

Dr. Jayshri Shivprakash Datta
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Educational Qualifications

Ph.D in Economics

Hemchandracharya North Gujarat University, Patan (India) 2018

Mphil (Master) of Philosophy –Economics (75.4%)

Hemchandracharya North Gujarat University, Patan (India) 2020

Mphil (Master) of Philosophy –Management (72%)

Vinayaka Mission University – Tamil Nadu (India) 2009

MBA (Master) of Business Administration – Marketing Management (55.60%)

Hemchandracharya North Gujarat University – Patan (India) 2001

MA (Master) of Arts – Economics (58.25%)

Hemchandracharya North Gujarat University – Patan (India) 1999

BA (Bachelor) of Arts – Economics (66.66%)

Hemchandracharya North Gujarat University – Patan (India) 1997

Personal Summary

A well-presented, highly personable and efficient Assistant Professor with an ability to work independently in a changing and multi-tasking environment with numerous and competing deadlines. Excellent communication and administrative skills and comfortable working in a fast paced, hands-on, growth orientated work environment.

Also recognized **Ph.D guide in Economics** in Sankalchand Patel University, Visnagar.

Currently looking for a higher position in administration that offers diversity and the opportunity to develop both personally and professionally.

Area of Expertise

Principles of Economics, Managerial Economics, Business Environment, Marketing Management.

Work Experience

- | | |
|---------------------|-------------------------------------------------------------------|
| 1) Institute | : V.R. Patel Commerce College, Mehsana |
| Designation | : Visiting Lecturer |
| Duration | : From 31 st July 2000 to 6 th January 2001 |
| 2) Institute | : Shri Rajju Shroff Institute of Business Management,
Vapi |

Designation : Full Time Adhoc Lecturer
Pay Scale : 8000 Fix
Duration : From 7th January 2002 to 25th July 2004

3) Institute : Shri Rajju Shroff Institute of Business Management,
Vapi

Designation : Full Time Lecturer
Pay Scale : 8000 – 275-13500
Duration : From 26th July 2004 to 28th June 2005

4) Institute : Smt. S. B. Patel Institute of Business Management,
Visnagar

Designation : Full Time Lecturer
Pay Scale : 8000 – 275-13500
Duration : From 12th July 2005 to 16th August 2007

5) Institute : BKMIBA. H.L.BBA. Navrangpura. Ahmedabad

Designation : Full Time Lecturer
Pay Scale : 8000-275-13500
Duration : From 17th August 2007 to 22nd May 2008

6) Institute : Smt. S. B. Patel Institute of Business
Management, Visnagar

Designation : Lecturer
Pay Scale : 8000-275-13500
Joining Data : 24th June 2008 to 6th October 2019

Institute : Smt. S. B. Patel Institute of Business
Management, Visnagar

Designation : Associate Professor Cum Principal (I/C)
Pay Scale : 37400-67000
Joining Data : 07th October 2019 to 31st December 2021

PRESENT EMPLOYMENT:

Institute : Smt. S. B. Patel Institute of Business
Management, Visnagar

Designation : Principal & Associate Professor
Pay Scale : 37400-67000 AGP 9000/-
Joining Data : 01st January 2022

Work Profile:

- 1) Ph.D Guide in University in the subject of Economics
- 2) Subject teacher in First, Second and Third year of BBA Course
- 3) Member Academic Council at University
- 4) Member Board of study at university
- 5) Chair Persona Time table Committee
- 6) Centre In -charge for SPU
- 7) Chair Persona Institutional and University Events
- 8) Chair Persona Admission Committee
- 9) Admission Committee
- 10) Internal Auditor in ISO
- 11) In the year 2018 done development and implementation of new course B.Sc. in FDM in the Institute.
- 12) NAAC committee member University level
- 13) NEP Committee member at University level

Award:

- 1) National Academic leadership-2020 by I2OR Academy (MHRD)

Consultancy:

Post: Project Architecture,
Company Name: Coder Edge Technologies,

Patents:

