – March 02, 2013

### **Reviewer / Editorial Board**

- Reviewer – Sosoekonomi, published by Sosoekonomi Society, Turkey
- Reviewer – Journal of Research in Marketing
- Reviewer – Journal of Retailing and Consumer Services – Elsevier

### **Awards / Honors**

- Served as a ***Session chair*** in the ***2nd International Annual Meeting of Sosoekonomi Society*** held in October 28 – 29, 2016 at Amsterdam, The Netherlands
- Awarded online certificate for course on ***STATISTICS 101 (ST0101EN, provided by Cognitive Class, An IBM Initiative)*** dated **December 15, 2018**
- Awarded online certificate for course on ***Big Data 101 (BD0101EN, provided by Cognitive Class, An IBM Initiative)*** dated **February 19, 2019**

## **Personal Details**

Gender	MALE
Date of Birth	22 <sup>nd</sup> October 1982
Nationality	INDIAN
Marital Status	MARRIED

I hereby declare that the information furnished above is true to the best of my knowledge and belief.

**Dr. KSHITIJ G. TRIVEDI**