

## PAPERS PRESENTED IN CONFERENCES

Name of Faculty	Title of presented paper and Theme of Conference (Mention year of conference in bracket)	University
Dr. Sweety Shah	"Impact of Primary Agriculture Credit Societies on the Gross State Domestic Product (Agriculture and Allied Activities): A Study of Five Different States of India"- Management Business, Economy, and Environment: The New Normal (2019)	Nirma University
	"Payment Banks: Digital Revolution in Banking Sector"- Management Business, Economy, and Environment: The New Normal (2019)	Nirma University
	"A Study of Personal Financial Planning Process and Socio-Economic Decision Making in Households"- Interdisciplinary issues for empowering trade, industry and society (2016)	Nirma University
	"Understanding practices of Personal Financial Planning (PFP)" - Role of Financial Industry in accelerating economic growth (2014)	Gujarat Technological University (GTU) - Centre for Financial Services
	"Factors Affecting risk tolerance capacity of Investors: An Empirical study in Ahmedabad" - Contemporary Issues in Management and Co-Operation: Prospects and Challenges (2013)	NICM
	"Financial Literacy: An Outcome of Global Economic Crisis" -Meeting the Challenges of Globalised Market (2013)	Globalised Market by GTU & Parul Group of Management Institutes
Dr. Neha Mehta	Payment Banks: Digital Revolution in Banking Sector, Organized by Institute of Management, Nirma University, January 2019.	Nirma University
	Visual Merchandising and Consumer Demography: The Impact on Impulse Buying Behavior, NICOM 2019, Organized by Institute of Management, Nirma University, January 2019.	Nirma University
	Impact of Visual Merchandising on Consumer Perception of Electronics Products and Usage of Technology, Published in Conference Proceeding Book Titled, 'Business Transformation through Functional Strategies, NICOM 2018, Organized by Institute of Management, Nirma University, January 2018.	Nirma University
	Visual Merchandising and Consumer Buying Behavior: Comparison Between Two Product Categories, Reading Book of Global Business And Technology Association. Mapping The Global Future: Evolution Through Innovation And Excellence (GBATA Dubai), 2016	GBATA Dubai
	Visual Merchandising as Tool for Creating Differentiation for Furniture Outlets: Perceptual Mapping, Published in Inter-Disciplinary Issues for Empowering Trade, Industry and Society, NICOM 2016, Organized by Institute of Management, Nirma University, January 2016.	Nirma University
	Developing High Performance Work System in Retail Outlet, Published in Macro and Micro Dynamics for Empowering Trade, Industry and Society, NICOM 2016, Organized by Institute of Management, Nirma University, January 2016.	Nirma University
	Developing High Performance Work System for Visual Merchandising in Retail Outlets, Published in Business Excellence and Leadership Transforming HR for Enhanced Organizational Capability, NICOM 2015, Organized by Institute of Management, Nirma University	Nirma University
	FDI in Indian Retail Sector: The Implications and Challenges, Published in Reading Book of NICOM-2014, NICOM 2014, Organized by Institute of Management Nirma University, Jan 2014	Nirma University
Visual Merchandising: Impact On Consumer Behaviour (An Exploratory Study Of Apparel Segment In Ahmedabad), NICOM 2012, Organized by Institute of Management Nirma University, Jan 2012	Nirma University	

	A study of Consumer's perception for Apparel retail outlets in terms of Visual Merchandising in Ahmedabad, NICOM 2013, Organized by Institute of Management Nirma University, Jan 2013	Nirma University
	Visual Merchandising: Impact On Consumer Behaviour (An Exploratory Study Of Apparel Segment In Ahmedabad), Reading Book of Global Business And Technology Association. Mapping The Global Future: Evolution Through Innovation And Excellence	GBATA NewYork
