

DR.JAGDISH SAMBADA

ASSISTANT PROFESSOR

DEPARTMENT OF BUSINESS MANAGEMENT

SAURASHTRA UNIVERSITY, RAJKOT

CONTACT

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☎ 8200950301

EDUCATION

PhD (Marketing)

Saurashtra University

2022

MBA (Marketing)

Gujarat University

2010

B.E (Computer)

Saurashtra University

2007

PROFESSIONAL QUALIFICATION

Qualified (NET) National Eligibility
Test for lectureship in March 2013

RESEARCH INTERESTS

- Consumer Psychology
- Consumer Privacy and Data Ethics
- Capitalism and Consumer Culture
- Ecological Economics and Sustainable Consumption

PROFILE

Marketing academic with teaching experience in Marketing Management , Management Information Systems(MIS) and allied management subjects. Possesses interdisciplinary research interests spanning consumer psychology, consumer privacy, capitalism, and ecological economics. Focused on integrating marketing theory with contemporary digital, behavioral, and socio-economic perspectives.

EXPERIENCE

Assistant Professor : 2014- present
Saurashtra University

Probationary Officer : 2010- 2014
Bank of Baroda

TECHNICAL COMPETENCIES

- Basic understanding of business databases and SQL-based reporting systems.
- Use of Python (basic analytical applications) for academic and research support.
- Familiarity with C / C# / .NET.
- Use of digital tools for teaching, research, and case analysis.

RESEARCH CONTRIBUTION

- Published 4 research papers in national and international peer-reviewed journals.
- Presented papers at national and international conferences.