



Biodata

Name : Prof. (Dr.) PATEL RAJNIKANT PUNAMBHAI

Designation : Professor in Marketing Management

Office Address : G. H. Patel Postgraduate Institute of Business Management, MBA Programme
Vallabh Vidyanagar-388 120.

Residential Address : “Gokul” 74, Shree Hari Nagar
Near MCA Dept., Vallabh Vidyanagar, Dist. Anand [Gujarat] 388120

Native Place : Chunei Ta. Nadiad, Dist Kheda

Qualification : B.B.A, M.P.A. M.Phil. Ph.D. (Business Management)
CCCP [Certificate Course in Computer Programming]

Educational qualification:

No	Name of Examination	Board/University	Month & Year	Marks Obtained	Percentage & Class
1.	S.S.C.	Gujarat Secondary Education Board	March 1974	486/800	60.75, Ist
2.	Pre.University (Science)	Sardar Patel University.	April 1975	581/950	61.15, Ist
3.	B.B.A.	Sardar Patel University	April 1978	569/900	63.22, IInd
4.	M.P.A.	South Gujarat University	May 1983	469/800	58.62, IInd
5.	M.Phil.(Mgt)	Gujarat University	18-08-1993	217/400	54.25, IInd
6.	Ph.D. (Commerce) Sub: Business Management	Bhavnagar University	October 2001	“A study in Emerging Trends In Marketing of Financial Services in India”	
7.	C.C.C.P.*	Bhavnagar University	August 1993-94	263/400	65.75, Ist

* Certificate Course in Computer Programming (One Year duration)

Experience:

	Name of the Employer	Post held	Period		Grade Rs.
			From	To	
1	Accumax Limited, Rajkot	Junior Officer (Stores)	01/08/78	26/10/80	450-600
2	M. J. College of commerce, Bhavnagar	Lecturer in Business Management	10/07/84	17/09/93	2200-4000
3	Dept. of Commerce Bhavnagar University Bhavnagar	Reader in Commerce	18/09/93	02/03/98	16400-22400

4	G.H Patel PG Institute of Business Management Sardar Patel University Vallabh Vidyanagar	Reader in Marketing Management	03/03/98	01/01/05	3700-5700
5	G.H Patel PG Institute of Business Management Sardar Patel University Vallabh Vidyanagar	Professor in Marketing Management	01/01/05	Till date	37400-6700

Administrative Responsibilities:

- 1) Worked as Director / Head of Department of Business administration from 15th June 2013 to 16th February 2016.
- 2) Working as MBA NRI Hostel Superintendent for seven years and now working as Rector for the same hostel.
- 3) Worked as Head (Incharge) of newly established N. V. Patel Postgraduate Department of Media Studies between 15-06-2005 to 14-06-2007
- 4) Worked as Junior officer during from August 1978 to October 1980 at Accumax Ltd. Rajkot

Teaching Experience:

- 1) Working as Professor in Marketing Management at G. H. Patel Postgraduate Institute of Business Management (MBA Programme) Vallabh Vidyanagar from **01-10-2005**.
- 2) Worked as Reader (Associate professor) in Marketing at G. H. Patel Postgraduate Institute of Business Management (MBA Programme) Vallabh Vidyanagar from **03-03-1998 to 01-10-2005**.
- 3) Worked as Reader in Department of Commerce, Bhavnagar University, Bhavnagar from 17-09-1993 to 02-03-1998. **(4 years & 4 months)**
- 4) Worked as Lecturer in Business Management at M. J. College of Commerce, Bhavnagar from 10-07-1984 to 17-09-1993 **(9 years)**

Other Teaching Experience:

- 1) Taught 'Principles of Management' and 'Marketing Management' Papers at PG Diploma in Business Management Programme(Bhavnagar University) from 1986 to 1998
- 2) Taught 'Consumer Behaviour' and 'Product Planning' Papers at PG Diploma in Marketing Management Course (Bhavnagar University) from 1995 to 1998.
- 3) Taught 'Organisation Behaviour' Paper at 'Master of Human Resources Development' Course from 1995 to 1998.
- 4) Taught 'Organisation Structure & Personnel Management' Paper at MCA from 1996 to 1998.
- 5) Teaching 'Marketing Management at P G Diploma in Marketing Management, Sardar Patel University, Vallabh Vidyanagar.