Dr. Rajani Shah	An Empirical Analysis On Challenges And Opportunities Faced By Higher Education System With Special Reference To Management Institutions, 2nd International conference on Globalised markets by GTU & Parul Group of Institutes, Ahmedabad, Jan 2013,	Globalised Market by GTU & Parul Group of Management Institutes
	An Evaluation Of Socio-Economic Development Through Partnership Of Micro-Finance And Corporate Social Responsibility, International Conference on Emerging management Practices - Value Creation for Sustainable Growth in 21st Century) by Ganpat University, Kherva, Feb 2013	Ganpat University
	An Analysis On Determinant Factors Which Influence The E-Banking Services Adoption, National Conference on Contemporary Issues in Management and Co-Operation: Prospects and Challenges by NICM, May 2013	NICM
	Purchase Intention Of Customers Towards Organic Food Products: Movement Towards Green Environment, 1st Doctoral Colloquium on Emerging Dimensions in Research by Ganpat University, Ahmedabad, Feb 2015)	GLS
Dr. Neha Shah	Dynamics of Women's Employment in India: Insights From PLFS Results, 7th PAN IIM World Management Conference, IIM Rohtak	IIM Rohtak
	Subsidies and Incentives to Industries in Gujarat: Some Issues; Center for Development Alternatives and Supported by The Planning Commission of India	Center of Development
	Economic Growth and Employment Scenario in Globalizing Gujarat	G H Patel Institute of Business Management, Vallabh Vidyanagar
	Understanding Gujarat Economy	Center for Culture and Development, Vadodara
	Women, Microfinance and Micro Enterprise Development: Issues in sustainability	8th Biennial Conference on Contemporary Issues in Entrepreneurship Research, EDI
	Micro Finance and Poverty Alleviation – A Critique	Center for Studies in Developing Societies - Delhi and ASAG - Ahmedabad
	Notes on Availability of Credit to Unorganised Sector: Current Scene and Possibilities	14th Gujarat Economic Conference
Dr. Anitha Sunil	An Empirical Evaluation of Alternative Scales to Measure Service Quality and Assessment of Service quality Dimensions, National Conference on Business in Emerging Markets: Management Practices & Research by L.J. Institute of Management, Ahmedabad on 23rd April 2011.	L.J. Institute of Management, Ahmedabad
Dr. CA Kiran Khatri	The Empirical Analysis of the Inventory turnover ratio of companies in the Life Sciences Sector. National Level Conference on the theme "Emerging Trends in Engineering Technology and Management -2014",	Indus University, Ahmedabad
Kumar Ramchandani	"A Review of Research on Theory & Practice of Corporate Finance Strategies in Global Scenario" published in conference proceedings book at International Conference on "Research In Management: Lessons For India", TIMS International Conference on "Research In Management: Lessons For India" at	Tolani Institute of Management Studies, Adipur, Gujarat
	"A Review of Research: Modelling Long Memory in Stock Market Returns for major economics in the world", TIMS International Conference on "Research In Management: Lessons For India" at Tolani Institute of Management Studies, Adipur, Gujarat on December 10-11, 2011	Tolani Institute of Management Studies, Adipur, Gujarat

	“IFRS: Implementation Challenges for Banks in India” Global Paradigm of Accounting & Finance in Global Perspective” published by Himalaya Publishing House in First Edition vide ISBN No. 978-93-5051-378-1 on page No. 116-126	Gujarat University
Dr Indra Meghrajani	Local v/c National Brands: Brand quality Perception or Behavioral Intention, Understanding the Indian Rural Consumer 17-18 February, 2012	G.H. Patel Institute of Management Studies
	Why Fake Product? Ignorance or Availability; ‘Anvesha’ Conference for Doctoral Students Organizer: Date: 6-7 April, 2012	Nirma University
	Understanding the Rural Consumer: A study of FMCG products in Gujarat,National Conference on Contemporary Issues in Management and Cooperation.Organizer: Date: 4-5 May, 2013	National Institute of Co-operative Management (NICM)
