

Faculty Profile	
Name :	Prof. Nidhi Hardik Sompura
Designation	Assistant Professor
Educational Qualifications:	
- Master's (University)	MBA(Marketing), Gujarat University
-Master's (University)	M.Sc.(Statistics), Gujarat University
-Bachelor's(University)	B.Sc.(Statistics), Gujarat University
-Any Other:	PGDCA, Xaviers Board for Computer Education, Pursuing PhD from Gujarat Technological University
Area of Specialization :	Sales & Operations Management
Area of Interest	Online retail, Sales Management, Consumer Behaviour, Operations, SAP
Current Area of Research :	Online Retail
-Email	nidhipaliwal31@gmail.com, nidhisompura@ljku.edu.in
Work Experience :	Corporate (09 years), Academics (6.5 years) Total (15.5 years)
	Subjects taught :
-Graduate level	Statistics in First and Second Year B.Com
-Post Graduate level	Product and Brand Management (Sem IV), Sales and Distribution Management (Sem III), Production & Operations Management(Sem II), Business Research Methods(Sem I)
Area of Specialization in your field	Sales and Marketing, Sales Support Functions, Consumer Behaviour, Retail Management, Vendor Management, Inventory Management and Expertise in SAP
A brief account of work done by you in the Corporate	Corporate Experience “Hindustan Coca-Cola Beverages Pvt. Ltd. as a Team Leader, 2009-2018” As CDE (Cold Drink Equipment) Team Leader, 2010-2018 ✓ Distinguished contributions in improving revenue opportunities for the organization by strengthening the distribution framework and driving retail expansion. ✓ Placed Cold Drink Equipments (Coca-Cola brand visicoolers) across the entire region of Gujarat as per the pre defined targets by setting up the required infrastructure and managing the coordination activities efficiently. ✓ Optimized resources by handling commercial functions involving vendor management, processing of Purchase requests (PRs) and Purchase Orders (POs) for the Local authorized service providers and the National Vendors. ✓ Authenticated the Vendors' payments by ensuring timely booking GRNs (Goods Received Notes) and SRNs (Service Received Notes).



	✓ Established an efficient process by recognizing the lacunas and analyzing the opportunities for checking them. Hold the credit for developing various impressive documents and ensured availability of the same. ✓ Served as a Team Leader to the Gujarat CDE Back end team and have distinguished contributions in establishing and improving the backend efficiencies by implementing best operational practices and contributing towards improvement in the processes. ✓ Prepared and updated various analytical reports to Zonal Vice President, Corporate Team, Unit Sales Team and also to the reporting Zonal CDE Manager. ✓ Responsible for the supervision of the functioning of Customer Care Call Centre for the entire Unit. ✓ Streamlined and simplified the day to day operations by ensuring effective coordination with the Legal Associate for filing the legal notices for lost and missing assets. Maintained smart coordination with the Gujarat Sales team and Gujarat CDE team as the Head of the Gujarat CDE operations. As Sales Executive (Coca-Cola), 2009-2010 ✓ Exceeded the predefined targets consistently by meeting the volume targets and driving vertical as well as horizontal expansion for strengthening the customer base. ✓ Holds the distinction for setting up an efficient distribution structure by initiating Direct Selling Distribution in Ahmedabad for Gujarat Unit by bringing an end to distributor selling. ✓ Played a key role in promoting the brand.
Summer/Winter/School/Conference/ Workshops attended:	06
Notable Achievements across Corporate tenure and additional achievements: ✓ Bagged several awards for demonstrating excellence at work and meeting the predefined targets regularly: - o Received the Best Employee- CDE Team Leader Gujarat by Coca-Cola in Sales Review Awards-2014. Was rated best in the team for 4 years continuously in a row. - o Winner of Region's (Rajasthan, M.P., Maharashtra, Pune & Gujarat) H1 CDE contest by fulfilling all the target sets, attained second position. - o Participated and won in "Hum Kisise Kum Nahi" sales contest by meeting the predefined targets. ✓ Performed outstandingly in various contests as Sales Executive for qualifying in maximum selling for particular Brand Pack selling and Promo Packs. ✓ Trained the team members in SAP. Instrumental in resolving SAP related queries across India by providing technical support and effective troubleshooting of issues. ✓ Met the desired standards and metrics by efficiently handling the assigned responsibilities and managing the entire gamut of coordination activities. ✓ Actively participated in promoting various schemes launched by company and have been actively involved in two projects "Every Dealer Survey (EDS)" & "Operation Excellence"(certified). ✓ Improved the organizational bottom lines by streamlining the operational processes, driving horizontal & vertical expansion by way of marketing support and ensuring effective coordination with the key stakeholders. ✓ Recommended improvements in the processes by way of data analysis and updated analytical reports for the purpose of review of the senior management.	

✓ Participated in UGC Sponsored National Level Seminar on “Recent Trends in Bio-Medical Statistics.”
✓ Worked on Full time project entitled Institute Management At Semaphore-Software Pvt. Ltd. (Front End as: - Visual Basic & Back End as Microsoft Access).
✓ Was the College Topper in the Second and Third year B.Sc. respectively.
✓ Have bagged awards in Garba competitions.
✓ Was Runner up in Inter Rotary District level Antakshri Competition Dec- 2018

Title: Millenials’ adoption towards buying through e-tailing in Rural Gujarat

Abstract: It is the era of e-commerce wherein there is a shift to online purchase from brick and mortar. But customers in India are reluctant to purchase online due to various factors. There is scarce research available that discusses factors, intention and adoption of customers towards online buying specifically Millennial from Rural area in Gujarat. So the research will provide the buying adoption model of millennial towards online retail in Rural Gujarat.

Faculty Development Programme attended:	National (5) International () Total (5)
Publications	
Research Papers:	National () International (3) Total (3)
Book Chapters:	2
Association with Professional Bodies	Member of Rotary Club of Ahmedabad Metro, Rotary International
Areas of Consultancy and Expertise:	Sales Management & Skill Development