

# **CURRICULUM VITAE**



***Dr. Raju M. Rathod***

Professor  
P.G. Department of Business  
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## ***A. Personal Profile***

**Birth Date:** 4<sup>th</sup> January 1978.

**Marital Status:** Married

**Hobbies:** Traveling, Reading, Social Activism

**Strengths:** Proactive, Self motivated, Goal oriented, Punctual

**Language known:** Gujarati, Hindi, and English

**Computer Knowledge:** Tally, MS-OFFICE, FOXPRO, and PROWESS, SPSS

**Total Work Experience:** 19 Years

## ***Education Qualification***

- ❖ Completed PhD. Degree under the guidance of Dr. R.P. Patel, Reader – Marketing Management, G.H. Patel Institute of Business Management (MBA Programme), Sardar Patel University. Title of my research work is “*The Role of Retail Outlets in Customer Satisfaction: A study with special reference to Exclusive and Multi-brand Retail Outlets*” in April 2007.
- ❖ Master of Business Administration (MBA (72%) (Gold Medalist), (1999-2001) (Marketing Management), from P.G. Department of Business Administration (MBA Programme), Bhavnagar University, Bhavnagar.
- ❖ Cleared National Education Test – Eligibility for Lectureship (UGC-NET), (December 2000.)
- ❖ **Attended 31<sup>st</sup> Faculty Develop Management in Management (FDPM) at Indian Institute of Management Ahmedabad, 15<sup>th</sup> June 2009 to 3<sup>rd</sup> October 2009**
- ❖ Bachelor of Business Administration (BBA), (60%)  
1996-1999 from M.T. Dhamsania College of Commerce & BBA, Rajkot, Saurashtra University
- ❖ I have passed exam of P.G Diploma in Higher Education of IGNOU in December 2005.
- ❖ Completed Certificate Course in SPSS from Postgraduate Department of Statistics, Sardar Patel University with A Grade in January-2007.
- ❖ Graduated as National Trainer of Junior Chamber International India in 2013 and Graduated as Zone Trainer of Junior Chamber International India in 2008 and
- ❖ Certified Trainer of (MEP/Q2601)- v1.0 National Skill Qualification Framework Level – 5, Management & Entrepreneurship and Professional Skills Council, National Skill Development Council, Government of India

## ***Work Experience and Other Honorary Services***

- Presently working as Professor at G.H. Patel Postgraduate Institute of Management, (MBA Programme), Sardar Patel University, Vallabh Vidyanagar since 3<sup>rd</sup> September 2014
- Presently serving as National Council Member of Indian Society for Training and Development and Member of National Level Committee of Membership Development and Chapter Relationship, responsible for Western Region
- Presently serving Immediate Past President of Lions Club of Vithal Udyognagar, District chairman of Vocational Training in District 3232F1
- Presently serving as Treasurer of Indian Institute of Public Administration – Vallabh Vidyanagar Local Branch
- Founder Chairmen of Indian Society for Training and Development Anand Chapter (2017-2021)
- I worked as a Marketing Executive for M.M. Impex Pvt. Ltd. at Ahmedabad for 6 months (from 2<sup>nd</sup> May 2002 to October 2002.)
- I worked as a part time lecturer in Geetanjali College of Commerce and Computer Science at Rajkot for 3 months, I taught Organizational Behaviour in SY. B.B.A and Growth and Structure of Industry in F.Y.B.B.A (December 2002 to 8<sup>th</sup> February 2002.)
- Worked as Assistant Professor (Sr. Scale) in P.G. Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar from 11<sup>th</sup> February 2002 to 2<sup>nd</sup> September 2011.

- From 3<sup>rd</sup> September 2011 to 2<sup>nd</sup> September 2014, worked as Associate Professor (Reader) at G.H. Patel Postgraduate Institute of Management, (MBA Programme), Sardar Patel University, Vallabh Vidyanagar
- I am also registered guide of M.Phil in the subject Marketing Management. I taught Perspective Management in M.Phil course and also guiding M.Phil – Dissertation.
- Registered Ph.D. guide at Sardar Patel University. 6 students have completed their doctorate under my supervision and other 8 doctorate students are doing their research work under my supervision.
- I taught Marketing Management-II in P.G. Diploma in Marketing Management (PGDMM), Sardar Patel University, Vallabh Vidyanagar.
- I taught International Management in P.G. Diploma in Business Management at P.G. Department of Business Studies as visiting faculty
- I taught Organizational Behaviour at P. G. Diploma in Human Resource Development (PGDHRD) evening course at Business Studies Department.
- I am also teaching Entrepreneurship Development and Consumer Education at M. Sc (Home Science) and M.Sc. Biotechnology at P.G. Department of Home Science, Sardar Patel University, Vallabh Vidyanagar as Guest Faculty. (Including Academic Year 2019-20 also)
- Also teaching as visiting faculty at Master of Quality and Productivity Management (MQPM), Department of Statistics, Sardar Patel University and at P.G. Department of Library Science and Information Management.
- Serving as guest faculty at Postgraduate Department of Library Science and Information Management, Sardar Patel University, Vallabh Vidyanagar
- I am also working as a regular counselor at IGNOU MBA and M.Com Programme at IGNOU study center Vallabh Vidyanagar. I am teaching Managing Human Resources (MS-2) MBA, and Marketing Management in M.Com at IGNOU.
- Regularly Delivering Lecture on Research and Teaching Attitude as guest faculty at UGC-NET Coaching Center for SC and ST Students, Sardar Patel University, Vallabh Vidyanagar.
- Serving as Zone Level Trainer of Junior Chamber International since 2008 and as National Trainer of Junior Chamber International India since 2013.
- Served Junior Chamber International Vallabh Vidyanagar as a Secretary (2008), Vice President Training (2009, 2011-2013), and Vice President Management (2014) and currently President.
- Serving as Superintendent of MBA NRI Hostel, Sardar Patel University since April 2013
- Also volunteer of C C Patel Community Science Center, Sardar Patel University, Vallabh Vidyanagar, Patriotic Club of India and Vivek Club of India who educate under privilege children
- Imparting Soft Skills Training as honorary service to Office Employees and Technical Staff of Krishna Medical Hospital every Friday as a part of corporate culture programme since October 2014. Till the date more than 24 sessions are taken and imparted training to more than 400 employees.

- Co-coordinator of UGC sponsored SC and ST students' NET coaching center of Sardar Patel University. (Working for last 5 years under which organizing 15 days workshop twice in a year and awareness seminars in different colleges regularly)
- Served as an Editor in Sardar Patel University's official news bulletin "Shilshrutam" for three years 2011-2014 as honorary service.
- Honorary Head, University Employment Information and Guidance Centre, Sardar Patel University, Vallabh Vidyanagar
- Serving as convener, Interdisciplinary Study Centre in Humanities and Social Science
- Serving as NAAC team working in guidance of IQAC, Sardar Patel University.
- At presently serving as Guest Faculty in M.Sc. Home Science (Food Bio-Technology) College in subject Entrepreneurship, 2019-2020.

### ***Holding important position in Academic/Professional/NGOs***

No.	Designation	Body/Institutions	From	To	Duration
1	Secretary	Sardar Patel University Teachers Association (SPUTA)	September 2010	February 2012	02
2	Treasurer	Indian Institute of Public Administration, Vallabh Vidyanagar – Branch (Also life time member of IIPA-New)	April 2013	Continue	01
3	Vice President Training	Junior Chamber International Vallabh Vidyanagar	January 2011	December 2013	03
4	Vice President Management	Junior Chamber International Vallabh Vidyanagar	January 2014	December 2014	01
5	President	Junior Chamber International Vallabh Vidyanagar	January 2015	December 2015	01
6	Member	FDP Alumni of Indian Institute of Management- Ahmedabad	3 <sup>rd</sup> October 2009	Continue	05
7	Life Time Member	All Indian Commerce Association	2003	Continue	12
8	Chairperson	Corporation Bank Chair in Management, Sardar Patel University	2016	2019	2
9	One of the Conveners	Interdisciplinary Study Center in Humanities and Social Science, Sardar Patel University	July 2016	June 2017	1
10	Life Member and Chairman	Indian Society for Training and Development - Anand	November 2017	October 2020	3

11	National Council Member and Executive member National Committee	Membership Development and Chapter Relationship Committee – Indian Society for Training and Development – New Delhi	July 2021	Continue	1
12	District Chairman	Lions Club of Vithal Udyognagar	July 2020	Continue	Continue
13	President	Lions Club of Vithal Udyognagar	Since July 2019	June 2020	1
14	System Advisor	Junior Chamber International – Vallabh Vidyanagar	January 2021	Continue	Continue

### Published Paper in Journals

Sr. No.	Title with page nos.	Journal	ISSN/ISBN no.
1	Corporate Governance and Marketing Management, Vol.4&5, no.1&2, January 2001-December 2003, pp. 82-85	Synergy, Journal of Management (GHPIBM- SPU)	0973-922x
2	Consumerism: Indian V/s Global Scenario, vol.6, no. 1 & 2, Jan.2003-Dec.2004, pp.1-13	Synergy- Spe. Issue on Consumerism (GHPIBM- SPU)	0973-922x
3	Entrepreneurship and Innovation: Critical Linkages, Vol.6, no.2. July-December 2004, pp-77-87	Business Perspective – Birla Institute of Management Technology	0972-7612
4	Marketing Strategies in the Era of E-commerce to E-collaboration Vol.28, no.3, July-Sep. 2004, 41-45	Udyog Pragati – A Journal for practicing Managers- NITE	0970-3365
5	Celebrity Endorsement V/s Cross Brand Promotion Endorsement, Oct.-Dec. 2004, pp. 44-48	8M Journals of Management	0973-9335
6	A case study on Uttarsanda Papad Industry, Vol.XX, No.2, July-Sept.04, pp.24-26.	Organizational :Management, Journal	ISSN 0975-699X
7	The Power of Power Saving: A Study on Consumers' Awareness, Measures, and Attitude towards Electricity Saving, Vol.XXXIV, No.7, July 2004	Indian Journal of Marketing	0973-8703
8	Challenges and Strengths of Supermarket, Vol. XXXIV, No.4, April 2004	Indian Journal of Marketing	0973-8703
9	Mall of New Millennium: Emerging as Godzilla of Retailing in India, Vol.III, No.2, pp.49-58.	The Kashi Journal of Commerce	0973-3310
10	Impact of Life Style Related Stressors on Young Students, September 2005, pp. 73-81	Prajna – Journal of Humanities, Social Science & Business Administration (SPU)	--

11	Distribution and Retailing trends in Rural Markets – A Study in Villages of Gujarat, Vol.XXXV, no. 9, pp. 17-20.	Indian Journal of Marketing September 2005.	0973-8703
12	New version of Education: Seed of Development, Vol.66, no. 3-4, pp.89-95	Indian Journal of Adult Education	0019-5006
13	A Study on Youngsters' Behaviour towards Video Gaming, vol.4 no.2, July-December 2006, pp.207-218.	GITAM Journal of Management	0972-740X
14	Changing Consumer's Mindset in Petrol Retail Management, Vol.8, no.1, January-June 2006, pp. 91-100	Business Perspective, Birla Institute of Management Technology,	0972-7612
15	Right to Information Act and Consumer Protection, vol. 7 & 8, no. 1 and 2, January-December 2006, pp.110-121	Synergy- Journal of Management (GHPIBM- SPU)	0973-922x
16	Innovation Centric Corporate Culture: Foundation of Business Innovation, no.11, September 2006, pp.50-59	Prajna, Journal of Humanities, Social Science and Business Administration, Sardar Patel University	--
17	A Study of Consumer Behaviour in Ice-Cream Consumption, Brand Preference and Influence of Brand Attributes, Vol.-01, no.02, July 2007, pp.- 29-34	SCOUR – Journal of Institute of Productivity & Management, India	0973-6123
18	An Empirical Study on Diversity of Expectations among different groups of Customers, vol.9, no.2, July-Dec. 2007, pp. 95-106	Business Perspective, Birla Institute of Management Technology,	0972-7612
19	An Empirical Study on Self Medication Habits of Indian Consumers, Vol.9, no.2, pp. 48-57	Synergy- Journal of Management	0973-922x
20	An Empirical Study on Customer's Choice Criteria to Select Exclusive and Multi-brand Retail Outlets, ol.5, issue no.1, March 2008, pp. 84-101	Ray Management Journal	0975-4326
21	An Observation of Consumer Behaviour at Exclusive Apparel Retail Showroom, vol.6, no.4, October-December 2008, pp-192-202	Gitam Journal of Management	0972-740X
22	Non Statutory Disclosure In India: An Analysis of Selected Companies, Vol.13, no.2, April-June 2008,	JIMs 8M- The Journal of Indian Management and Strategy,	0973-9335
23	Choice Criteria for Selecting for selecting Retail Outlets, Vol.11, issue.1, January-June 2009, 71-87	Synergy – Journal of Management	SSN:0973-922x
24	An Empirical Study on Antecedents and Consequences of Cognitive Dissonance while Buying Electronic Products, Vol. 11, issue.2, July – December 2009, 45-65.	Synergy – Journal of Management (GHPIBM- SPU)	ISSN:0973-922x
25	Marketing Strategy for Developing India as Brand, vol.1, no.1, June 2009	Journal of Marketing Trends - Institute of Public Enterprise	