	Impact of Advertising Appeals on Buying Behavior of Rural Consumers, Understanding the Indian Rural Consumer Organizer: 25 January, 2014	G.H. Patel Institute of Management Studies
	A Tradeoff between awareness and ability to distinguish by rural consumers of North Gujarat; International conference on Emerging Management Practices Ganpat University in association with AIMS and Victoria University (Australia) Date: 7-8 February, 2014	Ganpat University
	Factors Influencing the Purchase Decision of Rural Consumers: A study in the Rural Markets of Gujarat (India),IBS, conference on Marketing and Business Strategy (ICOMBS 2015) IBS Hyderabad 30-31 October, 2015	IBS Hyderabad
	Rural Consumers and their Brand Choice: A study in the rural markets of Gujarat (India),9th International Conference on Healthcare Systems and Global Business Issues University of Houston-Clear Lake, USA and Jaipur National University 2-4 January, 2016	Jaipur National University
	Rural customers and the role of various mediums in purchase decisions: A study of selected FMCG products in the villages of Gujarat, International Research Conference, 2017	Jamnalal Bajaj Institute of Management Studies
	Brand awareness and Influencers in Purchase Decision of Rural Consumer: A study of FMCG in the Rural Markets of Gujarat (India), Eleventh International Conference on Health Care and Global Business Issues 1-3 January, 2018	IMS Unison University Dehradoun and University of Houston Clear Lake, USA
	A Study on Event Marketing through Social Media, 7th AIM-AMA SHETH FOUNDATION DOCTORAL CONSORTIUM AND CONFERENCE, Marketing Communication in the Digital Era, Organized by MICA, January 4th to 7th, 2019,	MICA
Rural Women empowerment through rural Communication focusing on self help group, DEVCOM- 2011	SsCCM, Bhavnagar	
Is Entrepreneurship a Gender Blind? - 19th Nirma International Conference on Management 0n (NICOM 2016)	Nirma University	
The real and second side of women entrepreneurship in India-19th Nirma International Conference on Management 0n (NICOM 2016)	Nirma University	
E-commerce (e-vyapar): an era of online vyapar, NCCICM-2016	Sheth M.N. College, Visnagar	
E-commerce: an emerging trend of “sab kuch online bikta hai” focusing on its serious problems, expectations and challenges- NCCICM-2016	Sheth M.N. College, Visnagar	
Is entrepreneurship a gender blind? (Part 2), International Conference on Women in Science & Technology: Creating Sustainable career (ICWSTCSC-2016)	BMM Engineering college, Vallabh Vidyanagar, Anand	
Rural Women Entrepreneurship: “Nari Bani Vyapari”, National Conference on “Make in India: Challenges and opportunities”	Dr.Padmashree Dr. D.Y.Patil Institute of Management Studies, Pune	

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Outlook of Bhartiya Women Entrepreneurship Focusing on its Vision and Challenges,National Conference on “Make in India: Challenges and opportunities”	Dr.Padmashree Dr. D.Y.Patil Institute of Management Studies, Pune
LGBT -The rainbow world inside the world, International seminar voices of the oppressed and the marginalized	Municipal arts and urban bank science college, Mehsana
A survey on the awareness as well as to know the level of satisfaction of the online shopping among the people of Ahmedabad city,Governance in E-commerce: Contemporary Issues & Challenges	Gujarat Technological University, Chandkheda, Ahmedabad
A survey on awareness and satisfaction level of the consumers of online gifting with special reference to Ahmedabad city,Governance in E-commerce: Contemporary Issues & Challenges	Gujarat Technological University, Chandkheda, Ahmedabad
Waste Management: Inspire Today for a better Tomorrow, International Conference on Agriculture, Food Science, Natural Resource Management and Environmental Dynamics: The Technology, People and Sustainable Development	Department of Agricultural Extension, New Delhi, India
Analysis of role performance of women in agricultural sector in India, A National Seminar on Indian Agriculture in Post Reform Era	Banasthali Vidhyapith, Jaipur, Rajasthan.
