Name: Dr.Jay P.Trivedi

Designation: Associate Professor – Marketing

Teaching Interests: Marketing Management, Integrated Marketing Communications, Consumer Behaviour, Digital Marketing, Sales & Distribution Management and Media Business

Research Area: Digital Marketing and Advertising

Education: PhD (Business Management), MBA (Marketing), BSc (Chemistry)

Certifications: Google Adwords certification (Search and Display), BARC India Media Workstation Certification

Work Experience: 13 + Years

Symbiosis International University (Pune)	**July 2015 – Current**	**Associate Professor- Marketing**
Alliance University, Bangalore	July 2013 – July 2015	Associate Professor – Marketing
Radio One Ltd (Ahmedabad)	Dec 2010-July 2013	Manager – Advertisement Sales
HT Media Ltd (Ahmedabad)	April 2010 – Dec 2010	Deputy Manager – Media Marketing
	April 07- March2010	Asst.Manager – Media Marketing
	Dec 2005- March 2007	Sr.Executive – Media Marketing
The Indian Express Newspapers (B) Ltd (Ahmedabad)	April 2005 – Dec 2005	Sr.Executive – Space Selling
	Nov 2003-March 2005	Executive – Space Selling
The Sandesh Ltd (Rajkot)	April 2003- Nov 2003	Executive- Business Development

Publications:

NATIONAL PUBLICATIONS

- Trivedi, J. **(2015)**. Effectiveness of In-App advertising on Attitudes and Purchase Intentions of Gen Y. *Ushus* Journal of Business Management, **14**, No.1, pp.77-92. (**ISSN: 0975-3311)**
- Trivedi, J. **(2014)**. Effectiveness of Social Media Communications on Gen Y‘s Attitude and Purchase Intentions. Journal of Management Outlook, Vol 4, No.2, pp.30-41.**(ISSN : 2231-1769)**
- Trivedi, J., Kumar, S & Kundu, S. **(2014)**. A study of mobile application preferences of youth and future scope, Researchjournali’s Journal of Marketing, Vol.2, No.3, pp.1-9**.(ISSN 2348-0947)**

INTERNATIONAL PUBLICATIONS

- Trivedi, J. (Accepted for publication). Factors Determining the Acceptance of E-Wallets. International Journal of Applied Marketing and Management. **(ISSN : 2455- 0132)**
- Trivedi, J. **(2015)**. Effectiveness of Mobile Advertising on Gen Y's Attitude and Purchase Intentions. International Journal of Marketing and Business Communication, Vol.4, Issue 2, pp.17-30.(**ISSN**: **2277–484X)**
- Trivedi, J. & Kumar, S. **(2014)**. Determinants of mobile commerce acceptance amongst Gen Y. Journal of Marketing Management, Vol 2, No. 2, pp. 145-163.(**ISSN**: **2333-6099)**
- 2 Publications submitted to ABDC listed Scopus indexed journals
- 1 Publications submitted to Scopus indexed journal

MAGAZINE ARTICLES – NATIONAL

- Trivedi, Jay (2011, June). Education – An Undermined Opportunity for Indian FM Radio Industry. Advertising Express, 11(6), 27-30. **(ISSN : 0972-5326)**
- Trivedi, Jay (2011, January). Celebrity Endorsements: An opportunity for the small to talk big. Advertising Express, 11(1), 18-20. **(ISSN : 0972-5326)**