- 1) An Automated centralized oxygen ventilation control system, Indian Patent, Publication Date: 13/10/2023.
- 2) Soil mapping device for agriculture use, Publication Date: 08/01/2024

Research Guidance:

- 1) **Name of the Scholar:** Patel Nilesh L.
Title of the Thesis: Comparative Analysis of factors Influencing the usage of UPI (Unified Payments Interface) an analysis of digital banking users in Gujarat with tertiary education.
Status: Synopsis submitted
Awarded: -----
University: Sankalchand Patel University, Visnagar
Month and Year: -----
- 2) **Name of the Scholar:** Patel Jay
Title of the Thesis: A study on awareness and opinion of customers Towards banking services provided by urban scheduled co-operative banks in Gujarat.
Status: Synopsis submitted
Awarded:-----
University: Sankalchand Patel University, Visnagar
Month and Year: -----
- 3) **Name of the Scholar:** Bhuva Nilay S.
Title of the Thesis: A Study on Job Satisfaction of banking employees Private Sector bank in cities of central Gujarat
Status: work in process

Awarded:-----

University: Sankalchand Patel University, Visnagar

Month and Year: -----

Expert Lectures:

- 1) **“Personality development & Professional skills”** enhancement in **National level** one day Seminar, 13th April 2013, conducted by Gujarat Technological University, Chandkheda, Ahmedabad.
- 2) **“Population and Development”** in National Education Policy-2020(NEP-2020) On “One day workshop **National level** Webinars”, 29th January 2020 conducted by Jethiba K. Patel Arts college & B. A. Patel Commerce College, Chansma, Patan Gujarat.
- 3) **“Research, Innovation, Ranking”** in National Education Policy-2020(NEP-2020) On “9 Day Theme based **National level** Webinars”, 30th July to 10th August 2021, On Day 7, 9th August, 2021 conducted by Jethiba K. Patel Arts college & B. A. Patel Commerce College, Chansma, Patan Gujarat.
- 4) **“Industrial Marketing”** in **International** Techfest On 6th April 2023, Swami Sachidanand Polytecnic college, Sankalchande Patel University, Visnagar Gujarat.
- 5) **“Change in Management Education as per Industry 4.0”** in FDP Challenges in Management Education in the Context of Industry 4.0, **International Level** FDP Program **11th October 2023** conducted by Faculty of Management Studies Smt. S. B. Patel Institute of Business Management, Sankalchande Patel University, Visnagar Gujarat.

Research Publications& Presentations:

- 1) Published a Research Paper on the topic **“A Study on investors’ Conciseness and Investment Habits towards Mutual Funds: An Exploratory study of Mehsana District”** in **The International Journal of Research in Computer Application & Management Volume No. 2 (2012), Issue No. 6, 6th June, 2012, ISSN: 2231-1009**
- 2) Published a Research Paper on the topic **“Upcoming Socio-Cultural Trends of Customers and New Marketing Practices”** in **Journal of Research, Volume No. 3 (2012), Issue No. 1, September 2014**
- 3) Published a Research Paper on the topic **“Future and Implementation of M-Governance in Service Sector of India”** at the 3rd International conference on “Gujarat Model of Governance: Lessons & Future Scope” held **at Gujarat Technological University, Ahmedabad during March 21-22, 2015.**
- 4) Published a Research Paper on the topic **“Impact of Regional Trade Agreements in Tourism and Hospitality Industry”** at the international conference on “Ease of Doing Business: Contemporary Issues, Challenges & Future Scope” held **at Gujarat Technological University, Ahmedabad during October 9-10, 2015.**
- 5) Presented a Research Paper on the topic **“Why Should Hotels be Green”** at the National conference on “Contemporary Issues in Commerce & Management” held **at M. N. College, Visnagar in January 10, 2016.**

