

## CURRICULUM VITAE

### **Jagdish Sambada**

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### **Education**

**Ph.D.: Title:** "A Study on Consumers' Perception Towards Consumer Privacy Issues and Modern Marketing Communication Methods and Its Effect on Consumer Behaviour" pursuing under guidance of Dr. Sanjay Bhayani.

**MBA, Marketing, Gujarat University, 2010.**

**B.E (Computer), Saurashtra University, 2007.**

### **Professional qualifications**

Qualified National Eligibility Test for Lectureship in December 2012.

### **Work experience**

Worked as Probationary Officer at Bank of Baroda for a period of 3 years and 11 months from October 2010 to August 2014.

Working as Assistant Professor at Department of Business Management, Saurashtra University since August 2014.

### **Conference presentations**

"Green Marketing and sustainability", UGC sponsored National Conference on Recent trends of Commerce", Saurashtra University,2015.

### **Publications**

Published a Research paper titled "A review of literature on Consumer Privacy concerns and behaviour" in International journal of Management Studies.Vol.5, Issue 3(9), July 2018, ISSN:2249-0302.

### **Computer skills**

Microsoft Office, Programming Languages: C,C#, Python.