

Name: Dr. Jignesh B Valand

Designation: Assistant Professor

Phone: 9726235257

E-mail: Jignesh.valand@hotmail.com

School: Management (SoM)



Research Interest:

- Consumer Behaviour, services marketing

Academic Background:

Degree	Subject	University	Year
PhD	Commerce	Veer Namrad South Gujarat University	2017
PGDMM	Marketing Management	Sardar Patel University	2010
M.Phil	Marketing Management	Sardar Patel University	2009
M.com	Marketing Management	Sardar Patel University	2008
B.com	Advance Account and Auditing with BRF	Sardar Patel University	2006

Professional Experience:

From	Period	Position	Organisation
19/05/2023 to 18/4/2024	1 year	Programme head, Center for Distance and Online Education	Parul University, Vadodara
16/9/2022 to 19/5/2023	08 Months	Sr.Manager, Center for Distance and Online Education	Parul University, Vadodara
16/09/2018 to 15/09/2022	4 Years	Assistant Professor	Parul University, Vadodara
16/10/2008 to 16/9/2018	10 years	Assistant Professor	Anand Institute of Business Studies, Anand

Teaching Engagements:

Title	Course Code	Class Name	School Name
Fundamentals of Marketing Management	16100102	B.Com Sem I	Faculty of Commerce
Consumer Behaviour	16100152	B.Com Sem II	Faculty of Commerce,
Marketing Research	16103302	B.Com Sem V	Faculty of Commerce
Research Methodology	16200104	M.com se m-I	Faculty of Commerce
Research Methodology	Research problem Identification	Ph.d- Course Work	Faculty of Commerce

Publications: Journals: 17 (SCOPUS = 04, UGC Care-13),

International Journals

SCOPUS: 04

1.“Investigations of institutional instigations of international public sector accounting standards (ipsas) adoption in Ghana” in Journal of Revista de Gestão Social e Ambiental, **SCOPUS Journal**, ISSN: 1981-982X, Volume 18, No-6, Pg.1-21, DOI: <https://doi.org/10.24857/rgsa.v18n6-107> ,2024.

2.International Public Sector Accounting Standards (IPSAS) Adoption and Accounting Education In Ghana, in Journal of Educational Administration: Theory and Practice, **SCOPUS Journal**, Volume 30. No-4, ISSN:2148-2403, April 25, 2024,DOI-<https://doi.org/10.53555/kuey.v30i4.2388>, 2024.

3“The Ramifications of International Public Sector Accounting Standards on Financial by Reporting in Ghana”in Journal of Educational Administration: Theory and Practice, **SCOPUS Journal**, Volume 30. No-4, ISSN:2148-2403, April -2024. DOI-<https://doi.org/10.53555/kuey.v30i4.1697> ,

4. “Facebook as tool of marketing in the era of Digital Marketing “published in international journal of psychosocial rehabilitation (**SCOPUS, Impact factor-0.08,SJR-0.125**), vol-24, issue-05, ISSN: 1475-7192, March -2020.

UGC CARE: 13

1. “Sustainable finance: the integration of environmental, social, and governance (ESG) factors for investment decision-making in Gujarat” Madhya Pradesh Journal of Social

Sciences A biannually Journal of M. P. Institute of Social Science Research, Ujjain, ISSN: 0973-855X (Vol 28 No. 2(vii), December 2023). UGC care journal.