- 6) Published a Research Paper on the topic **“The Effects of Theories of Culture and Cultural Dimension in Ethical Decision Making of Managers within MNCs in Hospitality and Tourism Sector”** at the 5th International conference on “Impact of Business Ethics, Governance and CSR on Society”, SANKALPA: Journal of Management held **at Gujarat Technological University, Ahmedabad during February 5-6,2016.**
- 7) Published a Research Paper on the topic **“Entrepreneurship Development & Education, Significance & Policy Concerns: An Indian View point”** at the 9th ICEBE & 6th ICIE International Conference on “Fostering Global Knowledge Economy through Innovative and Creative Engineering & Management Studies” held **at Gujarat Technological University, Ahmedabad during February 24-26,2016**
- 8) Published a Research Paper on the topic **“A Study on Schemes Implemented for Women Empowerment by Government of Gujarat”**, in “Emperor International Journal of Finance and Management Research”,– **Volume 03, Issue – 12, December, 2017** bearing Impact factor 1.14,ISSN Number 2395-5929.
- 9) Published a Research Paper on the topic **“The Importance of Going Green in the Hospitality Industry”** at “The National Conference on Paradigm Shift in Commerce and Management”, in **ManaComm – Volume 03, Special Issue – 04, 8thJanuary,2017** bearing ISSN Number 2454-2733.
- 10) Published a Research Paper on the topic **“Socio- Economic Analysis of Women Employed in Co-operative Banks of North Gujarat Region”**, in International Journal **“Remarking an Analisation Journal”**, **Volume 03, Issue-06, August 2018**, bearing Impact factor 5.879 ISSN Number (E) 2455-0817.
- 11) Published a Research Paper on the topic **“Kautilya Arthshastra and Contemporary issue in India”**, in International Journal **“Remarking an Analisation International Journal(Peer Reviewed)”**,”, Volume 03, Issue-07, October 2018, bearing Impact factor5.879 ISSN Number (E) 2455-0817.
- 12) Published a Research Paper on the topic **“Application of E-Banking in the Selected Co-Operative Banks of North Gujarat”** in “Research Guru Online Journal of Multidisciplinary Subjects (Peer Reviewed)”, **Volume 12, Issue-03, December 2018, ISSN Number (E) 2349-266X.**
- 13) Published a Research Paper on the topic **“A study on students perception about effectiveness of online classes during the lock-down situation due to pandemic COVID-19”**in “Parichaya (UGC Care Journal)”, **Volume 35, Issue-1, Jan-Jan-March- 2020**, bearing Impact factor 6.5, ISSN Number 2321-936X.
- 14) Published a Research Paper on the topic **“Keynesian Theory and its application in the Current Economic World of Developing Countries”** in “Purakala (UGC Care Journal)”, **Volume 31, Issue-4, April- 2020**, bearing Impact factor 5.60, ISSN Number 0971-2143.
- 15) Published a Research Paper on the topic **“Online Classes and learning Satisfaction of the students: During Pandemic of COVID-19”** in

“International Journal of Research in Humanities and Social Sciences (IJRHS), Refereed Reviewed, Indexed & Online”, **May- 2020, ISSN Number 2347 - 5404.**