26	Consumer Expectation in an Evolving Organized Retailing in India, vol.1, no.1, April 2009, page. 35-44	BVIMR's Journal of Management Research, Bharti Vidyapeeth, Pune	0976 - 4739
27	Employee Health and Safety Practices in Some Selected Chemical Companies of Gujarat State, Vol. 9, no,1, January-June 2010, pp.10-14	PMR – Pravara Management Review- A Research Journal, Pune	0975-7201
28	An Empirical Study on Pre Post Purchase Consumers' Risk Perception pertaining to Water Purifier Products, Vol.4, No.1, January-June 2010, 20-28	Nirnay – The Journal of Decision Science, Janardan Rai Nagar Rajasthan Vidyapeeth University, Udaipur	0973-8002
29	Comparative Study of Consumption Pattern of Rural and Urban Consumers of Anand District, Vol.3, no. 1, January-June 2010, 39-46	ANVESH – Journal of IES Management College and Research Center	SSSN: 0974-5467
30	Activity Based Learning : A Case Study of Woman Entrepreneurship Workshop – Femipower (pp.117-127)	Prajna - Journal of Humanities, Social Science and Business Administration, vol.13 December 2011	2250-0901
31	An empirical study on Rural Consumers' Perception towards Trade Fair as a Marketing Tool (pp. 89-96)	International Journal in Commerce, Economics and Management, August 2012, vol.2, issue no.8	ISSN 2231-4245
32	Impact of Television Advertisements on Children: An Empirical Study with Reference to Chocolate Brands (pp. 89-95)	Pacific Business Review International- A Referred Monthly International Journal of Management	ISSN: 0974-438X Vol.5, Issue
33	A Study on Awareness and Financial Problem of Small Scale Units of Vithal Udyognagar GIDC (pp. 125-132)	Prajna - Journal of Humanities, Social Science and Business Administration, vol.14, December 2012	2250-0901
34	Role of Movie Review: A study with reference to Rural and Urban Youth	GIT Journal of Engineering & Technology, Vol. 6, 2013	2249-6157 2013
35	Assessment and Comparison of Indian Public and Private Sector Banks through Customers; Experience and Customers' satisfaction survey (pp. 82-91)	Pacific Business Review – International, June 2013, Vol.5, issue – 12, 82-91	ISSN: 0974-438X
36	Empirical Study on Movie Review Ratings and Performance of Different Genre of Bollywood Movies	Synergy – Journal of Management, Vol-15,22-31, January-December 2013	ISSN:0973-922x
37	Internet Consumption Practices of young Digital Native as Online Shoppers (pp. 6-13)	SEMCOM Management and	ISSN-2321-5968)

		Technology Review, March 2014, Vol.1 and issue-2,	
38	Impact of Marketing Expenses on Financial Performance of Selected Banks in India	SEMCOM Management and Technology Review, October 2014, Vol.2 and issue-1	ISSN-2321-5968)
39	An Empirical Study on Consumption of durable and non-durable products among rural consumers	Allana Management Journal of Research, 2014	( ISSN 2231-0290)
40	Life Style of Rural Tribal Consumers of Panchmahal District of Gujarat State	BVIMSR's Journal of Management Research, 2014	(ISSN:0976-4739)
41	An Empirical Study on Role of Education in generating Innovative Entrepreneurship	Prajna - Journal of Humanities, Social Science and Business Administration, 2014	(ISSN , 2250-0901)
42	Relationship between Brand Equity Elements and Perceived Brand Parity in Deodorants with reference to Anand District	SEMCOM Management and Technology Review, 2015	ISSN-2321-5968
43	Consumers' awareness of eco- friendly products and other Environmental issues	SPUNK Multi-disciplinary Research Journal, May-June 2015	
44	Comparative Analysis of Individual Level Innovation in Public Sector and Private Sector Banks in Gujarat	Journal of Banking, Information Technology and Management, January 2016	ISSN 0972-902X
45	Consumer awareness about health foods, and impact of Promotional activities on creating awareness.	Global Journal for Research Analysis, January 2017	ISSN 2277-8160 Volume-6, issue-1
46	Consumer behavior towards ready-to-eat food products in selected cities of Gujarat	Global Journal for Research Analysis, February 2017	ISSN 2277-8160 Volume-7, issue-1
47	A Case Study on Shree Krishna Hospital	Amity Journal of Management, April 2017	Vol.V, No.1,
48	Antecedents of Post purchase cognitive dissonance	SEMCOM Management and Technology Review, March 2017-Aug 2018	ISSN-2321-5968, Vol.4, issue-2
49	A Study On Factors Affecting E-Wallet Usage	Elk Asia Pacific Journal of Marketing & Retail Management	Volume 9 Issue 4, 2018
50	Which values determine choice between online courses and traditional classroom courses? Perspective of digital natives in Gujarat	Asian journal of multidimensional research(AJMR) (Trans Asian Research	Vol 8 Issue 2, February 2019



		Journal)	
51	Adoption of e-learning as a supplement and an alternative to traditional classroom courses: a systematic review	Asian journal of multidimensional research(AJMR) (Trans Asian Research Journal)	Vol 8, Issue 3, March 2018
52	Factors Affecting Food Choice: An Empirical Study	Pramana Research Journal	Volume 9, Issue 4, April 2019
53	A study of knowledge management practices among teachers of Higher education institutions	Prajna journal of Humanities, Social sciences and business administration	Volume 20, December 2018
54	Agro-Processing Industries : A Special reference to Dal Mills of Vasad in Anand District	International Journal of Management Technology and Engineering	Vol. IX Issue –V, May 2019
55	An Empirical Study on Agripreneurship Intentions Among Agriculture Students	Management & Technology Review	Vol-7, Issue-01, October 2019
56	A Study on Consumer Online Shopping Orientation and Life Style	Synergy Journal of Management	January – June 2019, Vol.21, No.1
57	A study on impact of cause related marketing on purchase intention of college students	Mukt Shabd Journal (UGC Care Journal) ISSN NO : 2347-3150	Volume IX, Issue V, MAY/2020 Page No: 2302-2308
58	Role of Social Media Data Analytics in Tourism Marketing	Scholars Journal of Economics, Business and Management	2021 Jan 8(1): 39-43.
59	The Impact of Demographics on Sharing of Travel Related Information on Social Networking Sites	Strad Research UGC Care Group II Journal Web of Science Group	VOLUME 8, ISSUE 1, 2021, ISSN: 0039-2049 Impact Factor : 6.1
60	Impact o Covid 19 Situation on Food Consumption	Journal of Interdisciplinary Cycle Research (UGC Care Group II)	Vol. XII, Issue VII, July 2020, ISSN – 0022-1945
61	Evaluating Role Of Corporate Image And Consumers' Attitude in Assessing Impact Of Cause Related Marketing on Consumer Purchase Intention	An Shodh Sanchar Bulletin International Bilingual Peer Reviewed Refereed Research Journal	Vol. 10, Issue 40, October-December, 2020 Page Nos. 10-15
62	Role of Social Media Data Analytics in Tourism Marketing	Scholars Journal of Economics, Business and Management	2021 Jan 8(1): 39-43.
63	The Impact of Demographics on Sharing of Travel Related Information on Social Networking Sites	Strad Research	VOLUME 8, ISSUE 1, 2021

## Article/Chapters Published in Books

Sr. No.	Title with page nos.	Book	ISSN/ISBN no.
1	Financial Service Marketing Opportunities and Challenges with reference to Private Sector Banks, 2007, pp.71-80	Edited book “Marketing in Banks: Concepts and Approaches” of ICFAI University Press. by G. Gopala Krishna Murthy,	ISBN 81-314-0797-7
2	A Great Price War: A story Behind FMCG to SLCG in India, 2007,	Edited book Managing 4Ps of FMCG Marketing, by Pramod Rao and Ravikant S Waege	ISBN 81-314-11804
3	Consumerism: Global and Indian Perspective, First edition 2006, pp.39-53	Edited book of Dr. J.S. Panwar, Dr. Darshana Dave and Dr. Navin Mathur, Consumerism: Global and Indian Perspective, RBSA Publishes, Jaipur,	
4	Organizational Commitment and Job Satisfaction: An Empirical Study with Reference to Teachers of Postgraduate Departments of Sardar Patel University (pp.12-24)	Enhancing Enterprise Competitiveness through Human Capital and Operations Management (2012), , Excel India Publisher , New Delhi	978-93-81361-73-3
5	Indian Diaspora : A Marketing Perspective (pp.121-130)	Indian Diaspora in National and Regional Context, (2012), University Press, Sardar Patel Uni.	978-93-8136-06-4
6	Metrics Linking Marketing to Financial Performance: A Study of selected Banks, (pp. 369-380)	Changing Paradigms in Service Marketing Himalaya Publishing House Pvt. LTD.	978-93-5097-410-0,
7	Review of Research Studies on various aspects of IFRS in different countries (pp.156-166)	Single Accounting for The world Economy, Oxford Book (2013), Company, New Delhi	978-93-5030-152-4
8	A Study on Corporate Governance Disclosure Practices in Banking Sector (pp.98-108)	Current Issues in Corporate Governance Oxford Book, Company, New Delhi – II (2013),	978-93-5030-096-1
9	A Study on Individual and Group Level Innovation with reference to Branches of Commercial Banks	Growth, Globalization and Governance Edited book published by Emerald India ISBN 9780992680060 on basis of blind review.	ISBN 9780992680060
10	Indian Diaspora: A Strategic Management Perspective. Pp.66-71	Indian Diaspora and its Contribution : India and Abroad (2013)	978-93-81386-33-0
11	Exploring Connection between Indian Diaspora and Bollywood (pp. 10-17)	Indian Diaspora in various perspective, (2013)	978-93-81386-22-4

## Article Published in Magazine

Sr. No.	Title with page nos.	Journal	ISSN/ISBN no.
1	Ambush Marketing (Cover Story, Vol.IV, NO.8, August 2004.	Marketing Master Mind, The ICFAI University Press	ISSN 0972-5156
2	Word of mouth centric Communication for Effective Rural Marketing, December 2004, vol. IV, No.12, pp. 37-42	Marketing Master Mind, The ICFAI University Press	ISSN 0972-5156
3	Youngster V/s In-film advertisement, 2005,.pp. 47-51.	Advertising Express, ICFAI Press, May	ISSN 0972-5326
4	Nitty-Gritty of Multi-brand V/s Exclusive Retailing, December 2007, Vol-VII, no.12, pp-26-30	Marketing Master Mind, The ICFAI University Press	ISSN 0972-5166

## Full Paper in Conference Proceeding

Sr. No.	Title with page nos.	Detail of Conference Publication
1	A Study on Pre-consumption and Post Consumption Cognitive Dissonance High-end Electronic Product Consumption	Proceedings of 2 <sup>nd</sup> IIMA Conference on Research in Marketing, January 3-5, 2007
2	A Study on Innovative Practices Initiated by Entrepreneurs in Gujarat	Proceedings of Annual Global Conference on Entrepreneurship and Technology Innovation, 16-18 January 2010.
3	A Study on Life Style Orientation of Rural Consumers with reference to selected regions of Gujarat	Full paper published in proceedings of 6 <sup>th</sup> IIMA Conference on Marketing in Emerging Economies, January 2015 ( ISBN 978-81-920800-3-1, pp.485-499)

## Books Published as single author or as editor

Sr. No.	Title with page nos.	Type of Book & Authorship	Publisher ISSN/ISBN no.
1	Encouraging Stories of Successful Entrepreneurs	Book published under Golden Jubilee Celebration of S P Uni. 2005	Sardar Patel University Press 2005
2	The Role of Retail Outlets in Customer Satisfaction: A Study with special reference to Exclusive and Multi-brand Retail Outlets , P. 133	A Book published under UGC scheme of converting Ph.D. thesis into book	Sardar Patel Uni. Press ISBN 978-81-909906-0-8 2010
3	Retail at Crossroads: Strategies for Success	Reference Book based on contemporary issues of	EXCEL BOOK ISBN 978-81-

		Retailing	7446-926-7 2012
4	Contribution of Might Management Minds	Reference Book based on brief regarding contribution of various management thinkers	Pothi Prakashan, 2017 ISBN : 978-81- 928342-5-2
5	Cases in Commerce and Management (Editor)	Edited book based on Local Cases of Vallabh Vidyanagar	Redshine Publication 2021 ISBN : 978-93- 89840-97-1
6	Small Enterprise and Office Management (Editor)	Text Book of S.Y.B.Com. for External Course of Sardar Patel University	2021

### Ongoing and Completed Research Projects and Consultancies

Title	Agency	Period	Grant Amount Mobilized (Rs.)
A Study on Linkages of Entrepreneurship, Innovation and Education in Gujarat	UGC – NEW DELHI	1 <sup>st</sup> August 2006 to 31 <sup>st</sup> July 2008	89000/-
Metrics Linking Marketing to Financial Performance: Comparative Study of Public and Private Sectors Banks	Major Research Project UGC – NEW Delhi	1-2-2011 to 31 <sup>st</sup> January 2013	5,14,000
District Human Development Report – Pnachmahal District	Government of Gujarat	Commence from February 2011 (Six Months)	4,59,650
Data collection project to check the viability of Contributory Personality Development (CPD) course launched by Gujarat Technological University in MCA, BE, Degree and Diploma in B.Pharm and Engineering. Our team have collected data from 27 Educational Institutes from Anand and Kheira District during	Indian Institute of Teacher Education, Gandhinagar	1 <sup>st</sup> November 2013 to 7 <sup>th</sup> November 2012.	50,000
Knowledge, Attitude, Behaviour, Belief and Practices (KABBP) -Base line Election Survey	Election Office, Gujarat State	July-September 2012	8,20,000
End line Election Survey	Election Office, Gujarat State	February-April 2013	9,30,000
Special Assistance Programme (SAP) (Phase – II) of UGC	UGC New Delhi	2011-2016	33,00,000
NAAC Report of all Colleges of Gujarat (worked as a one of the member of team in preparing this document )	Knowledge Consortium of Gujarat (KCG)	2014	1,00,000
Served as Co-Course Director in 10 Days Course on Research Methodology for full time Ph.D. Scholar	ICSSR (Indian Council of Social Science Research)	17 March to 27 March 2021	Rs.5,50,000

## Research Guide in Management and Commerce

Sr. No.	Number enrolled	Ongoing	Synopsis submitted	Degree Awarded
<b>M.Phil.</b>	17	-		17
<b>Ph.D.</b>	20	7	1	12

### Ph.D. Students working under the Guidance of Prof. Raju M. Rathod (2010-11 to 2014-15)

	Name of the Student	Date of Registration	Title of the Dissertation	Year of Competition
1	Bhautik Patel	August 2011	Impact of Marketing Expenses on Financial Performance of selected Banks in India	Degree Awarded 2015
2	Yagna Vyas	August 2011	A Study on Individual and Group Level Innovation with reference to Selected Branches of Commercial Banks	Degree Awarded 2015
3	Bindya Lathigara	August 2011	A Study on Organizational Commitment, Role Efficacy and Job Satisfaction with special reference to Postgraduate Teachers of Selected Universities of Gujarat	Degree Awarded 2015
4	Ijan Vaidya	August 2011	A study on Lifestyle orientation of Rural Consumers with reference to selected regions of Gujarat	Degree Awarded 2015
5	Milind Parekh	June 2013	A study on Pre-consumption and Post-consumption Cognitive Dissonance in High-end Electronic Products	Completed
6	Bhavesh Solanki	February 2015	A Study on Impact of Life Style Orientation on Online Shopping continuance	Working
7	Deval Patel	February 2015	A Study On Consumers' Perception And Preference About Ready-To-Eat Food Products With Reference To Gujarat State	Completed
8	Bhavna Parmar	February 2015	Prospects and Impact of Brand Management Practices: A Study with reference to Government Flagship Programmes	Working
9	Renin Singh	February 2015	A Study on E-Learning as a Supplement and alternative for regular classroom courses: Perspective of Digital Natives pursuing higher education in Gujarat	Completed
10	Heena Patel	February 2015	Determinants of Competitiveness of Agro Processing Industries: A Study with reference to selected Units of Gujarat	Working
11	Mr. Kanet Koldpeng	February 2015	Human Resource Management: A Study Relationship Between Operative Functions HRM And Knowledge Management Practices	Completed
12	Gautam Parmar	April 2016	Food Consumption Practice and Health Oriented Life Style: Comparative Study with reference to Rural and Urban Consumers of selected Regions of Gujarat	Working