2. "Women Participation in Leadership Roles of Private Higher Education Institutions of Ethiopia " Journal of European chemical bulletin, Date: 08-07-2023 Paper Id: ECB_2023_84, Section A-Research paper, ISSN 2063-5346. doi: 10.48047/ecb/2023.12.si7.6182023, Sr no- 11780.Vol-12, Special Issue 7. 2023
3. "Assessment of Women's Participation in Cooperative Society in Addis Ababa City Administration: The Case of Lideta Sub-City", International journal of Research and analytical reviews (IJRAR), e-ISSN2348-1269,18TH JANUARY,2022.
4. "The role of women's leadership effectiveness towards organisational performance: A case of Ethio telecom in Addis Ababa" International journal of creative Research thoughts, Referred journal, ISSN:2320-2882, Volume-9, Issue-07, July2021 {with Impact factor 7.97}.
5. "Service quality and customer satisfaction: research on mobile banking practices of Nepal", Kalyan Bharti journal on Indian history and Culture, Volume -36, ISSN No. 0976-0822,2021, UGC care journal Nilesh Bhaskarrao Bahadure, Arun Kumar Ray, and Sidheswar Routray, SVM - LWT enabled fuzzy clustering-based image analysis for brain tumor detection, International Journal of Pure and Applied Mathematics, Vol. 117, No. 19, 2017
6. "Electronic Accounting: the essentiality of rising Indian business" published in , Vol-4, Issue-2, and ISSN: 2455-3085,. (Indexed Journal, Impact Factor: 5.214), <https://doi.org/10.5281/zenodo.2561606>, February 2019, UGC care journal
7. "An Empirical Study on Customers Perception Regarding Patanjali Tooth Paste in Anand City" Research Guru, Online journal of multidisciplinary Subjects. Vol-12, Issue-1. ISSN 2349266X.(H indexed-1, citation -1), , June 2018, UGC care journal
8. "A Study on Consumer Awareness & Perception towards the Usage of Mobile Banking in Anand District" Research Guru, Online journal of multidisciplinary Subjects. Vol-12, Issue-1,. ISSN 2349266X. June 2018. UGC care journal
9. "Measuring Banks financial Service Attitude: An approach to employee / Agents' acuities in selected cities of Gujarat state." Research in Accountancy by SPB English medium College, Surat, ISBN: 97893882037408, Prism books. Jaipur.PP-98-111.15th February 2018.
10. "A study on consumers perception towards Qualities of life Insurance services in selected cities of Gujarat" International seminar on E-commerce and Digitalization: Opportunities and Challenges. First edition, February 2017, ISBN: 978-93-86258-20-5, VSRD Academic Publication.
11. "A study on Perception of Bank customers towards financial services quality in selected cities of Gujarat" International journal of Social Impact. Vol-1, Issue-3. ISSN2455-670X, July- September, 2016.(Citation score-02)
12. "Employees and Agents perception towards life insurance services rendered by the insurance companies in selected cities of Gujarat state" International journal of Social Impact. Vol-3, Issue-1. ISSN 2455-670X, January- March, 2018.
13. Published an article on the topic of "An Empirical Study on Pre & Post Purchase Consumers' Risk Perception pertaining to Water Purifier Products in Anand City & VV Nagar" in Nirnay the journal of decision science, Rajasthan University Vidyapith, Udaipur (volume- 4, number 1: January- June 2010, ISSN- 0973-8002).

BOOKS AUTHORED: 02

- 01 "Banking industry & Indian customer's perception "by Infinity Publication, , ISBN: 9 78-81-937128-3-2.May 2018.
- 02 Aspects of Insurance and Customers perceptions about Insurance in India, by Redshine Publication, ISBN: 978-93-87822-28-3. May 2018

Expert Lectures /Training/workshop/FDP Conducted : 07

- 01 Invited as Resource Person and delivered a session on the topic of " The Scope of an Entrepreneurship In India" in 5 days Workshop organised by Department of Human Resource Management, Dr.MGR Educational and Research Institute- Deemed to be University, Chennai on 22nd March,2024
- 02 Conducted one day workshop for the faculty members of KPG University, Vadodara on "Importance of Value based Education" on 10th January, 2024
- 03 One day Workshop Conducted on "Importance of value-based education for VTC & Nursing college staff", Muni Ashram, Goraj, Dist. Vadodara on 10th August, 2023.
- 04 Conducted one day faculty development Programme (FDP) for the Gujarat Technological University (GTU),Faculty members, Gandhinagar on "Teaching Without Teaching" at APC, Vallabh Vidyanagar 18th October,2021..
- 05 Took expert session on How to solve Case studies for the Student of M.com, Dhirmsinh Desai University, Nadiad, organised by Faculty of Commerce, Parul University,22nd February,2020
- 06 Invited as Expert and delivered the lecture for B.com students on Materials management at Shri V.Z.Patel Commerce college, Managed by Charotar Education society, Anand on 25th July, 2019
- 07 Expert Lecture delivered on the Subject of International Marketing St Xavier's College, Navrang pura, Ahmedabad,7th to 12th December,2018

Award and Recognition:

- 01 Felicitated by President of Parul University with the Award, 30th October,2020 for the outstanding contribution in coordinating certificate programme in International Trade and Logistics Management.
- 02 Awarded as Best teacher (R.H. Pandya Academic performance award -2019) on 25th April, 2019 by the Parul University.
- 03 Invited as judge in Ice-breaking session held at B.com orientation programme organised by Faculty of Commerce, Parul University on 25th July 2019.
- 04 Invited as Judge in Ad-mad Show competition organised by Anand institute of management, Anand on 16th September,2014.

Association with other Institution:

- 01 Life-Member of All India Commerce Association. (Membership No: G-172)
- 02 Member of Student Scholarship Selection committee of Charotar University of Science & Technology (CHARUSAT), Changa, From 2017 onwards .

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- Felicitated by President of Parul University with the Award, 30th October, 2020 for the outstanding contribution in coordinating certificate programme in International Trade and Logistics Management.
- Awarded as Best teacher (R.H. Pandya Academic performance award -2019) on 25th April, 2019 by the Parul University.