



Dr. Vidhita Sinha,

Associate Professor,
School of Management.

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Phone No. 9265099187

EDUCATION:

- **Ph.D. [Management] from Sardar Patel University, Vidyanagar, Anand (Oct 2018 – Jan 2023)**
- **Attended Online FDP on Pedagogy and Research Organized by Indian Institute of Management (IIM- A) during 7th Jun 2021 to 13th July 2021**
- **Has Qualified UGC NET (National Eligibility Test for Lectureship) in June 2012 with Aggregate Score as 70.76%**
- **Was the topper in the course named “Marketing Research and Analysis” organized by IIT Roorkee from July 2017-Sept 2017 and had a Gold Medal imprinted with the score of 91%**
- **MBA(Marketing & Operations) from Ganpat University**
- **B Tech (Biotechnology) from J R N Rajasthan Vidyapeeth (With Distinction)**

BACKGROUND:

Joined GSFC University- School of Management as an Associate Professor in August 2023

BRIEF ABOUT DR. VIDHITA SINHA:

Dr. Vidhita Sinha possesses 13+ years of experience in academia and has excelled as an Assistant Professor for MBA, imparting knowledge in diverse areas including Marketing Management, Consumer Behavior, Services Marketing, Managerial Communication and more. Dr. Sinha has played a pivotal role in course design, publication activities, NAAC Criteria 5, placement coordination and has served as a Course Coordinator. She has displayed an exceptional commitment as a Trainer and Coordinator for various leadership and research programs. Her excellence is reflected in the numerous awards she received, including the "President Award for Staff Excellence in Research" and multiple Best Paper

Awards. With a Ph.D. in Management and various published research articles, she has demonstrated her prowess as a dedicated academician, trainer, and researcher.

EXPERIENCE AS A TRAINER/JURY:

- Has worked as a **Coordinator & Trainer for the “Leadership Training Program- Excitement to Synergy” Organized by Ganpat University in association with Tata Passenger Electric Mobility** from 24th Jan 2023 till date.
- Acted as a **resource person for delivering lectures on “Scale development & Validation” in 29th Online Short Term Course: Research Methodology jointly organized by Sardar Patel University and UGC-HRD** on 14th Feb 2023
- Invited as a **Jury for the "Research colloquium" by BK School of Professional and Management Studies** wherein the MBA students showcased their best research projects on May 7th, 2022

AWARDS & RECOGNITIONS:

- Has been awarded with the **“President Award for Staff Excellence in the Research Category” by Ganpat University for the Year 2022**
- Has won **Best Research Paper award** by in the 7th International Youth Symposium held on 28th January, 2022 Organized By B.K. School of Professional And Management Studies, Gujarat University, India in Jan 2022.
- Secured **Second prize** in 14 International Conference on “Emerging Management Practices on Transforming Business in ESG (Environmental, Social, Governance)” held on March 12-13, 2022 at Ganpat University Gujarat
- Has been awarded with the **“President Award for Staff Excellence in Support Services category” by Ganpat University for the Year 2019**
- Has been awarded **“Certificate of Merit”** by the President of Parul University for being first in the Academic Review conducted in the Academic Year 2017-18
- Secured **“Best Paper Award”** in the National conference held by Parul University on 15th and 16th December 2017
- Has been awarded **“Academic Excellence Award”** for being Best Faculty for Outstanding academic result in University Examination by the Parul Group
- Has Won **“Best Paper Award”** in International Conference held by Gujarat

EXTRACURRICULAR ACTIVITIES

- Has been **Awarded “Enterprising Faculty of the Month” Twice For remarkable contribution as Entrepreneurship Development cell coordinator** in August 2016 & November 2016 by Parul University
- Has been awarded **Certificate of Achievement From “National Entrepreneurship Network”** for contribution in Entrepreneurship development cell

NOTABLE PUBLICATIONS:

- Sinha, & Parmar. (2023). Development and validation of multidimensional scale on Indian Consumer’s acceptance of functional food (FFS)- The Sustainable option. *Cleaner and Responsible Consumption. (Scopus Listed)*
- Sinha, & Parmar (2022). “An Empirical Study on Role of Social Media in Influencing Psychological Factors and Purchase Intention for Natural Frozen Food Products- A Way To Healthy and Sustainable Life in Today’s Busy Life” *Journal of Social Work and Social Development, 19(Special Issue)*.
- Sinha, & Parmar. (2018). An Empirical Study on Consumer’s Preference for Convenience food in Gujarat. *IJRAR, 5(4), 237–245.*