13	Pooja Patel	April 2016	A study on Impact of Spiritual Management Practices on Performance of Marketing executives.	Synopsis submitted
14	Disha Garasiya	September 2017	A Study on Impact of Social Media Marketing Practices on Consumer Buying Behavior	Synopsis submitted
15	Keval Trivedi	October 2018	A Study on Effect of Cause Related Marketing Promotion on Consumers' Choice and Corporate Image	Working
16	Suman Fulvani	March 2019	Impact of Spirituality and Religiosity on Consumer Buying Behavior with Special Reference to Selected FMCG Products they Offer	Working
17	Paresh Patel	November 2019	Role of Social Marketing in Public Health: A Study with reference to Government Initiatives in Gujarat	Working
18	Varun Dhingra	November 2019	A Study on Socially Responsible Consumption Behaviour with reference to Intention-Behaviour Gap in Pro-Environmental Consumption Behaviour in Gujarat	Working
19	Mr. Viral P. Tolia	November 2019	study on Risk Communication in Social Marketing with references to Environment Safety and Health Risks	Working
20	Sumit Dhamani	February 2021	Impact of Quality Development Efforts on Service Quality of Higher Education: A Study with reference to State and Private Universities of Gujarat	Working

### ***M. Phil Students Guided***

<b>Sr. No.</b>	<b>Name of the Scholar</b>	<b>Title of the Dissertation/Thesis</b>	<b>Month and Year</b>
1	Sunil V. Chaudhary	A comparative study on Consumption Pattern of Rural and Urban Consumers of Gujarat.	2008-2009
2	Bhavesh Patel	Employee Health and Safety Practices and its impact in selected Chemical Units.	2008-2009
3	Jignesh Valand	Pre and Post Purchase Risk Perception in Water Purifier.	2008-2009
4	Yagna Vyas	A study on Innovative Practices and its impact on financial performance of selected Private and Public Sector Banks	2008-2009
5	Ashok Gaur	A study on Stress: Sources, Impact and Stress removal strategies with special reference to Marketing Executives	2008-2009
6	Nilam K. Patel	Metrics Linking Marketing to Financial Performance: A Study of selected Banks	2010-2011
7	Bijal Parikh	Organizational Committeemen , Organization Culture and Job Satisfaction : A Study with reference to Postgraduate Teachers of Sardar Patel University	2009-2010
8	Kinjal Shah	Role Ambiguity, Role Efficacy and Job Satisfaction: A study with reference to Bal Amul	2009-2010

		Plant	
9	Kiran D. Rajput	“Organizational Commitment, Job Satisfaction, Role Ambiguity: A Comparative Study of Selected Private Insurance Companies”	2010-2011
10	Prashant D. Chauhan	“A Study on Stock Brokerage Houses: As a Career Option for Commerce Students”	2009-2010
11	Shraddha R. Patel	“A Study on Innovativeness among Management Teachers in Undergraduate Colleges Affiliated to Sardar Patel University”	2010-2011
12	Sonali H. Shah	“A Study on Problems and Prospect of Solar Industry with special reference to Vitthal Udyognagar-GIDC”	2010-2011
13	Tarun R. Vaghela	“A Study on Awareness and Financial Problems of Small Scale Units of Vitthal Udyognagar-GIDC”	2011-2012
14	Nidhi Patel	A Study on Balance Score Card Experience of Some Selected Companies.	2011-2012
15	Mukesh Tagariya	A Study on Financial Performance of Some Selected Public Sector Unit	2011-2012
16	Archana Patel	Consumer Behavior Study with Reference to Rural Selected Areas	2011-2012
17	Ritesh Chaudhari	A comparative Study on Financial Performance of SBU's of Tata Group	2011-2012

***Training Courses, Teaching-Learning Evaluation Technology Programmes, Faculty Development Programme attended***

Sr. No.	Programme	Duration	Organized by
1	29 days Orientation programme	24 May 2006 to 21 June 2006	UGC Academic Staff College, Osmania University, Hyderabad
2	Certificate Course in SPSS	60 hours (every Sunday) plus two exam	P.G. Department of Statistics
3	31 <sup>st</sup> Faculty Develop Management Programme in Management (FDPM)	15 <sup>th</sup> June 2009 to 3 <sup>rd</sup> October 2009	Indian Institute of Management, Ahmedabad
4	Refresher Course	2011	Academic Staff College, Sardar Patel University, Vallabh Vidyanagar
5	Corporate Summer Training Programme – Cliffhanger	March 2009 – July 2009 (Sunday Only)	Junior Chamber International – Anand
6	Short term course on Disaster Management	19 March 2012 to 24 March 2012	Academic Staff College, Sardar Patel University, Vallabh Vidyanagar
7	3 days teachers training workshop “Lions Quest”,	22-24 August 2019.	Enhance the skill of teachers to teach adolescence. Lions Club
8	Trainers Update	25-26 January 2020	Zone VIII, Junior Chamber International
9	Training of Trainer Program of National Skill Development Council,	2-5 February 2021, Online Course and assessment	Management & Entrepreneurship and Professional Skills Council, Government of India

**Papers presented in Conferences, Seminars, Workshops, Symposia**

Sr. No.	Title of the Paper presented	Title of the Conference/Seminar	Organized by
1	Executive Stress	National Level Conference on Emerging Trends in Commerce and Stress Management	M.M. Ghodasara Mahila Arts & Commerce College Junagadh, 21st & 22nd September 2002
2	Preventive Measures for Sustainable Development in our state as a vision 2020	Vision Gujarat 2020 Strategic 5-6 April 2003	S.K. School of Business Management, North Gujarat University, Patan
3	Impact of IT on Marketing Strategies	adapting Marketing to the e-Economy: Issues, Opportunities and Challenges	P.G. Department of Business Studies, Sardar Patel University
4	Marketing to Indian Diaspora	International Seminar on Indian Diaspora	Department of Sociology, Sardar Patel University
5	Winning Marketing Strategy for Brand India and Indian Economy Beyond 2005: Service Outsourcing Scenario	57 <sup>th</sup> All Indian Commerce Conference, 26-28 December 2004	All India Commerce Association at Indore
6	Developing Core Competencies through Value Driven Corporate Culture	Two day's conference for Doctorate Student ANVESH, 19-20 March 2005	Nirma Institute of Business Management, Ahmedabad
7	Consumerism: Global and Indian trend	Two days national seminar on "Consumer Movement in India: Strategies for peoples' <b>Consumerism: Global and Indian trend</b>	G.H. Patel P.G. Institute of Business Management, Sardar Patel University
8	Essentialities and Qualities of Rural Entrepreneurship	UGC-sponsored seminar on Rural Entrepreneurship, 17-18 March 2005	Department of Economics, Sardar Patel University
9	Managing Ethics in Business organization: Myths, Key function and Guidelines for effective ethics management	U.G.C. sponsored seminar on "Scenario of Business Ethics in India" 15 <sup>th</sup> October 2004.	Anand Commerce College
10	A Study on Perception of Common Man about the various aspects of VAT	Two days state level seminar on VAT: Opportunity or Threat, 26-27 <sup>th</sup> February 2005	Vidyanagar Education Trust
11	"Is Indian Consumers really King?"	One day seminar on the occasion of World Consumer Protection days on 15 <sup>th</sup> March 2005	Indian Institute of Public Administration
12	Mall of New Millennium: Emerging Trend in Mall Retailing in India	58 <sup>th</sup> All Indian Commerce Conference organized , 27-28 December 2005	All India Commerce Association at Mahatma Gandhi Kashi Vidyapith Varanasi
13	Food Processing Industry: A	UGC –National Seminar	P.G. Department of



	Promising Industry in Agricultural Marketing in India	on Changing Dimensions of Marketing of Farm Commodities. 20-21 October 2005.	Economics, Sardar Patel University
14	Innovation and E-Business: Need, Strategic Advantages, Measurements and Policy Instruction	E-Business Summit organized 7-8 January 2006	SEMCOM College Vallabh Vidyanagar
15	A Study on Information Act in Consumer Protection Act in Public Utility Services by Public Authority	National Level Seminar on Consumer Protection in Services Sector, 10-11 February 2006	G.H. Patel Institute of Business Management (MBA Programme) S. P. University
16	Role of Knowledge Management In Global Retail Marketing Strategy	One Day National Seminar on Knowledge Management in the Global Era	Anand Institute of Management, 19 <sup>th</sup> February 2006
17	Drivers of Distance Education	Two days national seminar organized, 1 <sup>st</sup> and 2 <sup>nd</sup> August 2005	Vidyanagar Education Trust (NGO)
18	Innovation Adaptive Corporate Culture: Genesis of Business Innovation	One days state seminar on Indian Business and Innovation, 9 <sup>th</sup> October 2005	Anand Institute of Business Studies, Anand
19	Changing Rules of Marketing Management in Financial Service Sector	State Level Seminar on Changing Rules of Marketing Management in Financial Service Sector organized	Vidyanagar Education Trust
20	A Study on pre and post consumption consumer dissonance in high end electronic products	Three days International Conference on Research in Marketing Indian	Indian Institute of Management, Ahmedabad,
21	Outsourcing as an Employment Opportunities in India: Myths and Realities	59 <sup>th</sup> All India Commerce Conference, 28-30 December 2006	Commerce and Management Department, Andhra University, Vishakhapatnam,
22	An Empirical Study Self-medication habit of Consumers of Vallabh Vidyanagar	Two days National Seminar on Consumer Research In India, 19-20 January 2007	G.H Patel Institute of Business Management
23	A Qualitative study on “Operational Problems of Right to Information Act” – A Public Authority Perspective	Two Days UGC sponsored seminar on ‘Right to Information and Consumer Protection	Organized by G H Patel Institute of Business Management, MBA Department, Sardar Patel University, 7-8 <sup>th</sup> December 2007
24	Non Statutory Disclosure in India- An analysis of Selected Companies	UGC Sponsored Two days National Seminar on Corporate Disclosure in India,	P.G. Department of Business Studies, Sardar Patel, January 28-29, 2008
25	Choice Criteria for Selecting Retail outlets	UGC sponsored Seminar on Understanding Indian Consumer	G.H. Patel Institute of Business Management, Vallabh Vidyanagar, 21-22 February 2009.

26	Review of Research Studies on Various Aspects of IFRS in Different Countries	UGC sponsored Two Days National Seminar on International Financial Reporting Standards (IFRS) – One Single Accounting for the World	P.G. Department of Business Studies, 10-11 February 2009.
27	A Study on Innovative Practices Initiated by Entrepreneurs in Gujarat	Annual Global Conference on Entrepreneurship and Technology Innovation, 16-18 January 2010.	Indian Institute of Technology-Kanpur, National Entrepreneurship Network , RPI-USA,
28	Corporate Governance Disclosure Practices in Indian Banks	One Day National Level Conference on Current Issues in Corporate Governance	P.G. Department on Business Studies, 29 <sup>th</sup> January 2010
29	Innovative Practices, Ideas and Barrier to Innovation: A Study of Small Scale Business	One day National Level Seminar on Managing SSI in Liberalized Business Environment	G.H. Patel Institute of Business Management 8 <sup>th</sup> March 2010
30	Organizational Commitment and Job Satisfaction: An Empirical Study with Reference to Teachers of Postgraduate Departments of Sardar Patel University	15 <sup>th</sup> International Conference on Global Recession to Global Recovery: Opportunities, Challenges and Strategies for Sustainable Growth	Institute of Management, Nirma University, Ahmedabad, 5-7 January 2012
31	Role of India Diaspora in the Economic Development of country	International Seminar on Gujarati Diaspora – Impact of Diaspora	Postgraduate Department of Sociology
32	Marketing Metrics: A New Perspective to Evaluate Marketing Management Performance	National Conference on Recent Trends in Business, Management & IT. 1 <sup>st</sup> December 2011	Smt. S.I. Patel Ipcowala College of Commerce (All Indian Commerce Association – Gujarat Branch
33	A Study on Innovativeness among Management Teachers in Undergraduate Colleges affiliated to Sardar Patel University	One day National level conference on Innovative strategies in Management and Education organized	C Z Patel College of Business And Management, 2 <sup>nd</sup> December 2011
34	An Empirical Study on Investor's Perception and Investors' Awareness with reference to Young Employees	One Day National Seminar on Corporate Investors' Perception	P.G. Department of Business Studies, Sardar Patel University, 31 January 2012
35	Agriculture Finance: Rural consumer perspective	UGC sponsored two day National level seminar on Understanding the Indian Rural Consumers	G.H. Patel Postgraduate Department of Business Management, Sardar Patel University
36	A Study on Problems and Prospect of Small Scale Solar based Units in Vithal Udyognagar GIDC	UGC sponsored two day National level seminar on SSIs in Gujarat	P.G. Department of Economics, Sardar Patel University, Vallabh Vidyanagar
37	Status of Human Development in Gujarat: Issues and Challenges	Human Development	P.G. Department of Economics, S.P. Uni. 2-3 November 2012