- 6) Teaching Fundamentals of Management at Masters of quality and productivity Management course since 2006.
- 7) Counsellor for Marketing Management at Indira Gandhi National Open University study Centre, Vallabh Vidyanagar so far Guided 12 dissertations successfully.
- 8) Counsellor for Management at Baba Saheb Ambedkar University since 1999.

Ph. D. Guidance

- **So far fourteen** students have completed Ph. D. under my supervision/guidance and **Eight** students are working at present for their Ph. D. at Sardar Patel University.

Membership in any Committee, Board of Studies and Editorial Boards etc.:

- 1) Chairman, **Board of Studies in Management, Sardar Patel University**, Vallabh Vidyanagar
- 2) Member, **Faculty of Management, Bhavnagar University**, Bhavnagar
- 3) Member, **Board of Studies in Commerce, Bhavnagar University**, Bhavnagar
- 4) Member, **Board of Studies in Commerce, Hemchandracharya North Gujarat University**, Patan during 2009-2011
- 5) Member, Editorial Board of **Journal of Management "Synergy"** (ISSN -0973-922X) published by G. H. Patel PG Institute of Business Management, Sardar Patel University, Vallabh Vidyanagar
- 6) Member, Editorial Board of **Yanbu Journal of Management and Research (YJMR)** published by Department of Industrial Management Technology, Yambu Industrial College, Saudi Arabia.
- 7) Member, Editorial Board of **"Journal of Marketing Trends"** (ISSN -0976-0881) published by **Institute of Public Enterprise (IPE) Hyderabad, A.P.**
- 8) Member, Editorial Board of **"National Journal of Research in Management"** (ISSN -2249-0906) published by **Shrimad Rrajchandra Institute of Management and Computer Application (SRIMCA) Bardoli.**

Seminar/Conference/Workshops attended and Papers Presented:

- 1) Attended **"International Seminar on Marble & Mining Industry - Problems and Prospects"** during September 25-26, 1994 organised by Sukhadia University, Udaipur (Rajasthan).
- 2) Attended 48th All India Commerce Conference held at Kakatiya University- Warangal (A.P.) during 29-31st Dec. 1994 and Presented Paper titled **"Need for Acceleration of Consumer Protection Movement in India"**.
- 3) Attended 49th All India Commerce Conference held at University of Rajasthan - Jaipur during 14-16th Oct. 1995 and presented Paper titled **"Tobacco Growing is Injurious to Farmers"**.
- 4) Attended 50th All India Commerce Conference held at Osmania University, Hyderabad (A.P.) during 27-29th Dec. 1996 and presented Paper titled **"Socio- Cultural Implications of Advertising"**.

- 5) Participated in U.G.C. sponsored "**Computer Training Programme for College Teachers**" Conducted by Department of Computer Science & Applications, University, Bhavnagar from 23/06/97 to 04/07/97.
- 6) Attended U.G.C. National Conference on Multi-Dimensional Aspects of Commerce and Management Sciences held at Jai Narain Vyas University-Jodhpur (Rajasthan) during 7-8 October, 1997 and presented paper titled "**Commerce Education beyond 2000 AD**"
- 7) Attended 51st All India Commerce Conference held at Indian Institute of Business Management, Patna (Bihar) during 27-29th Dec. 1997 and presented Paper titled "**A New Approach to Agri- Business**"
- 8) Paper titled "**Corporate Governance in India**" was accepted for presentation at **All India Commerce Conference** held at Durbhanga (Bihar) during 14-16 October 1998. But could not present it in person.
- 9) Attended in the "**Workshop on Case Method for Management Teachers**" at the Indian Institute of Management, Ahmedabad during February 04 to 06, 1999.
- 10) Attended UGC sponsored National Seminar on the theme "**Internet for Higher Education**" organised by Department of Computer Science, Sardar Patel University, during 13-14 March 1999.
- 11) Attended 53rd All India Commerce Conference held at Dr. Baba Saheb Ambedkar Marathawada University, Aurangabad (Maharashtra) during 29-31st October 1999 and presented paper titled "**Business Ethics in India- Marketing Ethics.**"
- 12) Attended National Seminar on "**Commerce Education in New Millennium**" jointly organised by University & H. S. Boards Liaison Committee of The Institute of Chartered Accountants of India, Department of Commerce- Bhavnagar University and Bhavnagar Management Association, Bhavnagar during 22nd & 23rd January, 2000.
- 13) Attended One day seminar "**E-Commerce . Manager @ Tomorrow**" organised by SEMCOM on March 2, 2000
- 14) Attended Two-day "Seminar on **Commerce Education in the New Millennium**" jointly organized by the M.S. University of Baroda and The Institute of Chartered Accountants of India during 30th September and 1st October, 2000.
- 15) Attended One-day Conference on "**A Decade of Reforms: Unfinished Agenda**" organized by **Indian Institute of Public Administration**, Vallabh Vidyanagar Branch on 23 September 2002.
- 16) Two day National seminar on **WTO, GATS and Higher Education in India**, sponsored by UGC, New Delhi, organized by MBA dept, VVNagar on 25 and 26 August 2003.
- 17) Attended 56th All India Commerce Conference held at North Maharashtra University, Jalgaon (Maharashtra) during 25-27th December 2003 and presented paper titled "**Online Education and Training: The Challenges and Perspective.**"
- 18) Attended 57th All India Commerce Conference held at **Devi Ahalya Vishwavidyalaya, Indore** (Madhya Pradesh) during 26-28 December 2004 and presented paper titled "**Indian economy beyond 2005: Service out sourcing Scenario**"