Problems and prospects of Agricultural marketing in India, A National Conference on Management Innovations: A way Forward to India 2020	Rai University, Dholka, Ahmedabad, Gujarat
Swachh Bharat: CSR Initiative by Indian Cooperates, A National Conference on Management Innovations: A way Forward to India 2020	Rai University, Dholka, Ahmedabad, Gujarat
Green Marketing-A new way of marketing: A review Approach, A National Conference on Management Innovations: A way Forward to India 2020	Rai University, Dholka, Ahmedabad, Gujarat
A survey on the satisfaction level of the customer towards shopping Mall’s: An analytical Study, A National Conference on Management Innovations: A way Forward to India 2020	Rai University, Dholka, Ahmedabad, Gujarat
To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special reference to Ahmedabad District, 20th Nirma International Conference Conference on Management (NICOM 2017) on Contemporary Marketing: Concept, Practice and Method	Nirma Institute of Management Studies, Nirma University, Ahmedabad, Gujarat
Startup India: A challenging Way of Thrones, National Conference on Startup India Boosting Entrepreneurship	Dr. D.Y.Patil, Insttute of Management Studies, Pune
Startup India: A rough Diamond to be Polished, National Conference on Startup India Boosting Entrepreneurship	Dr. D.Y.Patil, Insttute of Management Studies, Pune
Agripreneurship: A reincarnation of Indian Agricultural Industry, International Conference on Enhancing Economic Productive and Competitiveness through Financial and Monetary Reforms	Gujarat Technological University, Chandkheda, Ahmedabad
Women Entrepreneur: Warriors and Survivors, International Conference on Enhancing Economic Productive and Competitiveness through Financial and Monetary Reforms	Gujarat Technological University, Chandkheda, Ahmedabad
To Study The Opportunities And Challenges In Marketing Strategies Of Ecopreneurs With Reference To Gujarat State, 21st Nirma International Conference on Management (NICOM 2018)	Nirma Institute of Management Studies, Nirma University, Ahmedabad
Identifying Impact Of Employee Relations On Corporate Governance, Governance in Indian Financial Services Sector: Reforms & Remedies (ICGS 2018)	Gujarat Technological University, Chandkheda, Ahmedabad
Measuring ROI: A Study Of Hurconomics On The Employees With Special Reference To Atul Auto Limited, Veraval, Governance in Indian Financial Services Sector: Reforms & Remedies (ICGS 2018)	Gujarat Technological University, Chandkheda, Ahmedabad

	Analysis Of The Impact Of Work Life Balance On Working Women Leader In India, National Conference on Leadership, Governance and Strategic Management: Key to success	Dr. D.Y.Patil, Institute of Management Studies, Pune
	An Analysis Of Identifying The Business Opportunity In Agro-Chemical Sector - With Special Reference To African Country Uganda, National Conference on Leadership, Governance and Strategic Management: Key to success	Dr. D.Y.Patil, Institute of Management Studies, Pune
	Entrepreneurship: Career Opportunity Has No Gender Discrimination, National Conference on Leadership, Governance and Strategic Management: Key to success	Dr. D.Y.Patil, Institute of Management Studies, Pune
	Merger And Acquisitions: A Case From Indian Telecom Sector Vodafone & Idea, National Conference on Leadership, Governance and Strategic Management: Key to success	Dr. D.Y.Patil, Institute of Management Studies, Pune
	Influencer Marketing: A new trend, National Conference On Multidisciplinary Research In Social Sciences And Management Studies	Dr. D.Y.Patil, Institute of Management Studies, Pune
Dr. Kinjal Jethwani	"A Review of Research on Theory & Practice of Corporate Finance Strategies in Global Scenario" published in conference proceedings book at International Conference on "Research In Management: Lessons For India", TIMS International Conference on "Research In Management: Lessons For India" at on December 10-11, 2011	Tolani Institute of Management Studies, Adipur, Gujarat
	"A Review of Research: Modelling Long Memory in Stock Market Returns for major economies in the world", TIMS International Conference on "Research In Management: Lessons For India" at Tolani Institute of Management Studies, Adipur, Gujarat on December 10-11, 2011	Tolani Institute of Management Studies, Adipur, Gujarat
	"IFRS: Implementation Challenges for Banks in India" Global Paradigm of Accounting & Finance in Global Perspective" published by Himalaya Publishing House in First Edition vide ISBN No. 978-93-5051-378-1 on page No. 116-126	Gujarat University
	"Efficient Market Hypothesis and Impact Of Public Information On Stock Market: A Review Of Literature", International Conference on "Global Recession to Global Recovery" at the Institute of Management, Nirma University, Ahmedabad, on January 5-7, 2012 (NICOM 2012) (Conference Proceeding Book titled Macro and Micro Dynamics of Trade, Finance and Investment ISBN No. 978-93-81261-72-6, Excel India Publishers, Page No. 28)	Nirma University
Dr.Sweta Patel	International Mental Health conference on Mental Health on 10th & 11th October, 2019	Holistic Healing Foundation & Gujarat University
Dr Himani Sheth	A study on changing organizational & HR Practices ( Paper presented at " National Conference on Sustainable Development in business along with Societal Changes"	R J Tibrewal Commerce College