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Member Syndicate, Sardar Patel University

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Date of Birth : July 15, 1969

Experience :

- Management Trainee, Cipla Ltd, Ahmedabad-26-09-1992-28-03-1993
- Lecturer, Birla Sagar Girls College, Porbandar, 02-07-1993- 4-12-1993
- Lecturer, Sardar Patel University, Vallabh Vidyanagar, Dec. 06, 1993 to Dec. 6, 1999,
- Lecturer Sr. Scale -6-12-1999- 01-04-2003
- Associate Professor -1-04-2003- 1-04-2009
- Professor- 01-04-2009 till date

Educational Qualification:

- ❖ **Ph.D. in Management** Title: Problems and Prospects of Marketing of Pharmaceutical Products in India;2003
- ❖ **MBA (Marketing Management)**-1992
G.H. Patel PG Institute of Business Management
Sardar Patel University, Vallabh Vidyanagar
- ❖ **BBA (Marketing Management)**-1989
B.J. Vanijya Mahavidyalaya, Sardar Patel University, Vallabh Vidyanagar.
Successfully cleared **UGC NET** Test for Junior Research Fellowship (JRF) and Eligibility for Lecturer ship held on 2-7-2000 at first attempt.

Brief Profile:

Dr. Darshana Dave has been working in MBA Programme, Sardar Patel University, Vallabh Vidyanagar for the last 28 years. Dr. Dave has 55 research papers and six books to her credit. She is rendering her services as editor of “Synergy”, the Journal of Management published by Sardar Patel University, Vallabh Vidyanagar. She has undertaken two minor and two major research projects by UGC, New Delhi. She is

Co-coordinator for UGC-SAP-DRS-III sponsored by UGC, New Delhi. She has also undertaken projects for Election Commission of India (KAP Survey), New Delhi and Assessment of SAGY and RURBAN Mission for Ministry of Rural development, New Delhi. Currently under her eight research students are registered for Ph.D. in management and eighteen have been awarded the degree. She has attended more than 50 national and international seminars and workshops. She has acted as resource person in HRDC and faculty development programmes organized by various educational institutions and delivered more than 50 expert talks.

Research Projects (Completed):

1. As a Member of the team working on “Post Project Evaluation of Sansad Adarsh Gram Yojana (SAGY Phase I Zone II-Gujarat and Rajasthan”, , MoRD, New Delhi, March 2018-Dec 2019
2. A Project by Election Commission of India on KAP of voters in Gujarat-Baseline and End line Survey-2017 and 2018
3. A study of Skills and Capabilities of Rural Youth in Gujarat, RGNIYD, Ministry of Youth Affairs and Sports, GoI, Sriperubudur, Tamilnadu, 2016-2018, Co-investigator
4. Special Assistance Programme of UGC-SAP-DRS-II by UGC, New Delhi: “Consumer Research in Rural Areas” during 2011-2016, Co-coordinator
5. Consumer Behaviour and Impulse Buying for organized retail stores in Gujarat, UGC, New Delhi for two years between 2012 to 2014 , Coordinator
6. Incubation Centers- a critical Requisite for techno- entrepreneurship- a study on Gujarat experience, UGC, New Delhi for 2 years, Co-Coordinator
7. Problems and Prospects of Marketing of Pharmaceutical products in Gujarat, Financed by UGC in the year 1999-2000.
8. Distribution of Cement: Problems & Prospects, financed by UGC in the year 1994-95.

Ongoing Projects: Co-coordinator

1. Special Assistance Programme of UGC-SAP-DRS-III by UGC, New Delhi: “Managing Transformation of Rural Economy” from Jan. 2017
2. As a Member of the team working on “SPM RURBAN (Gujarat and Rajasthan”, MoRD, New Delhi.