38	Indian Diaspora: A Strategic Management Perspective	UGC sponsored International Conference on Indian Diaspora and its Contribution: India and Abroad	Center of Indian Diaspora Department of Sociology, Sardar Patel University 17-18 September 2013
39	Presented two papers 1. Role of Movie Review: A Study with reference to rural and urban youth	Understanding Indian Rural Consumers	G.H. Patel P.G. Department of Business Management, 2 <sup>nd</sup> February 2013
40	Teacherpreneur: Need of Global Education Sector	National Seminar on Entrepreneurship: Vision, Value and Passion	Bhikhabhai Jivabhai Baniya Mahavidyalay, Vallabh Vidyanagar, 31 <sup>st</sup> January 2014
41	Life style Orientation of Urban Rural Consumer with reference to central Region of Gujarat	Consumer Research in Rural area	G.H. Patel Institute of Business Management, Sardar Patel University, 25 January 2014
42	A Study on Impact of Student's class room Attendance on Academic performance of Management Students	National Seminar on Research in Commerce and Management	Department of Business Studies, Sardar Patel University
43	An Empirical study on consumption practice of young digital native	National level Summit, Seminar and Symposium	SMCOM, 22-24 January 2014
44	"Education Status of Panchmahal District of Gujarat: Issues and Challenges	National Seminar on Rural Development and Change:	P.G. Department of Sociology, Sardar Patel University, 5-6 Jan.2015.
45	A Study on Life Style Orientation of Rural Consumers with reference to selected regions of Gujarat,	6 <sup>th</sup> IIMA Conference on Marketing in Emerging Economies,	Indian Institute of Management Ahmedabad, January 2015
46	Relationship between Brand Equity Elements and Perceived Brand Parity in Deodorants with reference to Anand District	One Day National Seminar and Research Paper Contest on "Emerging Business Challenges: Ideas and Solutions,	organized by SEMCOM, Vallabh Vidyanagar, May 5, 2015
47	A Study on Individual and Group Level Innovation with reference to Branches of Commercial Banks	Growth, Globalization and Governance, 22-24 January 2016	J K Lakshmi Pat University, Jaipur in association with St. Cloud University (USA), Szechenyistav University (Hungary)
48	Case Study on Shree Krishna Hospital	Global Case Summit, 10-11 February 2017	Indian Institute of Management (IIM)
49	A Study on Relationship between type of Life Insurance Intermediary and their perceived importance for various training programme	National HR Conclave on Global Trends and Practices in Human Resources	G H Patel P.G. Institute of Business Management, 4 March 2017
50	Co-chairperson	National Seminar of Human Development: Issues and Challenges, 21 January 2017	Gujarat Social Infrastructure Development Society- Gandhinagar

51	Resource Person	Effective Teaching through Non Lecture Methods - State Level Workshop	P G Department of Business Studies, 3-4 September 2016
52	Teaching through Case Study, Videos and Non-Conventional Resources	Effective Teaching beyond Chalk and Talk, 3 December 2016	Department of Commerce and Business Administration, Saurashtra University, Rajkot
53	Entrepreneurial Potential Mechanisms of Product Selection and Identification of Opportunities for Entrepreneur	National Science and Technology Entrepreneurship Development Board (NSTEBD -Govt. of India) Sponsored Entrepreneurships Awareness Orientation Camp	Development and Incubation Center, CHARUSAT University, September 2016
54	Technical Session Chairperson	National Seminar on Managing Business & Technology: SWOC in the Emerging Future	SEMCOM, Vallabh Vidyanagar, 14/10/2016
55	Good Governance Initiative by Government of Gujarat: A Study with special reference to Seva Setu	UGC sponsored National Seminar on Changing Corporate Fabric; Accounting, Taxation and Governance	P.G. Department of Business Studies, S P University, Vallabh Vidyanagar, 4 <sup>th</sup> February 2017
56	Use of different Non Lecture methods and Non-Conventional Resources in teaching	Effective Teaching through Non Lecture Methods - State Level Workshop	P G Department of Business Studies, 3-4 September 2016
57	Chairperson	National Seminar of Human Development: Issues and Challenges, 21 January 2017	Gujarat Social Infrastructure Development Society- Gandhinar and G H Patel P.G. Institute of Business Management
58	Chairperson	UGC Sponsored Two Day National Seminar on Conventional Education V/s Vocational Education: Problems and Prospects	DDU Kaushal Kendra, Department of Vocational Studies, C P Patel and F H Shah Commerce College, 17-18 February 2017
59	Chairperson and presented paper on A Study of Spirituality at Workplace: A Literature Review	National Seminar on "Managing Business in Dynamic World"	G H Patel P G Institute of Business Management, 24 February 2018
60	Consumers' Confusion: A Study on pre Consumption Behaviour towards electronic products	National Conference on "Business Practices for Creating Value in Global Era"	Bhagwan Mahavir College of Management, 11 November 2018

61	Entrepreneurship Oriented Education and Examination System: Enhance Effectiveness and Employability of Dairy Science Education	National Seminar on “Role of Examination System in Increasing effectiveness of dairy science education and career movement of dairy science profession	Sheth M C College of Dairy Science, Anand Agriculture university 26 March 2018
62	Chairman of Technical session and presented paper on A Study on organizational commitment, role efficacy and job satisfaction	AHRD international Research Conference in Asia on “Sustainable Development of Human Capital: Exploring Perspective from Grassroots to Global Research Practices	Academy if Human Resources Development and IIMA 8-10 November 2017
63	An Analysis of Corporate Social Responsibility Expenditure in India	UGC Sponsored National Seminar on Changing Focus of Accounting and Disclosure	P G Department of Business Studies, 27 January 2018
64	A Study of Impact of Organizational Commitment, Role Efficacy & Job Satisfaction on Performance of Universities	Recent development in economics of Education Policy Approaches, Issues and Innovations	Post Graduate Department of Economics
65	“An empirical study on Agro-preneurship intentions among agriculture students”	One day national seminar on “prevalent practices in commerce, management & information technology”	SEMCOM College
66	“Transformation of Indian Rural economy”	“Transformation of Indian Rural economy”	G.H. Patel Postgraduate Institute Of Business Management, 09/02/2019
67	Public health : a workforce for countdown 2030(SDGs)	Public health : a workforce for countdown 2030(SDGs)	CHARUSAT, 15 <sup>th</sup> & 16 <sup>th</sup> February,2019
68	Woman Development	Rights of women	P.G. Department of Political Science and Gujarat Rajyashastra Mandal
69	Higher Education in India: Emerging Issues, Challenges and Future Prospects	Higher Education in India: Emerging Issues, Challenges and Future Prospects	P.G. Department of Political Science and IIPA, 4 <sup>th</sup> August 2018
70	World Class University	4 <sup>th</sup> International Conference on Higher Education Reforms	Swami Sahjanand Group of Colleges, 24/10/2018
71	Management Lessons for the life of Dr. Baba Saheb Ambedkar	National Seminar on Dr. Babasaheb Ambedkar and Modern India	Babasaheb Ambedkar Chair, Sardar Patel University,
72	Recent development in economics of Education Policy Approaches, Issues and Innovations	Recent development in economics of Education Policy Approaches, Issues and Innovations	Post Graduate Department of Economics, 25/01/2019

73	One day national seminar on “prevalent practices in commerce, management & information technology”	One day national seminar on “prevalent practices in commerce, management & information technology”	SECOM College, 19/03/2019
74	Study on Food preference of Consumer in central Gujarat	International Conference on Business Management, Marketing, Accounting, Entrepreneurship	Krishi Sanskriti, Jawaharlal Nehru University, 21/12/2019
75	Ease of Doing Business in India	National Seminar on Transformation of Indian Rurla Economy	G H Patel P.G. Institute of Business Magt.18/1/2020

***Invited Lectures and Chairmanships at National conference/seminar etc.***

<b>Sr. No.</b>	<b>Title of the Paper presented/Guest talk/expert lecture</b>	<b>Organized by</b>	<b>Date</b>
1	Creativity and Innovation” Think Different Strategies to win Customers	Natraj Food and Cold Storage Private Limited, Indor	2004
2	Success Strategy for NET	IV state Level seminar on How to crack UGC-GSLET/NET, J.M.B. Prakashan	20 <sup>th</sup> September 2003
3	Success Strategy for NET” and “Will to Win - NET”	V state Level seminar on How to crack UGC-GSLET/NET, J.M.B. Prakashan on	19 <sup>th</sup> June 2004
4	Research Aptitude	7 <sup>th</sup> state level seminar themed “How to simplify UGC NET/SLET, 18 September 2005.	JMB Prakashan Vallabh Vidyanagar
5	UGC NET in Commerce	Work shop for UGC/NET-SLET, Vidyanagar Education Trust	18 December 2005
6	Key note Speaker on “Business Innovation: Key to Success	One day state level Seminar on Industrial Engineering and Management, Gandhinagar Institute of Management, Ahmedabad,	10 <sup>th</sup> March 2008
7	Expert Lecture on Various Aspects Marketing Management and Consumerism	Work Shop organized for secondary school teachers on consumer club activities Postgraduate Department of M.Sc. (Home Science) o	18 <sup>th</sup> February 2008
8	Expert Speech on Research Methodology	XV Two Days State Level Workshop on GSLET-NET Vidyanagar Education Trust,	7 <sup>th</sup> October 2008
9	Group Discussion and Mock	Skill Based Workshop in	7 <sup>th</sup> January 2010

	Interview	Golden Jubilee Celebration North Gujarat University Patan,	
10	Co-coach in this Zone Level workshop of JCI Zone VIII	Training in Public Speaking , Zone VIII, JCI Bardoli, 20-21	January 2010
11	Stress in Higher Education	Two days workshop on “Soft Skill Hidden Curriculum”, Vidyanagar Education Trust	24-25 February 2010
12	Marketing Management	One week Workshop, Woman Entrepreneurship Development Programme, JCI Vallabh Vidyanagar	22-27 March 2010
13	Emerging Issues in Business Management (Presented as Co-Chairman in Technical Session)	Emerging issues in Competitive Business Environment, I. V. Patel College of Commerce, All India Commerce Association, Gujarat Branch	6 <sup>th</sup> October 2012
14	Co – chairman and Presented paper on “An Empirical Study on Rural Consumers’ Perception towards Trade fair as a Marketing Tool” in UGC sponsored two day National level seminar on Understanding the Indian Rural Consumers	, G.H. Patel Postgraduate Department of Business Management, Sardar Patel University	17-18 February 2012
15	Co-Chairperson in National Seminar on Managing Marketing Opportunities, Challenges and Strategies for Sustainable Growth in Current Scenario,	D.N. Institute of Business Administration	27 <sup>th</sup> October 2012
16	Promoting of culture of quality through research organized	Knowledge consortium of Gujarat, Department of Education, Government of Gujarat	27-29 June 2012
17	Know Your Audience Qualities and Types of Speeches and Know Body Language of your Audience, Debate Techniques used in Public Speaking	Training in Public Speaking, Zone VIII, JCI India	24-25 February 2012
18	Chi-square test, t –test, One Way ANOVA, Two way ANOVA, Correlation and Regression techniques through SPSS	Two days workshop on Advanced Statistical Techniques for Marketing Research Using Statistical Software” Gujarat Technological University (GTU) Center for Marketing, Excellence	17 <sup>th</sup> November 2013
19	New Trends in Training	Indian Society for Training and Development, Jaipur Branch, J K Lakshmipat University, Jaipur,	12 June 2013

20	Job Transfer and Quality of Work Life (Business Organization Management)	SANDHAN (Live Television Lecture Series, BISAG, Government of Gujarat)	21 September 2012
21	Basic overview of UGC NET and How to Prepare for UGC NET/SET, Workshop Exclusively on UGC NET/SET Preparation for MA and M.Com students and Teachers	Smt. N.C. Gandhi and B.V. Gandhi Mahila College, SNTD Bombay affiliated Commerce and Arts College, Bhavnagar	22 <sup>nd</sup> February 2012
22	Consumer Buying Behaviour, Summer School on Agriculture Business and Marketing Information System	International Agri-Business Management Institute, Anand Agricultural University, Anand	3 <sup>rd</sup> July 2013
23	Factor Analysis, Cluster Analysis and Discriminant Analysis	Faculty Development Programme on Research Methodology, Anand Institute of Management	28 June 2014.
24	Research Proposal and Report Writing	Seminar on Research Methodology by P.M. Patel Institute of Business Administration	15 September 2012
25	Data Analysis through SPSS and Excel	Faculty Development Programme by IndukakaIpkowala Institute of Management, Charusat University, Changa	14 June 2014
26	Importance of Soft Skills in Contributory Personality Development course for Engineering Students	Birla Vishvakarma Mahavidyalaya, BVM Engineering College	, September 2012.
27	Success Strategy to Cleat UGC NET/GSET	One Day UGC NET.GSET Orientation Programme, D.N. Institute of P.G. Studies in Commerce,	Anan,4 <sup>th</sup> October 2012
28	Need Assessment and Audience Analysis, Techniques of Public Speaking	Zone Level Training in Public Speaking for Jr. Jaycee, JCI India, Zone VIII, host by JCI Nadiad	19-20 July 2014.
29	Management Skills and Leadership	Expert Lecture at BJVM College	,27 July 2013
30	Development of Entrepreneurship	Guest Talk at Nalini Arvind and T.V. Patel Arts College	2 January 2013
31	How to Prepare yourself for UGC NET Exam	Expert Talk at I.V. Patel College of Commerce, Nadiad	1 <sup>st</sup> February 2013
32	Theory V/s Practice	SUMMER MAN-EDU-TAINMENT CAMP at Indukaka Ipcowala Institute of Management, CHARUSAT University Changa,	7 <sup>th</sup> May 2014
33	Practical Application of Management	Soft skill workshop as a	29 & 31 July 2014