- 19) Attended a 15-days **“Capacity Building Programme on Multimedia and E-Content Development”** during 16-27 November 2004 at Consortium for Educational Communication, UGC- New Delhi
- 20) Attended UGC and ICSSR sponsored Two-day International Seminar on Indian Diaspora organised by Department of Sociology, Patel University, Vallabh Vidyanagar on 4-5 January 2005 and presented paper titled **“Indian Diaspora: A Marketing Perspective”**
- 21) Attended one-day workshop on **“Space and GIS Technology Applications”** organized by Indian society of Geomatics- Ahmedabad Chapter, in association with Department of Physics, Sardar Patel University, Vallabh Vidyanagar, Anand on February 26, 2005.
- 22) Participated in Third Training Workshop for Lecturers/ assistant professors of Universities/colleges on **“Consumer Protection and Welfare”** organized by Indian Institute of Public Administration (IIPA) New Delhi during 3-7 October 2005.
- 23) Attended 58th All India Commerce Conference held at Mahatma Gandhi Kashi Vidyapeeth, Varanasi, (Uttar Pradesh) during 27-29 December 2005 and presented paper titled **“VAT: A Businessmen’s perception”**
- 24) Attended International Conference in Marketing Research and presented a paper titled **“A study on Pre-consumption and Post-consumption Cognitive Dissonance in High-end Electronic Products’ Consumption”** at Indian Institute of Management, Ahmedabad (IIMA) during 3-4-5 January 2007
- 25) Attended Two-day workshop on **“Research Methodology”** organized by Our Department in collaboration with Association of Indian management Schools (AIMS) at Vallabh Vidyanagar during 11-12 January 2008 and also worked as Resource Person for one session.
- 26) Attended International Conference on Services Management and presented paper titled **“A Study on Adoption and Utilization of Technologies in Enhancing the Retail Service Quality”** organized by T. A. Pai Management Institute, Manipal- Karnataka during 15-16 February 2008.
- 27) Attended National Seminar on **“Understanding the Indian Consumer”** February 21-22, 2009 at G H Patel Institute of Business Management, and also worked as chairperson for one of the sessions.
- 28) Attended UGC sponsored National Seminar, as Session Chairman Organized on 19-09-2011 by C.N. Patel Arts & B. D. Commerce College, Kadi (North Gujarat)
- 29) A paper **“Petro-retailing on Shoulders of Celebrities: A study on Effectiveness of Celebrity endorsements in promoting petroleum Products in India”** was presented by co authors Mr. Bhavesh Parmar and Mr. Kaushal Kishore at International conference on Energy and Infrastructure organized by Pandit Dindayal Petroleum University, Gandhinagar, Gujarat during January 3-4, 2012.

