**Brief Profile**

**Name: Dr. Ashwinkumar A. Santoki**

Currently working as an Assistant Professor (Marketing) at School of Commerce and Business Management, Vanita Vishram Women’s University, having an academic experience of more than 10 years. I have completed my **Doctor of Philosophy (PhD) degree** in the subject of Management from **Sardar Patel University**, Vallabh Vidyanagar – Anand on the topic of “Impulsive Buying: A Study of Teleshopping & Online Shopping Behaviour in Selected Product Categories”. I have Qualified UGC-NET in the subject of Management in the year 2012. Completed **M.B.A.** (Marketing specialization) with 66.04% in the year 2010 from **Department of Business & Industrial Management (DBIM)**, Veer Narmad South Gujarat University, Surat and **B.B.A.** (Marketing specialization) with 79.58% in the year 2007 from **Naran Lala College of Commerce & Management** - Navsari, Veer Narmad South Gujarat University, Surat. I have Received “**Best Research Paper Award”** at National Seminar on “Changing Footprints in Business” organized by Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar on 8th February 2020, I have Received “**Best Teaching Faculty Award (Teaching Excellence Award)”** for the academic year 2019-20 by P P Savani University, Kosamba, Surat on 15th February 2020. I also have Received recognition as **“Post Graduate Teacher”** in the subject of Management & Commerce from Veer Narmad South Gujarat University, Surat on 10th November 2020. I have published 13 research papers in International Journals and 6 research papers in National Journals. I have Published 8 books/book chapters with ISBN. I have presented 7 research papers in National seminar/conferences. I have attended more than 20 Workshop, Seminars, Conferences and FDPs’ Programs. I have Visited Thailand for Presenting Research Paper in MTMI International Conference on Emerging Issues in Business, Technology and Applied Sciences, Organized by Modern Technology and Management Institute (MTMI) Inc., USA, sponsored by DBMA – University of Maryaland Eastern Shore USA, Department of Management – Frostburg State University USA and College of Business – Bowie State University USA at Hotel IBIS **Bangkok** Riverside, **Thailand** on December 22-23, 2018. I have reviewed one research article on “Will I need data privacy after an ERP transformation? By Nathan Barnes, received from Academia on 4th November 2021 for publication in Academia Letters, a new open access publishing initiative by Academia.edu. I am appointed as a Research Paper Reviewer for the International Journal of Research and Analytical Reviews (IJRAR) (E-ISSN 2348-1269, P- ISSN 2349-5138), Impact Factor & License: UGC, ISSN, DOI and Creative Common Approved & 5.87 Calculated by Google Scholar. I am also appointed as a Research Paper Reviewer for the InSc – International Journal of Management & Social Studies, Journal of Institute of Scholars, an ISO 9001:2015 certified Institute by International Accurate Certification, Accredited by USAL.