	Principles and Why Companies Failed	Part of CA course at Institute of Chartered Accountants, Anand Brach	
34	Consumer the Person – Motivation, Need, Personality, Attitude and Consumer Behaviour	Guest Lecture Scheme at School of Petroleum Management, Pandit Dindayal Petroleum University, Gandhinagar	4 September 2014.
35	Service with Smile, Change Management, Re-Charge your Self at Shree Krishna Medical Hospital	Imparted Training to Assistant Cadre Employees of Shree Krishna Hospital as part of their programme to nurture Professional Service Culture	19 <sup>th</sup> September 2014, 10, 17 October 2014 (Every Friday of Month)
36	Research Methodology and Marketing Management	Delivered Lectures for SC/ST UGC NET Coaching Center, Sardar Patel University	2 and 12 May 2014
37	Advertising	Guest Talk as Subject Expert, BJVM College	4 February 201
38	Marketing Plan and Control	Guest Lecture for M.Com at Anand Institute of Business Studies students,	21 February 2014
39	One Day workshop on “Research Methods for Management”	Indukaka Ipcowala Institute of Management, Charusat University,	8 <sup>th</sup> April 2015.
40	Theory V/s Practice,	Summer Man-Edu-Tainment Camp at Indukaka Ipcowala Institute of Management	6 <sup>th</sup> May 2015
41	Research Methodology	UGC NET Coaching Programme, Sardar Patel University	22 May 2015
42	Expert speaker in Short term Training Programme in Entrepreneurship	Faculty Development Programme on Entrepreneurship Ramanbahi Patel College of Pharmacy , Charusat University, Changa	25 June 2015
43	“Be Cool, Connect and Care”	Paramedical Training for Faculty members and students, B N Patel Paramedical College, Anand	July 2015
44	Dairy Business Management in 21 <sup>st</sup> Century , delivered two session on Innovations in Marketing	Summer School from 6 <sup>th</sup> to 26 <sup>th</sup> July 2015, S M C College of Dairy Science, Anand Agriculture University, Anand	7 <sup>th</sup> July 2015
45	Orientation of Perspective of Management Study	Orientation to first year at C Z Patel College of Business and Management	29 <sup>th</sup> July 2015
46	Leadership	Expert talk on Practicing Leadership for M.Com	1 <sup>st</sup> August 2015

		students at BJVM College, Vallabh Vidyanagar	
47	Effective Public Speaking	One day Training on Public Speaking for M.Com students at BJVM College, Vallabh Vidyanagar	8 <sup>th</sup> August 2015
48	Career Opportunities for Girls and Scientific Selection	Delivered expert talk lecture series on “Career Planning” for Girls of BJVM College, Vallabh Vidyanagar	7 <sup>th</sup> August 2015
49	Present Challenges to Students	Discussion with students as a part of Dilemma of Digital Generation Programme, Shri D N Institute of Business Administration	9 <sup>th</sup> September 2015
50	Research Aptitude and Higher Education System in India,	UGC NET Coaching Programme, Sardar Patel University and Knowledge Consortium of Gujarat (KCG)	13,17 September 2015
51	Fundamentals of Marketing Management	Expert talk on Marketing Management for BBA students, C. P. Patel & F.H. Shah Commerce College	5 & 6 January 2016
52	“Future Scope of Commerce and Career Choice”	Student’s counselling for 10 <sup>th</sup> Std. students, V C Patel English School, Vallabh Vidyanagar	2 <sup>nd</sup> February 2016
53	How to Prepare Project Report	Project Guidance Talk, D N Institute of Business Administration, Anand	12 February 2016
54	Career Counselling and Personality Development,	On day workshop on under Udisha, Anand Commerce College	12 <sup>th</sup> March 2016
55	Management in Practice	Guest talk at AIMS College of Management and Technology, Bakrol, Anand	4 <sup>th</sup> March 2016
56	Research Methodology	Guest talk at D N Institute of Business Administration, Anand	12 <sup>th</sup> March 2016
57	Business Organization for Industrial Chemistry	V. P & R. P. T. P Science Collage, Vallabh Vidyanagar	2 <sup>nd</sup> August 2016
58	Motivation, Goal Setting and Team Building	V. P & R. P. T. P Science Collage, Vallabh Vidyanagar	5 <sup>th</sup> August 2016
59	Guiding students in course curriculum	AIMS College of Management and Technology	4 <sup>th</sup> March 2016

60	Creativity and Innovation in Management	MBA, Sardar Patel Education Centre organized by JCI Anand	8 <sup>th</sup> September 2016
61	Entrepreneurship Opportunity for Final Year Engineering Students	Charusat University, Changa	8 <sup>th</sup> September 2016
62	Linking Research with Teaching	For faculty members of B and B Institute of Technology	1 <sup>st</sup> October 2016
63	Importance of Creativity and Innovation in Management	Junior Chamber International- Anand, Sardar Patel Education	8 September 2016
64	Marketing Management	UGC Sponsored NET Coaching Center for SC/ST, Sardar Patel University	29 November 2016
65	Business Organization for Industrial Chemistry Students	V.P. Patel and R.P.T.P Science College, Vallabh Vidyanagar	5 <sup>th</sup> August 2016
66	Leadership	NSS Camp, C.P. Patel and F H Shah Commerce College	24 December 2016
67	Marketing of Services	Shri D.N. Institute of P.G. Studies in Commerce	2 January 2017
68	Design Questionnaire, Descriptive Analysis	Ph.D. Course work of Commerce organized by P G Department of Business Studies, Sardar Patel University	12 November 2017 and 2 December 2017
69	Working in Team	St. Stephen Institute of Business Management and Technology (in NSS Camp)	17 December 2017
70	Leadership and Entrepreneurship	BJVM College, Vallabh Vidyanagar	18 February 2017
71	Online Marketing	Shri D.N. Institute of P.G. Studies in Commerce	21 January 2017
72	Co-Chairman - National Seminar on Human Development Issues and Challenges	Organized by Gujarat Social Infrastructure Development Society and MBA Department Sardar Patel University	21 January 2017
73	Strategic Brand Management	Parul Institute of Management and Research, Vadodara	17 March 2017
74	Art of Learning	Excel Group, Ahmedabad	8 April 2017
75	Training in Public Speaking	Jaycees of Anand, JCI Anand, JCI VVN, JCI Milk City and JCI Anand Town	29 July 2017
76	Netiquettes – Technology Awareness	T V Patel Higher Secondary School	10 August 2017
77	Effective Public Speaking	C Z Patel College of Business and Management	4 August 2017
78	Human Relation	Junior Chamber	24 August 2017

		International Balasinor	
79	Destiny to Desire	Sardar Patel College of Administration and Management, Vallabh Vidyanagar	6 September 2017
80	Decision by Desire or Default	Department of Industrial Chemistry, ISTAR, Vallabh Vidyanagar	10 September 2017
81	Personality Development Workshop	B K Patel Arts and Smt. L M Patel Commerce College, Savali, Shree Govind Guru University	23 September 2017
82	Leadership	Office Management Nalini Arts College, VV Nagar	22 October 2017
83	Linkages between Research and Teaching	40 <sup>th</sup> Refresher Course UGC Human Resource Development Center	17 June 2017
84	Teacherpreneur	Department of Food Processing Technology at A D Patel Institute of Technology, New Vallabh Vidyanagar	6 March 2017
85	Training in Public Speaking	Junior Chamber International Zone VIII, India	10-11/3/2017
86	Limitless Learning	Baroda Management Association	15 December 2017
87	Career Goal Setting for MBA Students	Sardar Patel College of Administration and Management	11 April 2017
88	Decision by Choice or Chance	NSS Camp at Gaana Village, C P Patel College	3 January 2018
89	Linkages of Research and Teaching	UGC Human Resources Development Center, SPU, VVN	2 February 2018
91	Business idea and Creativity	C P Patel and F H Shah Commerce Collage	10 January 2018
92			
93	Evolutiona and Development of Entrepreneurship	Students of Economics subject of Nalini Arts College	27 July 2018
94	Use of SPSS in Research	Faculty Development Programme on Research on BFSI Sector organized by P G Department of Business Studies	20 December 2018
95	Standard for World Class University	International Conference on Higher Education organized by Swami Shajanand Group of Colleges, Bhavnagar University	24 November 2018
96	Institutional Management and Linkages of Research & Teaching	UGC Human Resource Development Center,	21/6/2018

		Sardar Patel University, Vallabh Vidyanagar	
97	Innovative Teaching Techniques & Research Methods in Commerce and Management	Parul University, Vadodara	7/9/2018
98	Teacherpreneur	UGC Human Resource Development Center, Sardar Patel University, Vallabh Vidyanagar	20/11/2018
99	Parenting is Balancing	Dream School	7/10/2018
100	Teacherpreneur	Indian Society for Training and Development Anand and J M Training Center	5/10/2018
101	Parenting	Jack and Jill	29/9/2018
102	Art of Observation	Dhyey Academy	21/9/2018
103	Anti-Tobacco awareness orientation for students of Pipalav Madhyamik School	JCI Anand and Pipalaj Madhyamik School	10/9/2018
104	Movie, Masti, Magic	Indian Society for Training and Development Anand and J M Training Center	31/8/2018
105	Future	D N Patel Institute of Business Administration and Junior Chamber International VVN	2/8/2018
106	CASH - Career, Attitude, Skills and Health	F H Shah and C P Patel Commerce College and ISTD Anand	21/7/2018
107	Reinventing Brand You	Indian Society for Training and Development Anand Business Studies Department	6/7/2018
108	Evolution and Development of Entrepreneurship	Nalini-Arvind and T.V. Patel Arts College organized for students of Office Secretary	27/07/2018
109	Use of SPSS in Research	FDP on Research on BFSI Sector organized by Pandit Madan Mohan Malviya National Mission on Teacher's Training, Ministry of HRD at Business Studies Department of our University	21/12/2018
110	CASH - Career, Attitude, Skills and Health	Anand Institute of Business Studies	25/07/2018
111	Effective Public Speaking	Full day training for Young students	10/09/2018
112	Higher Education, Research Aptitude, Teaching Aptitude	UGC NET Coaching organized by P.G. Department of Business Studies, Sardar Patel University	19/04/2018 4-5/04/2018

113	Introduction to Hypothesis testing Parametric tests	G H Patel P G Institute of Management, workshop organized for Research Scholars	29/06/2019
114	Entrepreneurship opportunities and Possibilities	Industrial Chemistry Department (M.Sc. Prog.), ISTAR, Vallabh Vidyanagar	17 September 2019
115	Basics of Management for B.Com students	V Z Patel Commerce College	30 August 2019
116	Managing a Small Scale Enterprise	S M. Patel College of Home Science, Sardar Patel University	25 February 2019
117	Soft Skills for Professional and Management Excellence	Smt. T.J. Patel Commerce College	11 February 2019
118	Lessons from Movies	Junior Chamber International Milk City Anand Chapter	2 February 2019
119	Institutional Management and Linkages between Teaching and Research	UGC – Human Resource Development Center, Sardar Patel University	11 June 2019
120	Career Guidance to Graduate students	During NSS Camp of BJVM College at Fagani Village	25 December 2019
121	Decode the ICAR (NET) Exam : How to Prepare Effectively	7 <sup>th</sup> Training cum Coaching Program for ICAR (NET) at College of Food Processing Technology, Anand Agriculture University	15 September 2019
122	Data Entry and Descriptive Analysis	Online Faculty Development Program on Data Analysis and Interpretation in	July 2020 (Saturday and Sunday)
123	Elements of Employability for better Job Perspective	E-Gyan Webinar organized by C.P. Patel and F.H. Shah Commerce College, Anand	9 June 2020
124	Deliver expert talk on Post Lock Down Paradigm Shift : Future of Work, Skill and Management	State level Webinar organized by Sardar Patel College of Administration and Management	12 May 2020
125	Futuristic Perspective to Re-engineer your Life	Indian Society for Training and Development Anand	15 May 2020
126	Theory V/s Practice	M.Sc students of ISTAR Industrial Chemistry	13 February 2020
127	How to Prepare for ICAR (NET) Exam	Training cum Coaching Programme for ICAR (NET) organized by Department of Agriculture and Cooperation, GoG and Anand Agriculture University	30 August 2020

128	Literature Review and Problem Identification	FDP on Enhancing Research Skills organized by Anand Law College	24 December 2020
129	Parametric & Non-Parametric Test	Ph.D. Course Work (Social Science Group)	24 July 2020
130	Micro Teaching (Guidance and Assessment)	UGC Human Resource Development Center, SPU	1 & 8 August 2020
131	My Cup of Tea	Indian Society for Training and Development Anand	30 October 2020
132	Advertising	Management Programme, GLS University	15 September 2020
133	Re-imaging Vallabh Vidyanagar	ISTD Anand and Vidyanagar Nagarpalica	11 December 2020
134	New Perspective of Services Marketing	Department of Commerce and Management, Bhakt Kavi Narsinh Mehta University, Junagadh	6 January 2021
135	Efficient Office Management for Administrative Staff of College	IQAC of Nalini Arvind and T.V. Patel Arts College, Vallabh Vidyanagar	2 January 2021
136	Personal Branding	JCI Vallabh Vidyanagar and IIM Indore	2 February 2021
137	Professional Education	Technical Session Chairman and Resource Person in	24-25 April 2021

### Training Imparted at Various Places

Sr. no.	Date	Title of Training session	Host Chapter / Organization
1	28/02/2009 1/03/2009	Shop Floor Communication Motivation, Commitment and Success	Polytechnic Collage, Himatnagar
2	18/02/2009	Self Motivation	I.B. Patel English Medium School, Vallabh Vidyanagar
3	21/01/2009	Self Management for Success	L.M. Patel Commerce Collage, Savali, Dis. Baroda
4	27/01/2009	How to Make Impressive CV	P.G. Department of Economics Sardar Patel University, Vallabh Vidyanagar
5	13/11/2008	Creativity and Innovation” Think Different Strategies to win Customers	Natraj Food and Cold Storage Private Limited, Indor. (Training for Sales Managers and Area Sales Managers)
6	20/02/2008	Role Model and Goal Setting	M.U. Patel Technical High School
7	1/03/ 2008	Exam Preparation by SWOT Analysis	S.D. Desai High School
8	23/07/2008	Management in Personal Growth	At C.P. Patel Commerce College, organized by JCI Anand.
9	31/07/2008	Motivation	M.U. Patel Technical High School, JCI Vallabh Vidyanagar
10	3/08/2008	Innovation: Key to Business	JCI Himatnagar

		Success	
11	05/08/2008	Time Management	G.J. Sharda Madnir High School, JCI Vallabh Vidyanagar
12	06/08/2008	Self Development	JCI Shehara
13	22/08/2008	Stress Management	JCI Vadodara Alkapuri
14	01/09/2008	Communication, Attitude, Working with People etc.	Sardar Patel Commerce College, Boriavi, Dist. Anand
15	03/09/2008	Communication, Attitude, Working with People etc.	Mercantile College of Computer and Management Science, Anand
16	10/09/2008	Self Motivation	Gnan Yagna Vidyalay, Mogri, Vallabh Vidyangar , JCI Anand
17	07/01/2010	How to face Interview Clinic and Group Discussion	North Gujarat University, Patan. Organized as a part of 50 years celebration of North Gujarat University.
18	30/01/2010	Innovation Management	MBA, Gandhinagar Institute of Technology
19	20-21 02/2010	Training in Public Speaking	Host by JCI Bardoli
20	24 <sup>th</sup> May 2010	Workshop on Woman Entrepreneurship, FEMIPower	Marketing Management for New Business
21	10 <sup>th</sup> May 2013	Art of Observation	Summer Camp Bachpan JCI Vallabh Vidyanagar
22	3 <sup>rd</sup> August 2013	Lead to Learn	BST Sayona
23	10 <sup>th</sup> August 2013	Catch Your Customer	Enhanced Academy Coimbatore Branch
24	11 <sup>th</sup> August 2013	Effective Teaching through Non-Lecture Methods	Sengunthat Engineering College, Tiruchengode, Tamilnadu
25	12 <sup>th</sup> August 2013	Theory Versus Practice	Periyar University, Salem
26	7 September 2013	Institutional Management	4 <sup>th</sup> Capability Enhancement Programme for Administrative Employees UGC Academic Staff College, Sardar Patel University
27	Year 2014-2016	Various customized training (took total 30 sessions in the year 2014-2016)	Imparted Training to Assistant Cadre Employees of Shree Krishna Hospital
28	8 September 2016	Unleashing Entrepreneurial Potential and Mechanism of Product Selection and Identification	Indukaka Ipcowala Institute of Management, Charusat University Changa
29	3-4 September 2016	Effective Teaching Through Non Lecture Methods Training Workshop for College Teachers	Organized by P G Department of Business Studies, Sardar Patel University
30	2-3 December 2016	Think Beyond Chalk and Talk – Teachers Training Programme for College Teachers	Department of Commerce and Business Administration, Saurashtra University, Rajkot
31	23-24 July 2017	Case Writing Training Workshop for Commerce and Management Teachers	P G Department of Business Studies, Sardar Patel University
32	21 June 2018	Soft Skills for Employability	S M Patel College of Home Science
33	10 September 2018	Effective Public Speaking Training Workshop	Junior Chamber International Vallabh Vidyanagar Chapter
34	19 July 2018	CASH – Explore Your Possibilities for M.Sc. Industrial Chemistry Students(Career,	C P Patel and F H Shah Commerce College