Seminar/Conference/Workshops Organized:

1. Organized National Seminar on “Consumer Movement in India: Strategies for Peoples’ Involvement” October 20-21, 2004 at G H Patel Institute of Business Management under SAP of UGC. Worked as **Joint coordinator**
2. Organised UGC_ SAP sponsored National Seminar on “**Consumer Protection in Services Sector**” during 10-11 February 2006 as **Seminar Director**
3. Organised UGC_ SAP sponsored National Seminar on “**Consumer Research in India**” during 19-20 January 2007 as **Seminar Director**
4. Organised UGC (under SAP-I) sponsored National Seminar on “Right to Information and Consumer Protection in India” during December 7-8, 2007 as **Seminar Director**
5. Organized a Two-day Faculty Development Programme on “Research and Data Analysis using SPSS” during 15-16 July, 2010. As **Chief coordinator**.
6. Organised UGC (under SAP-II) sponsored National Seminar on “Understanding the Indian Rural Consumer” during February 17-18, 2012 as **Seminar Coordinator**
7. Worked as **coordinator** for UGC’s Refresher Course in Commerce and Management, organized by Sardar Patel University Staff College during 23-05-2011 to 04-06-2011

Research Project undertaken.

1. A research project entitled “**Market Potential Survey for a full-fledged Diagnostic Centre at Bhavnagar**” was undertaken under auspices of ‘**University & Industry Cell**’ of Bhavnagar University.
2. Finished Major Research Project (UGC sanctioned) titled “**Processed Foods: A Study on Consumers preferences and Practice in Gujarat**” jointly with Prof. J. S. Panwar as Co-investigator.
3. Worked as **Dy. Coordinator** for UGC’s Special assistance programme (SAP-I) with major thrust area on **Consumer Education and Protection** during 2005-2009 .
4. Worked as **Coordinator** for UGC’s Special assistance programme (SAP-II) with major thrust area on **Consumer Research in Rural Areas** from 2012 to 2016.

Lectures / Talks delivered to other Institutes/ Universities/Departments.

1. Delivered four lectures on topics like **consumer behaviour, marketing performance and control, Marketing research** at management development programme for non marketing executives of **Gujarat Co-Op Milk Marketing Federation Ltd. Anand** during 1-4 September 1998. I was also a **coordinator** for the same programme.
2. Delivered a lecture on “**Event Marketing**” at “Event Marketing Workshop” organised by Sardar Gunj Mercantile Co-op Bank Ltd; English Medium College Of Commerce And Management, Vallabh Vidhyanagar on December 7, 1998.

3. Delivered a lecture on **“Brand Positioning”** as resource person at UGC Refresher Course organised by P. G. Department of Business Studies, Sardar Patel University during 1- 20 March 1999.
4. Delivered a talk on **“How to Assess Market Potential For A Pathological Laboratory”** at the “Workshop on Business of Bio-technology- Developing Entrepreneurship” organised jointly by Bio-science department- Sardar Patel University and Biotech Interest Group- Vadodara, during 21-30 October 1999.
5. Invited as Visiting Fellow under UGC Scheme by **P.G Department of Commerce, Bhavnagar University**, Bhavnagar to deliver a few lectures on topics like **Product Planning, Market Promotion, Consumer Behaviour, Product Life Cycle Strategies, Consumer Movement** etc. during December 27, 1999 to January 01, 2000.
6. Delivered a talk on **“Identification of Market Opportunities Through Research And Survey”** at “Three-day programme on Marketing cum Financial Management Programme” for existing small Scale Entrepreneurs of Vitthal Udyognagar.organised by The Centre For Entereprenership Development, Gandhinagar in March 2000.
7. Delivered lecturers on **“Significance of Service Marketing in Education” and “Problems and prospectus of Marketing through Internet”** as resource person at **Refresher Course** in the Commerce and Management organized by Commerce College, Bharuch, on April 7, 2001.
8. Delivered a lecturer on **“Marketing Management”** as resource person at **Orientation Course** organized by M.B.Patel College of Education, Sardar Patel University, Vallabh Vidyanagar during 14-05-2001 to 10-06-01. Delivered two lectures one on **“Rural Marketing”** and another on **“Internet Marketing”** as resource person at Refresher Course organized by P.G. Department of Business Studies, Sardar Patel University during 20 February, 2002 to 12 March 2002.
9. Invited as resource person by **Indian Junior Chamber Baroda**, at their Business Seminar **“Home to Horizon (A business Seminar for Ladies entrepreneurs)”** and engaged sessions on (I) **“Assessing Market potential”** and (II) **“New Product Development”** on September 08, 2002.
10. **“Emerging trends in Management”** lecture organized by ICFAI University, Vallabh Vidyanagar Chapter on 19th September 2004.
11. Delivered a talk on **“Management Effectiveness”** at ‘Training Programme on Management Effectiveness’ organised by Water and Land Management Institute (**WALMI**) Anand on November 03, 2004.
12. Delivered a talk on **“Leadership Qualities”** at ‘Training Programme on ‘ Self Managing Leadership’ for middle level officers of Water resource Department (course no.14 of ATP 08-09) organized by Water and Land Management Institute (**WALMI**) Anand on August 12, 2008
13. Delivered a talk on **“Emerging trends in Marketing”** at **Shrimad Rajchandra institute of Management & Computer Application, Bardoli** on March 06,2009
14. Delivered a talk on **“Innovation in Branding”** at **Gandinagar Institute of Technology & Management, Moti Bhoyan, Gandhinagar** on 30 January 2010

