

Dr. Naresh Patel

I am a Professor of Marketing (since 2009) and Dean of the Faculty of Management and Information Sciences, Dharmsinh Desai University, Gujarat, and I have a total experience of more than two decades. I have a degree in Electronics Engineering at Bachelor's level, Postgraduate, and Doctorate in Management. I teach MBA courses on Marketing Management, Strategic Brand Management, Industrial Marketing, Services Marketing, Quality Management, Research Methodology, and Rural marketing. I am a visiting faculty and expert at many Universities and leading B-Schools of state. I am a recognized doctoral guide at Dharmsinh Desai University, and seven candidates have completed, and eight candidates are pursuing Ph.D. under me. I have received the 'Achievers' Award' for Best Faculty for the year 2013-14 and the Fulbright Scholarship for the year 2014-15. Three of my papers have won the best research paper Awards in International Conferences, one at IIM Nagpur, second at IIM Bangalore and the third at Ganpat University.

I am a member of the UGC Panel for Peer Review Team for NAAC Accreditation of colleges and Universities and participated mostly as member coordinator. To date done more than 100 assessments & Accreditations of Universities and colleges. I am also on the AICTE panel for NBA Accreditation of Engineering and Technical colleges. I have also been an advisor and consultant to several colleges/universities for developing a mechanism to avail of accreditation and other academic matters.

I have conducted several Executive Development Programmes at various forums for executives at different levels in varied sectors and backgrounds, including rural and social sectors. I have done consultancy and executive training programs for companies like Welspun, NDDDB- IndiaZen(USA), the Police department, Municipal School Teachers, and the Agriculture Department of Gujarat State. As a Part of academic consultancy did for PDPU Gandhinagar, Chandigarh University, BIT Mesra, etc.

I have published more than 70 research papers in the National and International Journal of repute. I have been called to be a Session Chair at several

International and National conferences in the state and outside the state. I am actively involved with Industry and having a wide range of industry experience. I have completed a UGC-sponsored Minor Research Project with a grant of Rs. 1.30 Lakhs and two major research projects of Rs 12 Lacs by the Government of Gujarat, through their planning department for preparing Human Development Reports of two districts.

I have taken the initiative to start Incubation Centre at my University and do two projects under it. I have always received very high feedback scores consistently from the students. The experience has always been stimulating for me as well as my students. My current research interests are in Strategic Brand Management, B-to-B Marketing and Rural and Agriculture Marketing. My recent book is on Brand Management, published by Lambert Publication, Germany. I am a member of the Editorial Board of DDU's International Research Journal and a reviewer of many international Journals.

I am involved in cooperative management institutes, agriculture Universities, NGO-operated educational Institutions, Municipal Schools, and many colleges other than management like engineering, architecture, arts, science and commerce, and health care initiatives. My areas of engagement are advisory, consultancy, report preparation, creativity, training, and faculty development. In this way, I have contributed to Institution building at the grass route level in my small way. I have also advised a group of doctors on setting up their medical aid NGO.

My experience in Industry on the shop floor, in operations, and marketing helps me greatly to give a practical approach in a theoretical/educational setting. This helps me in all my roles in any situation, most notably in classroom teaching. Continuous contact with my colleagues and practitioners whom I meet for Placements keeps my work within the context of current industry requirements.

I have often represented my University at government fora and agencies, successfully pleading the case for fee increases, ironing out of regulatory issues and similar problems.

My present responsibilities, associations and awards:

- Dean of Faculty of Management and Information Sciences.
- Head of MBA Programme and BBA – Hotel Management.
- I am teaching subjects of MBA (marketing and general management area).
- Member of Academic Council of DDU.
- ‘Achievers’ Award’ for Best Faculty for the year 2013-14
- Fulbright Scholarship for the year 2014-15.
- Appointed as Ombudsman of P P Savani University for 2024-2026
- Won the best research paper Awards in International Conferences, one at IIM Bangalore, IIM Nagpur and at Ganpat University.
- NAAC Assessor since 2010. Accredited more than 100 HEIs
- Paper setter and examiners for Public Service Commission (PSU-Rajasthan and MP)
- University Nodal Officer for UGC.
- University Nodal officer for RUSA
- AISHE –University Nodal Officer for DDU.
- AICTE in charge for MBA & MCA
- University Coordinator for the NAAC Committee of UGC.
- Head of Ph.D. Programme (Management and Applied Sciences).
- Headed the University Board of Studies for syllabus preparation and revision.
- University Representative for Gujarat Common Entrance Test (from 2006 to 2010)
- University Management Representative and Chairman for ISO 9000, 14001 & 50001

Professional Association

- Member of Indian Society of Community Education (ISCE)
- Member of IIMA Alumni Association
- DDU Employee Cooperative Society (Director).

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