		Attitude, Skill and Habits Training module developed by me)	
35	11 April 2019	Learning Messages from Movies	Junior Chamber International Nadiad Chapter
36	25/04/2019	Customer Handling & Crisis Management	Business Week organized by Jaycees of Anand
37	10/09/2019	Active Citizen Framework	JCI Civic Awareness Week
38	11 February 2019	Soft Skills for Professional and Management Excellence	Smt. T.J. Patel Commerce College, Nadiad
39	29 August 2019	Creativity and Entrepreneurial Innovation for Diploma Engineering Students	B & B Institute of Technology, Vallabh Vidyanagar
40	25 July 2019	Importance of Values in Life organized	JCI VVN and ADIT Engineering college, CVM University
41	12 <sup>th</sup> December 2019	Training Workshop on “Think Big and Be Different” for college Students during NSS Camp at Mogar	St. Stephen Institute of Business Management and Technology, Anand
42	2 January 2020	Training Workshop on Activity Based Learning for B.Ed. students	Baisgam B.Ed. College, Vallabh Vidyanagar
43	27 January 2020	Training on Teaching Pedagogy for Faculty members of Anand Institute of Management	Anand Institute of Management, Anand
45	15 September 2020	Stress Management for Police Inspectors and Police Sub Inspectors of Anand District	Police Headquarter, Anand District
46	10 June 2020	Online Teaching Techniques and Tools	Teachers of M S Mistry School
47	4th May 2020	Work Life Balance for School Teaches	JCI Anlkeshwer
48	5th May 2020	Effective Public Speaking for Professionals	JCI Vallabh Vidyanagar
49	23 May 2020	Time and Priority Management for JCI Members	JCI Surat Unity
50	5 September 2020	KEY – Unlock your Luck	ISTD Anand
51	9 September 2020	Creativity and Innovation in Management	Junior Chamber International Anand and Sardar Patel College
52	15 September 2020	Effective Public Speaking for MBA Students	Organized by JCI Anand for MBA students of Anand Institute of Management
53	1 October 2020	Effective Public Speaking	St. Stephen College and ISTD Anand
54	2 October 2020	Root to Rise	Indian Society for Training and Development Anand
55	7 September 2020	Panel Discussion on New Education Policy	JCI Surat
56	10 September 2020	CASH - Uncash your Capabilities	B and B Institute of Technology (Poly-technical college)
57	26-27-28 May 2020	Literature Review, Problem Statement and Data Analysis Plan	Online National Level FDP by Indian Society for Training and Development Anand and Sardar

			Patel Education Campus
58	14 December 2020	Training on Effective Public Speaking for Children of our Society	Tulshi Shyam, Tulshi Dham and Shyam Swarup Society
59	23 January 2021	Beyond Chalk and Talk – Activity based Learning Training Workshop	College Teachers Training at Sardar Patel College of Administration and Management
60	1 February 2021	CASH – Explore Your Possibilities for M.Sc. Industrial Chemistry Students (Career, Attitude, Skill and Habits Training module developed by me)	Institute of Science and Technology for Advanced Studies and Research
61	2-3 January 2021	Train the Trainers – Two Days Training Workshop	Indian Society for Training and Development
62	24 March 2021	Research Methodology by Activity Based Learning	Indian Council of Social Science Research Sponsored Course host by Department of Psychology Sardar Patel University
63	5 March 2021	The India Skills Report 2021	ISTD Anand

### **Conference and Seminars, Training attended**

1. One-day seminar on “*Water Management*” organized by P.G. Department of Economics in March 2003.
2. One-day seminar on “*Accounting Measures and International Accounting*” organized by our department on 10<sup>th</sup> March 2003.
3. One day Conference on “*Electoral Reforms in the Context of recent Supreme Court Judgment*” organized by Indian Institute of Public Administration, Vallabh Vidyanagar Local Branch on 27<sup>th</sup> September 2003.
4. Emerging Trends in Management and Finance organized by ICFAI.
5. I attended one-day seminar organized by our department of Business Studies on Financial Services, 19<sup>th</sup> March 2005 in which I also worked as a compere.
6. I have attended one day Faculty Development Programme arranged by ICFAI at Baroda on Potential of Indian and Mentoring.
7. Two Days National Seminar on Intellectual Property Rights organized by P.G. Department of Material Science, 3-4 September 2005.
8. One day conference on Science, Technology and Society organized by Indian Institute of Public Administration, Gujarat Science Academy and Community Science Center, Vallabh Vidyanagar, 24 September 2005.
9. One day State Level Seminar on Mutual Fund: Issues, Opportunities and Challenges organized by M.R. Desai Arts and E.E. Laher Kosadia Commerce College, Chikhli on 22<sup>nd</sup> January 2006.
10. One day Seminar on “Management Skills For Aspiring Managers” organized by ICFAI – Distance Learning Programme, Vallabh Vidyanagar, 19<sup>th</sup> March 2006.

11. Attended One Day Seminar on Banking Reforms and Opening of All India Commerce Association Gujarat Branch Seminar Gujarat Branch All India Commerce Association organized by Smt. T.J. Patel Commerce College – Nadia on 25<sup>th</sup> November 2007.
12. One Day Seminar on Accounting Education and Research in Changing Scenario organized by Gujarat Branch of All Indian Accounting Association at Postgraduate Department of Business Studies, Sardar Patel University Vallabh Vidyanagar, 23<sup>rd</sup> September 2007.
13. State Level Seminar on Convergence of Indian Accounting Standards with International Financial Reporting Standards, October 12, 2008, organized by Department of Accounting and Financial Management, M.S. University- Baroda and Indian Accounting Association Gujarat Branch, at Baroda.
14. Attended One Day Work shop Research Proposal and Report Writing organized by Indian Institute of Management, Ahmedabad, 18<sup>th</sup> September 2009.
15. Attended day long workshop on Credit based Choice System organized by Sardar Patel University, Vallabh Vidyanagar on 22 January 2010.
16. Attended two days workshop on Implementation of Choice Based Credit Scheme, 22-23 April 2010 organized by Knowledge Consortium of Gujarat, Department of Education, Gandhinagar, Sardar Patel University, Vallabh Vidyanagar.
17. National Train the Trainers Seminar organized by JCI Gudiwada, Vijyawada, 15<sup>th</sup> April to 18<sup>th</sup> April 2010.
18. Training in Public Speech, (Tips) 26-27 February 2007, Host by JCI Balacinor (**Awarded as best participants**)
19. Leadership and Parliamentarian (LAP) 8-10 April 2007, Host by JCI Valsad
20. Speech Craft – 4-6 May 2007, Host by JCI Baroda Metropolitan
21. Zone Trainer Workshop, 2-5 August 2007, Host by JCI Surat
22. Zone Trainer Workshop, 24-28, July 2008, JCI Maheshana Oil City (**Awarded as One of the best participants out of two**)
23. COTS (Chapter Officers Training Seminar) 30<sup>th</sup> December 2007.
24. LOTS (LOM Officers Training Seminar), 19-20 January 2008, at Baroda.
25. LOTS (LOM Officers Training Seminar), 24-25 January 2009, at Nadiad
26. CDMT (Chapter Development and Management Training) 31 January 2007.
27. Attended series of Corporate Training “Cliff Hanger” organized by JCI Anand, March-August 2009.
28. Attended Sixth National Case Writing Workshop organized by J K Lakshmi Pat University, Jaipur, 8-9 June 2013.
29. Attended Workshop on Case Teaching Methodology organized by J K Lakshmi Pat University, Jaipur, 10 June 2013.
30. Attended IIPA one day conference on Role of Panchayat Bodies in Rural Development, 13/10/2011
31. Attended workshop of DHDR at Ahmedabad 1<sup>st</sup> October 2011.

32. Attended one day workshop organized by Institute of Chartered Accountants and Business Studies Department on Corporate Governance, 1<sup>st</sup> December 2011
33. Attended Budget Analysis lecture of Prof. Ravindra Dholakia, IIMA organized by Corporate Bank Chair, Department of Management, 17<sup>th</sup> March 2012
34. Attended One Day Work shop Research Proposal and Report Writing organized by Indian Institute of Management, Ahmedabad, 18<sup>th</sup> September 2009.
35. Attended Presidential Academy, Leadership Training for all Chapter President of Junior Chamber International- India (Zone V, VII, VIII and XXV) host by JCI Jaipur Colours, 12-14 December 2014.
36. Attended two days day workshop on NAAC Awareness on Non- Accredited Colleges/Institutions affiliated to Sardar Patel University organized by National Assessment and Accreditation Council – Bangluru and Internal Quality Assurance Cell, Sardar Patel University, Vallabh Vidyanagar, 9-10 December 2014.
37. Attended Review to React – Midyear Evaluation Day of JCI Alkapuri, Zone VIII, 21<sup>st</sup> June 2015
38. Attended Award Orientation Seminar, JCI Anand, 12<sup>th</sup> July 2015
39. Attended Orientation – University Management System jointly organized by Examination Reforms Unit and Internal Quality Assurance Cell (IQAC), Friday 17 July 2015.
40. Attended University Examination and Assessment: An Orientation Programme jointly organized by Examination Reforms Unit and Internal Quality Assurance Cell on 6<sup>th</sup> October 2016.
41. University Examination and Assessment System – An Orientation Programme organized by Examination Reforms Unit (ERU) and IQAC, Sardar Patel University on 6 October 2016
42. Attended workshop on “Structured on the Job Training” organized by Indian Institute of Management Ahmedabad and AHRD on 8 November 2017.
43. Attended one day training programme on “Life Skill” organized by Junior Chamber international Vallabh Vidyanagar, conducted by Mr. Kamal Dabawala on 5<sup>th</sup> May 2017
44. Attended training programme on of Body Language Trainer Jc Shetal Gonsai for conducting training organized by JCI Vallabh Vidyanagar on 18<sup>th</sup> January 2018
45. Attended one day workshop on Financial Services in Emerging India Workshop at our Department at our department on 22 January 2019
46. Attended Lions Quest – Teacher Training Workshop of Lions International, August 2018
47. Attended Western Regional council meeting of Indian Society for Training and Development at River Green Resort on bank of river Mahisagar 27 October 2018.
48. Attend National Convention of Indian Society for Training and Development at Chennai, 8-9 June 2018
49. Attended One Day Basic Training Programme on Rights of Women organized by National Human Rights Commission, New Delhi and P G Department of Political Science, 10 December 2018

50. Attend National Convention of Indian Society for Training and Development at Hyderabad, August 2019

51. 4 days of Advanced Meditation Course of Art of Living, 16-20 September 2020

### **Seminar/Work Shop Organized**

1. **Seminar Secretary** in two days state level seminar on *“Changing Rules of Marketing in Financial Service Sector”*, organized by Vallabh Vidyanagar Education Trust, 4-5 March 2006.
2. **Seminar Secretary in** two days national seminar on *“Right Business Model for Value Driven Distance Education”* organized by Vidyanagar Education Trust (NGO), Vallabh Vidyanagar, 1<sup>st</sup> and 2<sup>nd</sup> July 2005.
3. **Seminar Secretary** in two days state level seminar on *“VAT Opportunity and Threats!”*, organized by Vidyanagar Education Trust (NGO), Vallabh Vidyanagar, 26-27<sup>th</sup> February 2005.
4. **One of the Organizer of** Three Days Exclusive Training Programme on *“Let’s Prepare for NAAC (Guidance and Professional Assistance) 26-28 April 2007* organized by Vidyanagar Education Trust (NGO), Vallabh Vidyanagar.
5. **Organized Workshop for UGC NET/SLET preparation on 30<sup>th</sup> November 2008** (First general session organized by S.P. University and then comprehensive sessions were organized at the department for Commerce Subject. I worked as the coordinator of the whole workshop at our department)
6. **Training Programme Coordinator in** Two Days Exclusive Training Workshop on **“Soft Skill – Hidden Curriculum”** 23-24 February 2010 at Vallabh Vidyanagar.
7. Project Director of a **Week Workshop FEMI POWER** – Woman Entrepreneurship Development Programme organized by JCI Vallabh Vidyanagar and P.G. Department of Business Studies, 22-27 March 2010.
8. Organized one day workshop on How to Prepare for **UGC NET Exam** on 8<sup>th</sup> May 2010 at P.G. Department of Business Studies
9. Organized **Training Programme** as Project Director on **Professionalism** by the International Trainer Jc Sunil Vergis from Kerala at P.G. Department of Business Studies, 30<sup>th</sup> May 2010.
10. As a Project Director organized a Training workshop on Human Relation at Tripcon Engineering, Vithal Udyog Nagar GIDC, organized by JCI Vallabh Vidyanagar, 31 August 2010.
11. As a Project Director organized training programme be a Change Agent through Social Responsibility by Trainer Jc Deepak Sharma, organized by JCI VVN on 10<sup>th</sup> September 2010.
12. Seminar Director in National Seminar on *“Globalization and Rural Marketing”* organized under UGC DRS SAP II, G.H. Patel P.G. Department of Business Management, 31<sup>st</sup> January 2015.
13. Coordinator of Workshop on *“How to write Research Paper”* G.H. Patel P.G. Department of Business Management, 18 December 2014.
14. Chair Person for technical session National level Conference on *“Key to Success for Managing Global Business in Turbulent Times, M.J. College of Commerce, M.K. Bhavanagar University, 1<sup>st</sup> March 2015.*
15. Coordinator and Resource person in two days’ workshop on *Effective Teaching through Non-Lecture methods”* for faculty members of undergraduate and postgraduates institutes, 23-24 May 2015 organized by JCI Vallabh Vidyanagar
16. Served as Seminar Director in National Level Seminar on *“Role of Services in Rural Development”* on 30<sup>th</sup> January 2016 under UGC DRS -II ( SAP).
17. Coordinated Management Conclave IGNITON 2016 on 9<sup>th</sup> February 2016 organized by our department
18. Coordinator and Resource person in two today’s workshop on *Effective Teaching through Non-Lecture methods”* for faculty members of undergraduate and postgraduates institutes, 3-4

September 2016 organized by P.G. Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar.