15. Worked as resource person for a Three-Day programme named **“Marketing for Finance Executives”** of **“Gujarat Co-Op Milk Marketing Federation”** Anand during February, 2 to 4, 2010.
16. Delivered a talk o **“Learning Organizations”** for **Executive Development Programme** at **Power Build**, Vitthal Udyagnagar, Anand on 23 April 2010.
17. Worked as resource person for a Three-Day programme named **“Marketing for Finance Executives of Gujarat Co-op Milk Marketing Federation”** Anand, Gujarat during April 26 to 28, 2010.

Books Published:

1. Book titled **“Sales Promotion and Brand Loyalty- An Indian Perspective”** (ISBN 978-3-639-29477-4) published by VDM Verlag Dr.miller GmbH& Co. Saarbrucken, Germany. 2010 coauthored with Dr. Jayashree Dubey.
2. A Book entitled **“Marketing of Business School”** published by LAP Lambert Academic Publishing, Germany. August 22, 2012 coauthored with Dr. Rajesh Modi.
3. A Book entitled **“Brand Management In Retail Banking: With Strategic Focus on Corporate Branding of Banks in Indian Context”** published by LAP Lambert Academic Publishing, Germany. October, 2012 coauthored with Dr. Ritesh Patel.

Research Papers Published:

1. A paper titled **“Consumer Movement in India”** published in **‘Bikaner Journal of Management’** JAN-JUNE 1998 VOL. 2 NO. 1
2. A paper titled **“The Case Method Revisited”** published in **‘Prabandh’** a Journal of Faculty of Management Studies, M. L Sukhadia University, Udaipur.– June, 99.
3. A paper titled **“Ethics in Marketing”** published in **‘Synergy’** a Journal of Management published by Sardar Patel University, Vallabh Vidyanagar Vol –3 Nos.1&2 November 1998- December 2000.
4. A paper titled **“Advertising Ethics and Ad regulations in India”** published in Souvenir – Volume- II, at the eve of National Seminar on Ethics and Management: **“Emerging Issues in New Millennium”** January 11-12-2002, by **North Gujarat University**, Patan
5. A paper titled **“Cricketers As Brand Ambassadors”** published in **“Indian Management”** November 2003 (A Journal of All India Management Association) Vol. 42, Issue 11 pp-66 to 70 jointly with Jayshree Dubey.
6. A paper titled **“Corporate Governance & Marketing Management”** published in **‘Synergy’** a Journal of Management published by Sardar Patel University, Vallabh

Vidyanagar Vol –4-5 Nos.1&2 January 2001- December 2003 co authored with Raju M. Rathod.

