

Name: Ms. Preyal Sanghvi
Assistant Professor.

Qualification: B.E (I.T), M.B.A. (Marketing),
UGC Net Qualified,
Pursuing Ph.D in Management from Kadi Sarva
Vishwavidyalaya, Gandhinagar.

Other Qualifications:

- Cleared NCFM Depository Module and Capital Market Exam.
- Cleared IRDA Examination.
- Certification course on SPSS from Sardar Patel University secured "A" Grade.

Research Papers/ Articles Presented:

- Presented an article on "**Marketing Mix for Rural Market**" in a Conference "RBCON 2011" organized by RBIMS.
- Presented Research paper on "**The Impact of Service Quality on Customer Loyalty towards organized coffee retailer in Ahmedabad**" in an international conference by Pacific University.
- Presented Research paper on "**Consumer satisfaction towards current Service Provider and preference for mobile number portability**" in a Conference RBCON 2012" organized by RBIMS.
- Presented Research paper on "**Influence of the Facebook on college Students**" Academic performance" in a conference "RBCON 2012 Organized by RBIMS

Research Paper Published

- Published research paper on "Effect of Facebook on purchasing power of youth" in **international journal of research in computer application and Management. Volume No. 2 (2012), Issue No. 11 (November), ISSN 2231-1009**

Contact Information:

R.B.Institute Of Management studies, Opp Hiravadi BRTS bus stand,Thakkarbapanagar, Ahmedabad.
Fax No: 2274650
Pnno:22774650,3240124

Email:

preyals@rbi.edu.in

Experience:

- Total : 5 years of experience
- Worked with ICICI Prudential as Financial Services Consultant from June 2007 till October 2008.
- Worked as Lecturer at Nanaksar Institute of Management Program from January 2009 till September 2010.

Areas of Interest:

Consumer Behavior, Brand Management and Research Methodology, Management Information System.

Achievements:

- Received Best Research Paper Award in RBCON 2012 for Research paper on “Influence of the Facebook on college Students’ Academic performance”
- First position in “New Product Development” Competition held at Anand Institute of Management, Anand.
- Achieved 3rd position in “Face Painting” in Chaos organized by IIM A in 2007.
- Secured 2nd position in “21st drucker century” in an event AMAZE organized by IIPM.
- Secured 1st position in Sem 3 and Sem 4 of MBA in Marketing

Other activities:

She has been a coordinator of

- Placement activities of RBIMS
- Summer Internship Program at RBIMS
- Seminar on “Preparing for Economic Recovery” organized by RBIMS
- Guest Lectures and Workshops
- Industrial Visit

Workshops/ Seminars:

- National Seminar on “Knowledge Management” held at Anand Institute of Management” in 2007
- Workshop on Research Methods organized by IBS – Ahmedabad on 11th and 12th December 2009
- Workshop on Case Method of Teaching organized by IBS – Ahmedabad on 8th and 9th April 2009
- Faculty Development Programme organized by Gujarat Technological University on 10th June, 2011
- Attended SPSS – 18.0, a National Level two day workshop at B. K. School of Business Management, Ahmedabad, supported by UGC
- Attended an FDP on “Research Methods for PhD/ M Phil Aspirants” on 6th and 7th October 2012 conducted at R. B. Institute of Management Studies, Ahmedabad.
- Workshop on A-View organized by Gujarat Technological University