Seminars and Workshops Organised:

1. One Day National Webinar on “Managing Rural Economy: Government Initiatives and Stakeholders on 25th March, 2021, UGC SAP DRS III
2. One day national Seminar on “Transformation of Indian Rural Economy” on January 18, 2020, UGC SAP DRS III
3. One day national Seminar on “Managing Business in Dynamic World”, UGC Sponsored, on 24th Feb 2018

4. 38th Refresher Course Titled E-Commerce and E- Business Jointly with Prof. Yogesh C. Joshi during the period from 23-11-2015 to 13-12-2015 as Coordinators for UGC-Human Development Centre, Sardar Patel University, Vallabh Vidyanagar.
5. One Day National Seminar on “ Consumer research in rural areas” Sponsored by UGC, New Delhi, on 25 Jan. , 2014
6. Two days National Seminar on Understanding Indian Rural Consumers Sponsored by UGC, New Delhi, on 17-18 Feb, 2012
7. Two days Workshop on Research Methodology, UGC Sponsored, New Delhi, March 2010.
8. Two days National Seminar on Understanding Indian Consumers Sponsored by UGC, New Delhi, on 21-22 Feb, 2009

Publications:

A Review of Literature on Online Consumer’s Confusion in Travel Industry, International Journal of Creative Research Thoughts(IJRCT), Vol 9(4), April 2021, pp 3689-3700; Co- Author- Nishma Shah

New Initiatives for Managing Development in India: Possibilities and Challenges in Rural Area Development, Journal of Research: The Bede Athenaeum (Shimla), Vol. 12(1), March – 2021, pp. 43-52, Co-Author: Yogesh C. Joshi and Brijesh Patel

Adoption of MOOCS and Online Teaching Amidst the COVI-19 Pandemic: A study from the Perspective of Students and Faculties in India, Towards Excellence, Vol 13(1) March, 2021, pp 692, Co- Author: Rahim Munshi

Lives & Livelihoods in COVID-19 Era: Explore Outside from Inside, Covid 19’ Impact: Multidisciplinary Academic Perspective(Book), December 2020, pp 97-109

Social Media Consumption Habits during Covid-19 Lockdown, International Journal of Business and management Invention(IJBMI), Vol.9(9), September 2020, pp24-29, Co –Author: Abdul Rahim Munshi & Sneha Anna Sabu

Skilling of Car Mechanics and Car Sales Consultants: Need to Re-skill and Up-Skill, Indian Journal of Training and Development, Vol.50(3), July- September, 2020, Co-Author: Ravi Menaria

Antecedents and Consequences of University Brand Image, An Integrated Model from the Perspective of students in Gujarat, Journal of Critical Reviews, Vol 7(18) , 2020, pp869, Co-Author: Rahim Munshi, Prasun Chakrabarti & Sandeep Poddar

Dairy Cooperatives in India: Structure, Management, and Performance, Synergy-Journal of Management, Vol. 21(2), Co-Author: S. Sajja

Best Practices in Automobile Industry in after sales service of passenger car segment in skill acquisition service personnel for TQM, Co-Author: Ravi Menaria

Perception of LGBT Asian Indian community towards entertainment in USA, Amity Journal of Management, Gwalior, Vol VII(2), July – December, 2019, Co-Author: Shilpa Abani

Transformation of the Rural Economy- A case study of Anand Dairy Cooperative, Co-Author: Srinivas Sajja

Usage and Impact of Social Network Sites on Rural Youth in Anand District- An empirical Research, Co-Author: Komal Shukla

Outlook of Asian Indians towards entertainment in USA, synergy, 20(1), January- June 2018, Co-Author: Shilpa Abani

A study on the impact of social media on consumer decision making process in Anand and Vallabh Vidyanagar, synergy, 20(2), July -Dec. 2018, Co-Author: Komal shukla

Skill Development Programmes: Issues and challenges in Rural Gujarat, Quarterly Journal of Management Development , Vol. 49(1), Jan – June 2018, Co-Author: Dr. Yogesh Joshi

A Study on the Sustainable Development of Education in India—A Conceptual Paper, KAAV International journal of Economics , Commerce and Business Management, Vol.5(1), March 16, 2018, Co-Author: Komal Shukla

Prevailing Tenor for Ayurveda in Views of Ayurvedic Practitioners, Asian Journal of Management, 8(4), October-December, 2017, Co-Author: Poonam Amrutia

A study of Green Marketing Initiatives and Government's Intervention in Consumer Durables Industry in India, Synergy-Journal of Management, Vol. 18(2), July-Dec. 2016, Co-Author: Swati Joshi

Impact of Advertising and Marketing Strategies on consumption of Ayurvedic Medicines; International Research Journal of Marketing and Economics; Vol.3(5), May 2016, pp. 69-77, Co-Author: Poonam Amrutia