7. A paper titled **“Cricket Stars Vs Film Stars”** published in **“Indian Management”** February 2004 (A Journal of All India Management Association) pp-62 to 66 jointly with Jayshree Dubey.
8. A paper titled **“Power of Power Saving”** published in **Indian Journal of Marketing”** July 2004– Volume- XXXIV, Number 7. co-authored with Raju M. Rathod.
9. A paper titled **“Ads that Works with youth”** published in **“Indian Management”** October 2004 (A Journal of All India Management Association) pp-68 to 74 jointly with Jayshree Dubey.
10. A paper titled **“Small Wonders of the Indian Market”** published in **“Journal of Consumer Behaviour** (An International Research Review Henry Stewart Publications, Museum House, 25 Museum Street, London WC1A 1JT, UK ” -December 2004 Volume 4 Issue 2 ISSN 1472-0817 pp-145 -151 jointly with Jayshree Dubey.
11. A paper titled **“Changing Consumers’ Mindset in Petrol Retail Management”** has been published in **“Business Perspective”** – A Journal of Birla Institute of Management Technology ISSN 0972-7612 Volume 8, Number 1, January- June 2006, pp- 91- 100.
12. A paper titled **“Right to information and Consumer Protection”** has been published in Journal of Management - **“Synergy” Bi annual Journal** Volume 7 & 8, Number 1& 2, January-2005 December 2006, pp- 110- 121.
13. A paper titled **“Credit Cards: Consumer Delight or Consumer Plight?”** has been published in Journal of Management - **“Synergy” Bi annual Journal** Volume 7 & 8, Number 1& 2, January-2005 December 2006, pp- 47- 54.
14. A paper titled **“A study of Consumer Behaviour in Ice-cream Consumption, Brand Preference and Influence of Brand Attributes”** has been published in **“SCOUR”** – A Journal of Institute of Productivity and Management, -ISSN 0973-6123 Volume 01, Number 2, July- 2007, pp- 29- 34. Co-authored with Dr. Raju M. Rathod.
15. A paper titled **“An Empirical Study of Diversity of expectations among different Groups of Customers in Changing Retail Scenario”** has been published in **“Business Perspective”** – A Journal of Birla Institute of Management Technology ISSN 0972-7612 Volume 9, Number 2, July- December 2007, pp- 95- 106. co-authored with Raju M. Rathod

16. A paper titled **“An Empirical Study on self-Medication Habits of Indian Consumers”** has been published in Journal of Management - **“Synergy” Bi annual Journal** Volume 9, Number 2, July-December 2007, pp- 48-58. Co-authored with Dr. Raju M. Rathod.
17. A paper titled **“An Empirical study on Consumers’ choice Criteria to Select exclusive and Multi-Brand retail Outlet”** has been published in **“Rai Management Journal”**-A Journal of Rai Institute of Management, RNI NO. DELENG/2004/12383 Volume 05, Issue 1, March-April 2008, pp- 84-101. Co-authored with Dr. Raju M. Rathod.
18. A paper titled **“RTI as a Service Package to Create Citizen Satisfaction-A Marketing Paradigm”** has been published in Journal of Management - **“Synergy (ISSN: 0973-922x)” Bi annual Journal**, Volume 10, Number 1& 2, January-December 2008, pp- 1-17. co authored with Rachna Gandhi
19. A paper titled **“An Observation of Consumer Behaviour at Exclusive Apparel Retail Showroom”** has been published in **“GITAM Journal of Management”** Vol.6 No.4 October-December 2008, pp 192-202 co authored with Raju M Rathod
20. A paper **“Choice Criteria for selecting Retail Outlets”** has been published in Journal of Management - **“Synergy (ISSN: 0973-922x)” Bi annual Journal** Volume 11, Number 1, January-June 2009, pp- 70- 87. co authored with Raju M Rathod.
21. A paper titled **“An Empirical Study on Brand recall Associated with Celebrity Endorsers and Effectiveness of Celebrity endorsers in Advertisements”** has been published in **“SCOUR”** – A Journal of Institute of Productivity and Management, -ISSN 0973-6123 Volume 03, Number 02, July- December 2009, pp- 74- 85. Co-authored with Dr. Amit Jain
22. A paper **“An Empirical Study on Antecedents and consequences of Cognitive Dissonance while Buying Electronic products”** has been published in Journal of Management - **“Synergy (ISSN: 0973-922x)” Bi annual Journal** Volume 11, Number 2, July-December 2009, pp- 45-65. Co-authored with Amit Jain.
23. A paper **“Effectiveness of Celebrity Endorsers in Various product Categories”** published in **Journal of Marketing Trends (ISSN: 0976-0881)** Bi-annual Journal Published by Institute of Public Enterprise, **Hyderabad**; Volume 1, Number 2, December 2009, pp- 3-14. co authored with Amit Jain.
24. A paper **“Managerial Trust and Organizational Behaviour”** published in a quarterly Journal **‘Management and Labour Studies’** published by XLRI Jamshedpur, School of Business and Human Resources (Registered No. G/JSR-10/76-77, ISSN 0258-042 X) Vol. 35 No.2 May 2010. Pp 149 to 167; co authored with Hemant C. Trivedi and Sunita Guru