19. Worked as Organizing Secretary of Anveshan – Student’s Research Conventions 2018
20. Organized two days workshop on “Case Writing in Commerce and Management, 23-24 July 2017 at P G Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar
21. Served as Conference Director and organized Western Region Conference “Constructive Leadership and Institutional Capacity Building: The Way Ahead by Indian Society for Training and Development Anand Chapter, 5-6 January 2019, more than 120 delegates from more than 15 states attended this programme. It is inaugurated by Hon. Vice Chancellor of our university
22. Organized two Data Analysis Workshop "Data Analysis in Commerce and Management" designed for the faculties in the subject of Commerce and Management under the banner of ISTD, 5-6 May 2018 and 22-23 April 2018
23. As a President of Lions Club of Vitthal Udyognagar organized two Lions Quest – Skill For Adolescence International Training Workshop for 60 Teachers in the month of August 2018. Got 3232F1 District Award as well as Multiple Award for the same from Lions International
24. Online Faculty Development Program on Leveraging IT, 8 April 2020, Indian Society for Training and Development-Anand
25. Online Faculty Development Program on Data Analysis and Interpretation in July 2020 (Saturday and Sunday)

**Awards for Best Research Article/Paper/Essay:**

Sr. No.	Name of Award	State Level/National level/	Awarding Body	Date
1	3rd Rank in Best Research Paper Award	National level	SECOM	January 2014
2	2 <sup>nd</sup> Rank in Easy Competition on World Class University	University Level	Sardar Patel University	2011
3	Outstanding Trainer of JCI Vallabh Vidyanagar	Chapter Level	Junior Chamber International - VVN	December 2013
4	Organizing Best Training Programmes	Chapter Level	Junior Chamber International - VVN	December 2013
5	Outstanding PR Programme	Chapter Level	Junior Chamber International - VVN	October 2014
6	Outstanding Contribution in JCI Week – Impact 2014	Chapter Level	Junior Chamber International - VVN	October 2014
7	Outstanding HGF Member of Zone VIII, 2014, Runners up Award	State Level	Junior Chamber International - VVN	November 2014
8	Best Speaker in Public Speaking Contest organized by International Association of Lions Club at District level during District Conference at Nadiad on the topic “Lions Yesterday Today and Tomorrow”	State Level (District 3232F1)	The International Association of Lions Club	31 March 2019

9	Outstanding National Trainer of the Zone – VIII	Zone Level	Junior Chamber International	9 November 2019
10	The Best Chapter Award in ISTD Anand Chapter (Served as Founder Chairman) and got this award	National Level	Indian Society for Training and Development	2020
11	Won Best Speaker Award in Public Speaking Contest	International Association of Lions Club at District level during District Conference at Nadiad	At IPCOWALA Hall Nadiad District 3232F1	31 March 2019

### **Other Academic, Community Development, Social Welfare and Societal Development Activities**

- Conceptualized and initiated Book Your Tea - Monthly Book Club Interaction started ISTD Anand from yesterday from February 2021
- serve as one of the judges in Jr JC Public Speaking Contest as a part of ongoing Zone Conference 4th December 2020
- Donated blood on 4 April 2020 at Krishna Hospital
- Served as Expert on 5 September 2020 in Online Panel Discussion on New National Education Policy organized by Junior Chamber International Surat
- Serving as Publication Board Committee of Sardar Patel University since April 2019
- Serving as member of Student Start-up and Innovation Policy Committee of Bhailalbhai and Bhikhabhai Institute of Technology (Polytechnical College) since July 2019
- Serving as Board of Studies in Business Administration (Management) subject at Krishnakumarsinhji Bhavnagar University and Bhakt Kavi Narsinh Mehta University, Junagadh
- External Expert in DRC – Commerce for Ph.D. admission at Bhavnagar University, 19/12/2020.
- Subject Expert in selection Committee DDU Kaushal Kendra, Department of Vocational Studies (UGC Sponsored), Anand on 17 October 2016
- Served as judge in Add-Made Competition AD KSHETRA in Management Conclave organized by Anand Institute of Management on 12 February 2019
- Served as subject expert (External Examiner) in Ph.D. thesis evaluation and conducted Viva at R.K. University Rajkot, 8th September 2018 and 11 October 2018.
- Served as subject expert (External Examiner) in Ph.D. thesis evaluation and Viva at Department of Business Administration, Bhavnagar University, Bhavnagar Rajkot, 1st February 2019 (two students)
- Served as member of selection committee as subject expert of Commerce and Management interview for the post of Assistant Professor at Anand Institute of Business Studies 2019
- Served as external subject experts in Ph.d. research progress evaluation Sakarchand Patel University Ph.D, 28/7/2019
- Served as external examiner in Ph.D. Viva examination at GITAM University Hyderabad, 20/8/2019
- Served as Judge in National Elocution competition on topic "Smart Phone Pain or Pain killer" of Jalaram Lohana Vidyarthibhavan, 27 January 2019
- Evaluated Ph.D. thesis on Green Supply Chain Management – Impact on Lean Automobile Industry submitted to Amity University, Uttar Pradesh

- Served as Coordinator in Junior Chamber International Civic Awareness Week, C. C. Patel Community Science Centre and Junior Chamber International Vallabh Vidyanagar organized posters and working model contest on “WATER CONSERVATION”, 12 September 2018
- Served as Chairman and member of College Inspection Committee (LIC) and visited four colleges for inspection purpose at Bhavnagar University, October 2018.
- Served as subject expert (External Examiner) in Ph.D. thesis evaluation at Pune University, Pune
- Management Nominated Expert for the selection Assistant Professor post in HRM/Management/Marketing in Smt. Jayaben B Patel P G Institute of Business Studies, 28 August 2018
- Subject expert in the interview of Assistant Professor in Accountancy, Commerce and Management, 6th October 2018
- Served as LIC member (evaluating 6 colleges), April 2019
- Served as Chairman’s nominee for the interview of Associate Professor at MBA course, Narmada Education and Scientific Research Society, Run by GNFC, Bharuch, 26 June 2018
- Served as Supervisor for monitoring the survey work assigned by Election Commission of India to our department June 2018
- Organized Blood Denotation camp in association with Indian Red Cross Society at Business Studies Department Building on 11 October 2019 as President of Lions Club of Vitthal Udyognagar
- Worked as Organizing Secretary of Anveshan – Student’s Research Conventions, 28 February 2017
- Served as Subject expert for Interview of Academic Post at Gujarat National Law University, 8 March 2017.
- External Expert for Promotion interview of officer in Center for Analysis and Learning in Livestock and Food (CALF), NDDDB, Anand on 15 December 2016
- Campus Ambassador, Election Commission, Gandhinagar
- Performed as jury member of the research paper contest on “Emerging Business Challenges: Ideas and Solutions, May 5, 2015 organized by SEMCOM, Vallabh Vidyanagar.
- Delivered expert talk in the topic Theory V/s Practice in Summer Man-Edu-Tainment Camp 2015 organized by Indukaka Ipcowala Institute of Management, 6<sup>th</sup> May 2015.
- Resource Person in One Day workshop on “Research Methods for Management” organized by Indukaka Ipcowala Institute of Management, Charusat University, Changa, April 8 2015.
- Member of Editor Advisory Board at Bi-Annual Journal of Multidisciplinary Research and Studies published by C.P. Patel and F.H. Shah Commerce College
- Summer School from 6<sup>th</sup> to 26<sup>th</sup> July 2015, Dairy Business Management in 21<sup>st</sup> Century , delivered two session on Innovations in Marketing 7<sup>th</sup> July 2015
- Attended Review to React – Mid year Evaluation Day of JCI Alkapuri, Zone VIII, 21<sup>st</sup> June 2015.
- Conducted session on “Competitive Exams after 12<sup>th</sup> and Graduation in India” organized by Shree Dwarkesh 505 School at Dwarka, 16 November 2014. Conducted session on “Competitive Exams after 12<sup>th</sup> and Graduation in India” organized by Shree Dwarkesh 505 School at Dwarka, 16 November 2014.
- Coordinated Summer Camp – Learning Science with fun organized by Community Science Centre, Sardar Patel University and Junior Chamber International – Vallabh Vidyanagar, 5-10 May 2014. More than 100 Students participated in this workshop and they learned many scientific principles of Rocket, Hovercraft, Biodiversity, and Physics with practical demonstration and visit.
- Attended Award Orientation Seminar, JCI Anand, 12<sup>th</sup> July 2015



- Attended Chairmanship and Parliamentary Procedure (CAPP) training on 28<sup>th</sup> July 2015, JCI Vallabh Vidiyanagar
- Expert speaker in Short term Training Programme in Entrepreneurship organized by Ramanbahi Patel College of Pharmacy from 22<sup>nd</sup> -27 June 2015, FDP, Charusat University, Changa.
- Coach in Training in Public Speaking for Junior JC members, Zone Level two days training programme, 19-20 July 2014.
- Conducted full day workshop organized by Indukaka Ipcowala Institute of Management Semester MBA students “Research Methods for Management on 8<sup>th</sup> April 2015.
- JCI Week- Impact 2014, Chairman of the Event under which 85 projects were done including Clean India Drive, Farmers empowerment programme, Free Dental Check-up, NGOs Meet, Competition for blind students and physically challenged students.
- Served as Judge in Elocution Competition on Bhagvat Geeta by Shankralok Ashram, Uvarsad, Gandhinagar and P.G. Department of Sanskrit, Sardar Patel University, Vallabh Vidyanagar, 19 January 2015
- Delivered expert lecture at SC ST UGC Sponsored NET Coaching center, 6,8, 20 December 2014.
- NET Coaching for Paper I (General) Paper II an II (Commerce): at P G Department of Business Studies, SPU from 2nd May 2014. This is for all students.
- Industrial Visit of Chocolate Plant of Amul at Mogar organized by JCI Vallabh Vidyanagar for our members, Sunday, 29th June 2014, 12.45 pm.
- Imparted 3 hours Training on “Art of Observation” for 50 children age group of 5 to 12 years on 10<sup>th</sup> May 2013 organized by JCI Vallabh Vidyanagar during Summer Camp Bachpan 2013.
- Conducted Training at BST Sayona on Learn to Lead for 40 Employees of Company 3<sup>rd</sup> August 2013.
- Evaluated various HR Based Contests as one of the judge organized by PSG Institute of Management, Coimbatore (Tamil Nadu) under Human Resource Conclave “Samyog” (Inter Management Institutes Competition), 10<sup>th</sup> August 2013.
- Delivered lectures on Research Methodology in UGC NET Coaching classes organized by Sardar Patel University UGC NET Coaching for ST/SC students on 8<sup>th</sup> May 2013.
- Delivered Expert Lecture at UGC-NET Orientation organized by UGC NET Coaching center at P.M. Patel Institute, Anand, 17<sup>th</sup> November 2013.
- Delivered expert talk at K.S.R Poly-Technical College, Tiruchengode, Periyar Institute of Management, Periyar University, Salem, Enhanced Academy Coimbatore Branch, Sengunthat Engineering College, Tiruchengode, Tamil Nadu, 10-13 August 2013 to MBA Students, Faculty Members and employees on various topics such as Theory Versus Practice, Catch Your Customers, Effective Teaching through Non-Lecture Methods.
- Delivered talk at Home Science Conflict Management, 10<sup>th</sup> September 2013
- Delivered lecture on UGC NET, Success Strategy to clear UGC NET, 17 October 2013 at P.M. Patel Institute Anand, organized by UGC NET Center
- St. Stephen College, NSS Camp at Demol, delivered expert lecture on Education, 10<sup>th</sup> December 2013.
- Engaged class in UGC NET coaching class, Marketing Management, 12<sup>th</sup> May 2014
- Chairman of the Fund even “Jago Hindustani” – Live Music Concert of Patriotic songs attended by 2100 people at Akshar Farm, Anand Vallabh Vidyanagar organized by JCI VVN, 19<sup>th</sup> April 2014.
- Performed as observer at National Train the Trainer Seminar organized by JCI India host by JCI Alkapuri Baroda, Zone VIII, 10 April 2014.
- Industrial Visit of Chocolate Plant of Amul at Mogar organized by JCI VVN for our members, Sunday, 29th June 2014, 12.45 pm.
- Served as one of the coordinator in Free NET Coaching for Paper I (General) Paper II an II (Commerce) : at P G Department of Business Studies, SPU from 2nd May 2014.