A Study of Consumer Behavior towards Ayurvedic Medicines and Treatments, SEMCOM Management & Technology Review, Vol 3(2), March 2016, pp. 75-84, Co-Author: Poonam Amrutia

Role of Higher Education in Transforming India: Challenges with Reference to Management Education, University news, A Weekly Journal of Higher Education, published by association of Indian Universities, Vol. 54(5), Feb. 01-07-2016, pp. 215 to 222, Co-Author: Yogesh Joshi

Impulsive Buying Behaviour in Organised Retail Stores- with Specific Reference to FMCGs in Gujarat, Prestige International Journal of management and Research, Vol.8, 9,(1& 2), July 2015 to Jan 2016, pp. 21 to 36., Co-Author: Brijesh Patel

Employee Branding: A Research Study on Indian banking Sector, VNNSGU Journal of Management and Administration, Vol. 7(1 & 2), Jan-Dec. 2015, Co-Author: Mohit Parekh

Factors Influencing Adoption of Smartphone Application in Selected Cities of Gujarat, Journal of National Development (NAAS Rating 2.50), Meerut, Vol. 28(1), (Summer), 2015. Co-Author: Deepa Kesari

Factors Affecting Patient's Satisfaction and Health Care Service Quality: A Study on Selected Private Hospitals of Gujarat, SEMCOM Management & Technology Review, Vol 2(2), March 2015, Co-Author: Rina Dave

A Study on Mobile Phone Usage Habits among Students from Rural Areas of Anand District, Synergy-Journal of Management, Vol.17(1&2), Jan.-Dec. 2015 pp. 24-29, Co-Author: Komal Mistry

Bank Selection Process of Rural Consumers: A Study of Selected Rural Areas of Panchmahal District, Synergy- Journal of Management, Vol. 16(1 & 2), Jan-Dec. 2014, Co-Author: Suresh Machhar

A Study on Usage Pattern and Satisfaction Level of Banking Services in Selected Rural Areas of Dahod District, Synergy-Journal of Management, Vol.15(1&2), Jan-Dec 2013, pp. 78-87, Co-Author: Suresh Machhar

Empirical Study of Factors Affecting Investment Decision Making towards the Mutual Funds: Evidence from Gujarat State, Synergy-Journal of management, Vol.15(1&2), Jan-Dec 2013, pp. 22-31, Co-Author: Chetna Chapadia

A Study on Service Quality and Customer Satisfaction of selected Private Hospitals of Vadodara City, Pacific Business Review, Vol. 6(11), May, 2014, pp. 7-12, Co-Author: Rina Dave

Corporate Social Responsibility: Communication through Sustainability Reports by

Indian and Multinational Companies, *Global Business Review*, Vol. 13(3), October – 2012, pp. 393 -406., Co-Author: Ruchi Tiwari

Mobile Number Portability: Challenges and Opportunities for Network Service Providers, *Journal of Marketing Vistas*, Vol. 1(1), July – December 2011, pp. 1-20., Co-Author: Chaitnya Vyas

Problems of Customer Information Overload and Interactive Marketing as Its Solution, *Synergy- Journal of Management*, Vol. 13(1), Jan.- June 2011, pp. 10-16, Co-Author: Chaitnya Vyas

User's Perception of Quality of Health Care in Rural Areas of Anand and Kheda District, *Synergy-Journal of Management*, Vol. 13(1), Jan.- June 2011, pp. 64-69, Co-Author: Sujatha Krishnamurthy

The Impact of No Entry Load Structure on the Indian Mutual Fund Industry, *VNSGU Journal of Management and Administration*, Vol. 2(2), July-Dec. 2010, Co-Author: Mohit Parekh

Impact of Size, Environment and Strategy on Organisational Effectiveness: An Iraq Perspective, *Synergy, Journal Of Management*, Vol. 12(2), July- Dec. 2010, pp. 50-64., Co-Author: Maysoon Abdul Kareem

Celebrity Endorsement Strategies Adopted by Coke and Pepsi in India, *Synergy-Journal of Management, Sardar Patel University*, Vol.12(1), Jan-June 2010, pp. 74-84., Co-Author: Mohit Parekh