25. A paper **“Pester Power: genesis and Growth Drivers in India”** has been published in Journal of Management - **“Synergy (ISSN: 0973-922x)” Bi annual Journal** Volume 12, Number 1, January-June 2010, pp- 1-9. Co-authored with Rachna Gandhi.
26. A paper **“Preference of Consumers towards Hypermarkets with the Special focus on Big Bazar in Ahmedabad City”** has been published in Journal of Management - **“BVIMR Management Edge (ISSN: 0976-0431)” Volume 4, Number 2, July-December 2011, pp- 1-9.** Co-authored with Ms. Praneti Shah.
27. A paper **“SMS Marketing : The Role of Permission and Acceptance”** has been published in an **International Journal of Mobile Marketing (IJMM- An online Journal)**, Winter 2011 **Vol.6 No.2 pp 5-15**, co-authored with Prashant Amin and Bijal Zaveri Amin.
28. A paper abstract **“Demographic antecedents of online Shopping Barriers”** published in conference volume of 5th Greate Lakes NASMEI Conference 2011. Co-authored with Dr. Rajnish Krishna and Sunita Guru.
29. A paper **“Petro-retailing on Shoulders of Celebrities: A study on Effectiveness of Celebrity endorsements in promoting petroleum Products in India”** has been published in edited book **“Energy and Infrastructure (ISBN:978-93-81361-70-2) pp-477-483 by Excel India Publisher, New Delhi”** based on international conference on Energy and Infrastructure organized by Pandit Dindayal Petroleum University, Gandhinagar, Gujarat during **January 3-4, 2012.** Co authored with Bhavesh Parmar and Kaushal Kishore.
30. A paper **“Gender Differences and Children Pestering: an Empirical Study in the State of Gujarat”** has been published in Journal of Management - **“Synergy (ISSN: 0973-922x)” Bi annual Journal** Volume 13, Number 1, January-June 2011, pp- 1-9. Co-authored with Dr. Rachna Hiren Gandhi.
31. A paper **“A Study on factors affecting Customer Loyalty and Its Impact on Customer Satisfaction in retail Banking”** has been published in Journal of Management - **“Synergy (ISSN: 0973-922x)” Bi annual Journal** Volume 13, Number 1, January-June 2011, pp- 1-9. Co-authored with Dr. Ritesh Patel
32. A paper titled **“Petro-Retailing Operation in India: A Study of New Growth Strategy under the Influence of Changing Environment and Government Policies.”** Published in edited book **“Management Perspective: strategies for business Continuity, Growth and Sustenance” (ISBN: 978-93-82062-53-0) pp-234-241 by Excel India Publisher, New Delhi, September 2012** Co authored with Kaushal Kishore.
33. A paper **“Role of print media in the Use of Promotional offers”** has been published in A peer reviewed national Journal - **“Platinum (ISSN: 2231-0096)” Volume 2, Number 3, July-September 2012, pp- 43-46.** Co-authored with Mr. Mukarm Khan.

34. A paper **“Ethnicity Store Format: A revolutionary Retail Move Towards Indian Legacy”** published in - **“Pacific Business Review- International”** (ISSN: 0974-438X)- A referred Monthly Journal, Volume 5, Issue : 5, November 2012, pp- 01-12. Co-authored with Ms. Praneti Shah.
35. A paper **“Consumer’s preference Toward Fast- food retail Chain in India”** published in - **“Gitam Journal of Management”** (ISSN: 0972-740X)- Volume 12, Issue :4, October-December 2014, pp-63-77. Co-authored with Ms. Praneti Shah.
36. A paper titled **“ Fame verses no name: Gauging the impact of celebrities and non-celebrities endorsement on purchase”** Published in International Journal **“African Journal of Management – (ISSN:1993-8233)** Volume 29 (4), pp 127-133, **February 2015, Article Number 839876850928** Co-authored with Bhavesh Parmar.