- Coordinated Summer Camp – Learning Science with fun organized by Community Science Centre, Sardar Patel University and Junior Chamber International – Vallabh Vidyanagar, 5-10 May 2014. More than 100 Students participated in this workshop.
- Conducted guest lecturer at M.com, BJVM, 5 August 2014 on Motivational Programme “Let’s Do It”
- St. Stephen College, NSS Camp at Demol, delivered expert lecture on Education, 10<sup>th</sup> December 2013. Delivered talk on Research Methodology for Comprehensive Project for BBA students, 27 February 2014.
- Served as External Expert member in IQAC Committee of Shri I.V. Patel College of Commerce Nadiad
- Coordinated programme ANVESHAN- Scientific Model Competition organized by Community Science Center and Sardar Patel university, 11 February 2014.
- Worked as member in editor team of “Shilshrutam” official bulletin of Sardar Patel University
- Served as Resource Person in “Mock Interview” organized for BBA students by D.N. Institute of Business Administration, 7 February 2014.
- Conducted Full Day Training at Bharuch on Effective Public Speaking – 15<sup>th</sup> April 2012.
- Evaluation of training program in association with Ocean Agro (I) Ltd. as a subject expert at International Agribusiness Management Institute, Anand Agricultural University, Anand on 27<sup>th</sup> April 2012.
- Resource person in Three day workshop “Promoting of culture of quality through research organized by Knowledge consortium of Gujarat, Department of Education, Government of Gujarat, 27-29 June 2012. at J & J Science College
- Delivered guest lecture on Research at V Z Patel Commerce College for M.Com students, 9 July 2012.
- Delivered guest lecturer at Narmada Institute of Business Management, Bharuch, 9<sup>th</sup> May 2012.
- Did field work in Election Survey, Bharuch, Kim, Surat, Valsad, Dediapada, Wagodia, 4-5 July 2012. Participated in data analysis and report writing
- Delivered expert lecture on Research Proposal and Report Writing at Seminar Organized by P.M. Patel Institute of Business Administration, 15<sup>th</sup> September 2012.
- Organized one SEBI’s Executive Workshop on Investors awareness for JC members on 12<sup>th</sup> September 2012.
- Delivered lecture on How to Prepare for UGC NET/GSAT at one day orientation organized by at D.N. Institute of P.G. Studies in Commerce, 4<sup>th</sup> October 2012.
- Attended Mid-term review meeting at UGC New Delhi on 15<sup>th</sup> October 2013.
- Delivered Expert Lecture in One Day UGC NET.GSET Orientation Programme for Postgraduate Students of Commerce and Management, Success Strategy to Cleat UGC NET/GSET, 4<sup>th</sup> October 2012, D.N. Institute of P.G. Studies in Commerce, Anand
- Conducted UC NET/SET Orientation Programme at Nadiad, 1<sup>st</sup> February 2013.
- Kay note speaker in Annual day of Napad Talpad Kelavni Education High School, 19 February 2012.
- Field work of End Line Election Survey, 15-16 February 2013.
- Undertake data collection project assigned by Indian Institute of Teacher Education, Gandhinagar to check the viability of Contributory Personality Development (CPD) course launched by Gujarat Technological University in MCA, BE, Degree and Diploma in B.Pharm and Engineering. Out team have collected data from 27 Educational Institutes from Anand and Kheira District during 1<sup>st</sup> November 2013 to 7<sup>th</sup> November 2012.
- Served as External Expert member in IQAC Committee of Shri I.V. Patel College of Commerce Nadiad
- Organized Two Empowering Youth (One week Training Programme) at M.U. Patel High School and G.J. Sarda Mandir School, Vallabh Vidyanagar, 9<sup>th</sup> July to 14<sup>th</sup> July 2012.

- Organized One Day Orientation Programme on UGC NET/GSAT as Co-Coordinator of UGC sponsored SC/ST NET Coaching Center for all the students (around 400 students participated), 22 August 2012.
- Attended meeting on Pending issues of estate department of Sardar Patel University 5<sup>th</sup> October 2013.
- Coordinated University Level Research Project Competition ANVESHAN of All Indian University Association, 6<sup>th</sup> February 2013, 30 Projects Posters have been displayed and presented by 53 Students of different disciplines.
- Chairman of Third Technical Session in One Day National Seminar on Understanding Rural Customers 2<sup>nd</sup> February 2013.
- Expert in Mock Interview at P.G. Department of Business Studies 9<sup>th</sup> March 2013.
- Attended alumni meet of P.G. Department of Business Studies 16<sup>th</sup> March 2013.
- Worked as external expert in IQAC (Internal Quality Assurance Cell) of I.V. Patel College of Commerce, Nadiad
- Worked as member of Committee formed by Sardar Patel University to prepare proposal for financial assistance under the Scheme of Free Coaching for Schedule castes and OBC's students.
- 6 hours training was imparted on Effective Public Speaking at Shree Saurashtra Patel Hostel, Vallabh Vidyanagar on 29<sup>th</sup> January 2012 organized by JCI VVN
- Delivered expert lecturer on Team Work at NSS Camp at Vadtal of Mercantile College, 20<sup>th</sup> January 2012.
- Lecture delivered on Teamwork at NSS Camp of Mercantile Commerce College, 20<sup>th</sup> January 2012.
- Served as Judge at Debate Competition on "FDI will ruin unorganized retail sector in India", F.H. Shah Arts and C.P. Patel Commerce College, 17<sup>th</sup> December 2011.
- Delivered expert lecturer on Management Practices of Successful Businessman at JMTC, Training Center (NGO) at Vallabh Vidyanagar on 21<sup>st</sup> October 2011.
- Served as Judge in H.M. Patel Memorial Debate Competition on "Whether Government should declare religious temple's property as public property or not", P.G. Department of Economics, S.P. Uni, 11<sup>th</sup> August 2011.
- Delivered guest lecture on "Service Marketing" at M.Com, I.V. Patel Commerce College, Nadiad, 24 September 2011.
- 4<sup>th</sup> July 2011, Guest lecture Delivered at V.Z.Patel Commerce College on Commerce.
- Organized workshop at SNTD College Baroda NET / SLET on 16 July 2011.
- Organized hand writing competition for 1 – 10 Standard students of 12 schools of Vallabh Vidyanagar under JCI VVN, worked as Project Director, 3<sup>rd</sup> September 2011, organized.
- Coordinated and performed as anchor in Baba Saheb Ambedkar Quiz Competition, 15<sup>th</sup> April 2011.
- Project Director of Summer Camp organized by JCI Vallabh Vidyanagar, 2/5/2011 to 6/5/2011 (80 children participated in this summer camp consist of Painting, Craft, Training, Yoga and Entertainment games.
- Coordinator of One Day Orientation of UGC NET for students of Sardar Patel University in all the Science and Social Science Subjects, organized by Sardar Patel University, Vallabh Vidyanagar, 7<sup>th</sup> May 2011.
- Organized NET/SLET 8 days' workshop for Paper- II and III in Commerce 28 April 2011 6 May 2011.
- Conducted NET SLET Orientation at Business Studies Department, 17 December 2011.
- Coordinate the NAAC visit at Business Studies Department during 3<sup>rd</sup> August 2011 to 6<sup>th</sup> August 2011.

- As part of DHDR Project, our research team organized Workshop at Godhra 15 July 2011.
- Delivered Guest Lector on “Managerial Skills” at Nalini Arts College, Vallabh Vidyanagar for students of Department of Office Management and Secretarial Practices, 5<sup>th</sup> August 2010.
- Performed role of Anchor in Welcome and Felicitation of Vice Chancellors, Organized by Sardar Patel University Teacher’s Association, 10th August 2010.
- Performed role of Anchor in Regional Training Programme of INFLIBNET at Bhaikaka Library, Sardar Patel University, Vallabh Vidyanagar, 17<sup>th</sup> May 2010 to 21 May 2010.
- Organized one day workshop on How to Prepare for UGC NET Exam on 8<sup>th</sup> May 2010 at P.G. Department of Business Studies
- Organized Training Programme as Project Director on Professionalism by the International Trainer Jc Sunil Vergis from Kerala at P.G. Department of Business Studies, 30<sup>th</sup> May 2010.
- Organized one day workshop on How to Prepare for UGC NET Exam on 8<sup>th</sup> May 2010 at P.G. Department of Business Studies
- Workshop Coordinator of three days UGC sponsored State Level Workshop “Research Methodology in Commerce and Management, organized by our Department, 2-4 December 2010.
- Contributed in project of inter school competition of chart and scientific model competition on the occasion of National Science Day organized by JCI and Community Science Center, VVN
- Delivered Expert Lecture in NSS Camp of V.Z. Patel Commerce College on Competency Mapping to Select the right Career Path, 7<sup>th</sup> November 2009, Khambholaj.
- Coordinated debate competition for M.Com students on topic “Whether Corruption can be abolished or not at our department, 12 December 2009.
- Contributed and participated in Students’ Workshop on New Tax Code and GST at our department, 20<sup>th</sup> December 2009.
- Delivered Guest Lecture on Dynamics of Entrepreneurship Development at V.Z. Patel Commerce College, Anand, 31<sup>st</sup> December 2009.
- Deliver Expert Lecture on Innovation in Corporate Management at MBA Programme, Gandhinagar Institute of Technology, Ahmedabad on 30<sup>th</sup> January 2010.
- Mock Interview and Group Discussion organized with the help of Rotary Club Anand Round Town. (attended the whole programme) (24/12/2009)
- Conducted project of inter school competition of chart and scientific model competition on the occasion of National Science Day.
- Delivered expert lecturer in NSS Camp at Adas of V.Z. Patel Commerce and BBA Collage – Anand on Personal Development through SWOT Analysis, 21<sup>st</sup> November 2008 Delivered lectures at UGC ST SC NET/SLET coaching center.
- Served as Judge at Debate Competition at BJVM College
- Served as Judge in Envision and Ad making competition at Dimension – Symposium at Gadhinar Institute of Technology (MBA Programme) at Ahmedabad, 3<sup>rd</sup> April 2009.
- Delivered expert lecturer in NSS Camp at Adas of V.Z. Patel Commerce and BBA Collage – Anand on Personal Development through SWOT Analysis, 21<sup>st</sup> November 2008
- Organized Workshop for UGC NET/SLET preparation on 30<sup>th</sup> November 2008.
- Worked as executive member-coordinator of gymkhana activities at department
- Organizing member in UGC sponsored Two Days National Seminar on International Financial Reporting Standards (IFRS) – One Single Accounting for the World Economy, organized by P.G. Department of Business Studies, 10-11 February 2009.
- Arranged and accompanying industrial tour (Vidya Dairy and Anand Cotton Oil ) and also sent the students for various competition and co-curriculum activities organized by various other postgraduate departments, NGOs and Educational Institutes.
- Render the service as Judge in Best Speaker Competition for B.B.A and B.Com students at B.J.V.M College, S.P. University, Vallabh Vidyanagar. 7<sup>th</sup> January 2008.

- On 15<sup>th</sup> March 2008, Celebrated World Consumer Protection day jointly with NSS- BJVM college, VVNagar, Home Science Department, Consumer Protection Society, Pratik Samaj Seva Trust-VVNagar, Weight and Measure Office-Anand, District Collector and Magistrate Office. (In this project I worked as Project Chairman from JCI Vallabh Vidyanagar)
- JCI Vallabh Vidyanagar and Astha (An NGO) jointly arranged blood donation camp, Tobacco Awareness- VYASHAN MUKTI Campaign, Eye check up Camp at Waiting Room, Anand Railway Station. Collected 60 bottle blood to donate and successfully spread the awareness of harmfulness of tobacco consumption, 26/1/08 (as a chapter secretary I participated in all these projects)
- On 12<sup>th</sup> January 2008 Celebrated National Youth Day,
- Delivered guidance lecture at M.J. College of Commerce (B.B.A), Bhavanagar University, Bhavanagar, 22<sup>nd</sup> January 2008
- Delivered lecture on “Prospect and Practical Prerequisite of Management’ at Mercantile College, Anand on 4<sup>th</sup> January 2008 for B.B.A. students.
- During the year 2007-08 delivered two lectures at UGC-NET Coaching Center for SC/ST/OBC students.
- Impart the training to 9<sup>th</sup> Standard students at M.U. Patel Technical High School. Training Organized by Junior Chamber International – Vallabh Vidyanagar. The topic of Training was Role Model and Goal Setting. 20<sup>th</sup> February 2008
- Delivered guidance speech on How to Prepared for Exam with the help of SWOT Analysis for the students of 9<sup>th</sup> Standard at S.D. Desai High school, Bakrol, on 1<sup>st</sup> March 2008.
- Arrange the ‘Environment Awareness Show’’Hame Jino Do’ from Vidyanagar Nature Club at General Meeting of JCI Vallabh Vidyanagar on 16-2-2008 at Rotary Hall, Vallabh Vidyanagar.
- Organized Symposium (Marketing Week) NIRMAN – *Expand Your Abilities* from 4<sup>th</sup> September 2006 to 9<sup>th</sup> September 2006, at Department
- Institutional visit at Mudra Institute of Communication and Advertising on 25<sup>th</sup> September 2006.
- Industrial Visit on 8<sup>th</sup> September 2006 Berger Luise subsidiary Beepee Coating Private Limited producing water and oil based coloure at GIDC -Vithal Udyoung nagar Vallabh Vidyanagar for HRM Students.
- Assist financially in flood at Surat
- Organized environment awareness show with the help of nature club Vidyanagar, 13<sup>th</sup> September 2006
- Organized Inter-department debate competition on “Whether Media Make or Break the Society”, 19<sup>th</sup> September 2006. There were 10 postgraduate departments (20 students) participated in this grant event which is sponsored by JCI Vallabh Vidyanagar.
- Visit Anand Regional Co-operative Cotton oil Growers Union, Oil Refinery, Anand with HRM Students on 30<sup>th</sup> August 2005.
- Visit IRMA, Anand with HRM Students to know the functioning of IRMA and interact with the faculty of IRMA, Prof. Madhvi Mehta – Human Resources Development and Organizational Behaviour.
- Coordinator in Debate Competition on Indian will attain the prestigious position of super power at the end of 2015, 26<sup>th</sup> Sep. 2006.
- Guiding students to participate various competitions and youth festive.
- Become the member of Junior Chamber International (JCI)- Vallabh Vidyanagar chapter
- Lectured delivered on UGC-NET in Orientation Programme held at Nehru Hall, P.G. Department’s Hostel at Vallabh Vidyanagar on July 2005.
- Delivered lecture in NSS Camp organized by V.Zed Commerce College and Bhikhalal Arts College on “Strategy to Make India Super Power: Problems, Opportunities” at Valasan, January 2006
- Worked as a Judge in Inter School Debate Competition on Requirement of Entrance Exam in Professional Courses organized by Jesses Club, Vallabh Vidyanagar branch on 17<sup>th</sup> August 2005.

- Lecture delivered in NET/SLET orientation programme organized by JMB Prakashan Vallabh Vidyanagar on Research and Teaching attitude and Environmental Impact on People on 16<sup>th</sup> June 2005.
- Organized Debate competition in our department on the topic “Our Education System has failed to solve our Employment Problem” on 12<sup>th</sup> August 2004
- Counseling the students for UGC-NET Examination in our department.
- Organized two Industrial Visit one at GMM, Vithal Udyognagar, Karamsad on 31<sup>st</sup> July 2004 and second at AMUL, Anand on 7<sup>th</sup> August 2004.
- Delivered lecture in NSS Camp organized by V.Zed Commerce College and Bhikhalal Arts College on “Self employment as the best employment option” at Vadatal, 8<sup>th</sup> January 2005.
- Actively participating in arranging various students’ development and communities’ activities by LAKSHYA Group and IIPA.
- Delivered lecture on “Role of Information Technology in Organization” at Nalini-Arvind & T.V. Patel Arts Collage, Vallabh Vidyanagar, in vocational subject Office Management and Secretarial Practice on 10<sup>th</sup> December 2003.