- 16) Published a Research Paper on the topic **“Consumer Satisfaction of the Factors Affecting the Purchase Decision of Honda Activa in Mehsana City of North Gujarat”** in **“Purakala (UGC Care Journal)”**, Volume 31, Issue-24, **May- 2020**, bearing Impact factor 5.60, ISSN Number 0971-2143.
- 17) Published a Research Paper on the topic **“Education System: A Badly Affected Sector Because of COVID-19. An Indepth Analysis from Student's Perspective”** in **JuniKhyat Journal (UGC Care Journal)”**, Volume 10, Issue-8, **August- 2020**, bearing Impact factor 6.625, ISSN Number 2278-4632.
- 18) Published a Research Paper on the topic **“Factor influencing the use of UPI among customer”** in **International Journal of creative research thought (Peer Reviewed)**, Volume 8, Issue-9, **September 2020**, bearing Impact factor 7.97, ISSN Number 2320-2882.
- 19) Published a Research Paper on the topic **“Climbing the Wall of Worry: A Study of Ups and Downs of Selected Mutual Funds Schemes with respect to COVID19”** in **International Journal for Research in Applied Science & Engineering Technology (Peer Reviewed)**, Volume 8, Issue-IX, **September 2020**, bearing Impact factor 7.429, ISSN Number 2321-9653.
- 20) Published a Research Paper on the topic **“UPI (unified payments interface) a boom for merchant payment”** in **International Journal of Advance in Science and Engineering (Peer Reviewed)**, Volume 9, Issue-12, **December 2020**, bearing Impact factor 6.1, ISSN Number 2319-8354.
- 21) Published a Research Paper on the topic **“A critical review on unified payments interface the game changer in digital payment space”** in **International Journal of Science and Management (Peer Reviewed)**, Volume 10, Issue-3, **March 2021**, bearing Impact factor 6.3, ISSN Number (P) 2394-1529.
- 22) Published a Research Paper on the topic **“Investor behavior towards mutual fund as an investment tool Visnagar region”** in **Research Guru (Peer Reviewed)**, Volume 15, Issue-2, **September 2021**, ISSN Number (P) 2349-266X, Pages-58-67.
- 23) Published a Research Paper on the topic **“The role of lifestyle, future need and consumer preferences in customer satisfaction on Mehsana Urban co-operative bank products and services”** in **Kalyan Bharti Journal on Indian History & Culture (UGC care Group- I)**, Volume 36, **September 2021**, bearing Impact factor 5.90, ISSN Number (P) 0976-0822.
- 24) Published & presented a Research Paper on the topic **“An analysis of**

the unified payment interface's Use in digital payment in India" at international conference on multidisciplinary research and latest innovation organized by KJEL's Trinity college of Engineering and Research, Pune & Institute for Social Reforms and higher education Charitable Trust, Uttar Pradesh, **Scopus listed, Volume 36, December 2022, Page-94-104, ISSN Number- 978-93-91535-35-3.**

- 25) Published & presented a Research Paper on the topic **"Role of Digitalisation in Commerce"** at one day national seminar on Innovation & revolution in commerce, **January-2023, Page- 114-118, ISBN Number-978-93-5638-127-8.**
- 26) Published a Research Paper on the topic **"A Study on Consumer satisfaction towards Cooperative Banks of Gujarat with Special reference to SERVQUAL Model"** in **European Chemical Bulletin Scopus listed** peer-reviewed journal, **Volume 12, Issue-4, May-2023, Page-9755-9771, ISSN Number-2063-5346.**
(doi: [10.48047/ecb/2023.12.si4.878](https://doi.org/10.48047/ecb/2023.12.si4.878)).
- 27) Published & presented a Research Paper on the topic **"A review on customer adaptation of E-Payment in Gujarat during pandemic"** at international conference on Latest trends on applied Science, Management, Humanities and Information Technology organized by IQAC Department of Science, Computer Science & Application, Commerce and Management Sai College, Bhilai, Chhattisgarh, **E-Proceeding, May-2023, Page-552-560, ISBN-978-81-957386-1-8.**
- 28) Published a Research Paper on the topic **"Factors affecting Behavioral Intentions to adopt UPI for Digital Banking Transactions"** in **"JuniKhyat Journal (UGC Care Journal)", Volume 13, Issue-11, November- 2023, bearing Impact factor 6.625, ISSN Number 2278-4632.**
- 29) Published & presented a Research Paper on the topic **"Role of Artificial Intelligence in Higher Education and Research"** at international conference on An International on LSRM (Language, Social Sciences, Regional Studies & Management Practices) Soham International Multidisciplinary peer reviewed Research Journal, **January -2024, Page-80-82, bearing Impact factor 5.810, ISSN-2350-0697.**

Paper Presentation in Conference/ Seminar/ Webinar:

- 1) Presentation on "Globalization and its impact" **National level** conference organised by MBA College Nootan sarva Vidyalaya Mandal, on 15th March 2009.
- 2) Presentation on "Upcoming Socio- cultural Trends of customers and new marketing practices" **National level** conference organised by MBA College Nootan sarva Vidyalaya Mandal, on 15th March 2009.
- 3) Presentation on "Why should Hotels be Green?" **State level** conference organised by Shri. V. R. Patel College of Commerce, Mehsana on 10th January 2016.
- 4) Presentation on "Demonetisation and its Impact in India" **National level Seminar** organised by AGU Commerce and management, 19th February 2017.
- 5) Presentation on "Genesis of UPI (Unified payments Interface): A study of its growth and development in India" **National level** conference organised by MACFAST, on 25th November 2020.

Orientation Programme:

UGC - Academic Staff College, Gujarat University, Gujarat
University Ahmedabad 30 May 2011 to 26 Jun 2011

STTP:

1. AICTE Sponsored National Level Five Days Virtual **Short Term Training Program** (STTP) on “TECHNOLOGY ENABLERS FOR SMART MANUFACTURING USING INDUSTRY 4.0” from **12th to 16th of July 2021**, organized by Department of Mechanical Engineering, Nitte Meenakshi Institute of Technology, Bangalore-64, INDIA.
2. AICTE Sponsored National Training Program on Developing Soft Skills Through Classroom Teaching through ICT held from 28th March to 1st June 2022, organised by Swami Sachchidanand Polytechnic College, Sankalchand Patel University, Visnagar (Gujarat)

FDP Conducted:

- 1) “**Challenges in Management Education in the Context of Industry 4.0**”, International Level FDP Program **9th -13th October 2023** conducted by Faculty of Management Studies Smt. S. B. Patel Institute of Business Management, Sankalchande Patel University, Visnagar Gujarat.

FDP attended:

- 1) “Comprehensive Quality Initiatives for Higher Education in Pandemic Era”, National Level FDP Program 26 the May to 30th May 2020 conducted by Uka Talsadiya University, Surat, Gujarta.
- 2) “Comprehensive e-Learning to e-Training guide for Administrative Work”, National Level FDP Program 25th May to 5th June 2020 conducted by Ramanujan College, Delhi University.
- 3) “Open-source tools for research”, National Level FDP Program 8th June to 14th June 2020 conducted by Ramanujan College, Delhi University.
- 4) “Research Methodology”, National Level FDP October 1st to 15th 2020 conducted by Ramanujan College, Delhi University
- 5) “Learning the Process of Precise and Explicit Research Paper Writing”, National Level FDP 16th October 2020 conducted by Pharmacy College, Sankalchan Patel University, Visnagar
- 6) “Case Discussion Methodology on Rural Management and Rural Entrepreneurship” National Level FDP March 23 - 27, 2021 conducted by Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Govt. of India, Hyderabad
- 7) International Faculty Development Program on Research and Teaching Methodology held from 5th July to 11th July, 2021, organised by the Department of Biotechnology and Department of Chemistry of Govt. V.Y.T. PG Autonomous College, Durg, Chhattisgarh.
- 8) National Faculty Development Program on Outcome Based Education held from 1st Feb to 9th Feb 2023, organized by PPG Institute of

Technology (Approved by ATCTE), Coimbatore.

Books Publications:

- 1) A Study planned and Unplanned behavior and Perception of customer about Big Bazar Hyper Market. ISBN- 978- 819373150-5
- 2) Literature Review on Role of Women in Economic Development. ISBN- 978-93-88109-38-3
- 3) An Evaluation of Co-operative Banking in Gujarat. ISBN-978-93-88109-47-5
- 4) Socio-Economic Condition of women in Co-operative Banks of North Gujarat. ISBN- 978-93-88109-57-4
- 5) Basics of economics – ISBN- 978-93-88109-45-1

References:

Dr. R. N. Desai

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