

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

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**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 Behavior, Branding, IMC.
<b>Experience</b>	:	22 Years
<b>Industrial Experience</b>	:	-
<b>Position</b>	:	Professor, Department of Management (SRIMCA), UTU, Bardoli.
<b>Subject Taught</b>	:	Business Research, Research Methodology, Marketing Communications, Strategic Brand Management.

**Contribution in Research and Academic Development**

Research Experience	:	22 Years
Research Paper Published	:	35
Research Activity Participated	:	54
Research Paper Presented	:	34
Conferences Attended	:	34
Seminars, FDP, Orientation / Refresher Courses Attended	:	32
Workshop Attended	:	30
Expert Talk Delivered	:	14
Total Ph.D. students Guided / Ph.D. completed	:	9 / 7