Regional Trends and Patterns in Milk Production and Drivers for Future Growth in Gujarat State, *Agricultural Economics Research Review*, Vol. 23, July – December 2010, pp. 295-302., Co-Author: Jignesh Shah

A Shift from Crop- mixed Traditional Dairying to Market- Oriented Organized Dairy Farming-Plausible Factors Responsible for Structural Transformation in Indian Dairy Sector, *Indian Journal of Agricultural Economics, Mumbai*, Vol. 65(2), April- June 2010, pp. 298-307., Co-Author: Jignesh Shah

livestock Consolidation in Gujarat, *VNSGU Journal of Management and Administration, Surat*, Vol. 1(2), July – Dec 2009, pp. 42-55., Co-Author: Kunjal Sinha

Drivers of Agent Preference and Satisfaction- Study on Life Insurance, Journal of Marketing Trends, Hyderabad, Vol. 1(2), Dec 2009, pp. 24-33., Co-Author: Sujatha Krishnamurthy

Popularizing Artificial Breeding Programme of Milch Animals Among Dairy Farmers Through Social Marketing, Synergy, Journal of Management, Vol. 11(1), January – June 2009, pp. 88-93.

Book Review of “Truth: The New Rules for Marketing in a Sceptical World” by Lynn Upshaw, Nice Journal of Business, Meerut, Vol.4 (1), Jan-June, 2009, pp. 98-100.

Customers’ Perception towards Life Insurance- A Service Quality Perspective, Synergy, Vol. 10 (1& 2), Jan- Dec 2008, pp. 18- 29., Co-Author: Kunjal Sinha

International Charter on ‘ Space and Major Disasters’: An Assessment of Outreach in South Asia, Journal of South Asia Disaster Studies, SAARC Disaster Management Centre, New Delhi, Vol. 1 (1), Nov 2008, pp. 197-214., Co-Author: N. K. Shrivastav

Knowledge Inputs to Disaster Management: An Operational Perspective based on Space Technology Applications in India, Synergy, Journal of Management, Vol. 7-8 (1&2), Jan. 2005-Dec. 2006, pp. 82-95., Co-Author: N. K. Shrivastav

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Ethical Issues in Pharmaceutical Marketing, Published in the Souvenir of National Seminar on Ethics and Management – Emerging Issues in the New Millennium, at S.R. School of Business Management, North Gujarat University, Patan on 11-12 Jan, 2002

The Time based Competition and Its Relevance Today, Synergy, Journal of Management, Vallabh Vidyanagar, Vol-3(1 & 2), Nov. 1998 – Dec.-2000.

Self-Medication: A Social Problem or a Marketing Opportunity, Prabandh, Journal of Faculty of Management Studies, Mohanlal Sukhadia University, Udaipur, January, 2000.

Gujarati Tourists Spread their Wings: International Journal of Management and Tourism, Jodhpur, Vol.6(3), Jan.-March, 1998, Co-Author: J. S. Panwar

And They Say It Is Not Addictive, The Times of India, Monday, February 16, 1998,

Co-Author: J.S. Panwar.

Let us Negotiate "Synergy", Journal of Management Vol.2(1 & 2), April 1997-October 1998., Co-Author: J. S. Panwar

Marketing Information System: A Tool for Achieving Competitive Advantage "Synergy" Journal of Management, Vallabh Vidyanagar, October, 1996, March, 1997, Co-Author: Nilima Nair

Book Publication:

Book titled” Permission Marketing-Awareness, Perceptions and Preferences in Gujarat, Published by Lambert Academic Publishing, Germany, 2012.

E - Book titled “Organisation Effectiveness in Higher Education”: An Iraq Perspective, Published by Lambert Academic Publishing, 2012.

Book titled “Incubation Centers and Development of Techno – entrepreneurship Indian Scenario, Published by Lambert Academic Publishing, 2012.

Book titled “Publishing in High Impact Management Journals Tips for Beginners, Humming Words Publishers, 2012.

Book titled “Marketing Of Pharmaceutical Products in India, Published by Lambert Academic Publishing, Germany, 2011.

Edited a Book Titled “Consumerism: Global and Indian Perspectives, published by RBSA Publishers, Jaipur, 2006.