

PAPER PRESENTATION

International

- Presented a paper In International Conference on Services Management at Radisson , New Delhi on “ Health and Medical Care”
- Presented paper on “A study of the impacts of Chief Minister’s Ten Point Programme on the development of Tribal areas in Gujarat in International Conference International Seminar on Tribal Development on 1/2 nd June 2012.

National

- Published a paper on “India – as a Branding Perspective” in 57th All India Commerce Conference), 26-28th Dec, 2004
- Presented a paper on “Misleading Advertisement” at G.H.Patel (MBA Department) in the seminar on “Consumerism” sponsored By UGC. 21/10/2004
- Presented a paper on “ Plastic Money- Risk and Return” at P.G.Department of Business Studies for the seminar held on “ Emerging Trends- Financial Services” (UGC Sponsored, 19/3/2005
- Presented paper on “A Study of Cognitive Attributes of the Shoppers towards Attractiveness of Shopping Malls with Special Reference to Organized Retail Stores in Anand and Vallabh Vidyanagar “organized by G.H.Patel College of Management, 21-22/2/2009
- Presented paper on “Corporate Governance-Clause 49” in National Level (U.G.C Sponsored) Current Issues in Corporate Governance organized by P.G Department of Business Studies at V.V.Nagar on 29/01/2010.
- Presented paper on “Entrepreneurship Education- A value Chain Approach” at 63rd All India Commerce Conference at Goa University , Goa on 1st-3rd October,2010.(**Won Silver medal**)
- Submitted paper on “Green Marketing for Sustainable Business Growth” at national level seminar organized by BJVM & Indian Commerce Association (Gujarat Chapter) on 27/11/2010
- Presented paper in 65th All India Commerce Conference “FDI in retailing FDI - RETAIL REVOLUTION IN INDIA– ANALYSIS, IMPACT and ADVANTAGE on 9/10/11 Nov, 2012
- Presented paper in National Conference on “Recent trends in Higher Education” on “ Service Marketing Trends and Challenges- on 1st December, 2011 organized by Smt.S.I Patel IPCOWALA College of Commerce & Indian Commerce Association (Gujarat Chapter)
- Presented paper on “Corporate Governance” in 61st All India Commerce Conference organized by Maharishi Dayanand University & Indian Commerce Association Ajmer, 8th October, 2009.
- Presented paper on “ A Mindset of SME Entrepreneurs” in National Seminar “ Entrepreneurship: Vision, Value and Passion for E-Commerce Readiness in Gujarat” organized by 31/1/2014

- Presented paper on “ Private Sector Banks: A study on tools and technology” in National level Seminar on “ Emerging Business Challenges: Ideas and Solutions organized by SEMCOM on 5/5/2015

College

- Presented a paper on “ Web based marketing- A study of effectiveness of online ads” in E-Biz Summit on 7th-8th Jan 2006 at BVM Auditorium by SEMCOM College and had won the cash prize of Rs 10,000(First Prize)
- Presented paper on “ IT Penetration of SME’s in E-Biz Summit organized by SEMCOM College on 8th Jan 07.
- Presented paper on A Research paper on "Identity Enforced: A study of acceptability and awareness of Unique Identification Number organized by SEMCOM, 26/1/2010
- Presented paper on “ A study of effectiveness of Social Networking website among the students.” In E-Biz Summit Organized by SEMCOM College on 29th Jan 2008.
- Presented paper on “Service Quality Assessment in Insurance Sector: A study of LIC and Reliance Life Insurance in Anand” In E-Biz Summit Organized by SEMCOM College on 2013.

State level

- Presented paper on “Global Economic Crisis- A lessons to Learn” organized at State Level Seminar on Emerging Global Scenario in Banking and Finance: Challenges and Opportunities at 7th November, 2009
- Presented paper on “Global economic recession- Lessons to Learn” State level seminar organized by C.Z Patel College of Business and Management on 4.11.2010.

SEMINARS and CONFERENCES Attended

- Attended National Seminar on “ Accounting in New Millenium” by Indian Accounting Association (Gujarat Chapter) and P.G Department of Business Studies, 10/3/2003
- Attended National Seminar on “Emerging trends of Finance & Management conducted by G.H.Patel Institute of Management on 11th September 2004.
- Attended UGC sponsored workshop on “Interactive Learning Methodologies” conducted by Jawaharlal Nehru Technological University. Hyderabad, 21-23rd March 2006
- Attended State Level seminar on “ Banking Reforms in India” conducted by Smt. T.J.Patel Commerce College, Nadiad on 25th November ,2007
- Attended One day National Seminar “Knowledge Management and IT” organized by Anand Institute of Management on 19th Feb 2006.

- Attended State level seminar on Accounting Education and Research in a changing scenario” organized by Department of Business studies & Indian Accounting Association on 23rd September 2007.
- Attended 31st All India Accounting conference and International seminar on Accounting Education and Research organized by S.D.School of Commerce and Indian Accounting Association on 22,23rd November 2008.
- Attended WIRC Tax Conference of ICAI, Mumbai on 16th June 2007.
- Attended "Red Ribbon Club: Advocacy/Training Programme” organized by Shree Krishna Hospital & Med. Research Centre & Gujarat State AIDS control soc at Karamsad on 12th February 2009.
- Attended 61st All India Commerce Conference organized by Maharishi Dayanand University, Ajmer on 8th October, 2009
- Attended National seminar on “Managing Small scale industries in Liberalized Business Environment organized by G.H Patel Institute of Business Management, VV Nagar, 8/3/2010.
- Attended National Seminar on “Innovative strategies in Management and Education” organized by C.Z.Patel College of Business and Management on 2nd December,2011
- Attended Workshop on XBRL- An tool for filing returns organized by ICAI and DELOITE Company on 15/11/2011
- Attended One day Workshop on “Contemporary Issues of Accountancy & Commerce Education by ICAI & Department of Business Studies on 18/10/2011
- Attended One day Workshop on “Low Carbon strategy and sustainable growth levers” by FGI,Baroda& Ernst & Young on 8/12/2011

Publications in Referred Journals and Online

- Had published a paper on “Loyalty Marketing” in www. Indianmba.com
- Had published a paper on “A case study on Titan Watch- A journey from Time Piece to Ornament in The Chanakya, Journal of RIMS, Orissa (Rourkela Institute of Management) Vol V, Issue -1 , Jan-Jun 2005
- Had published a paper on “Corporate Mergers and Acquisitions” in Indian Journal of Accounting, Vol 25. December 2004.
- Had published paper in Synergy Magazine “ Retailing in India- Trends and Challenges” Vol No
- Had contributed a chapter on “ An Appraisal of the Impact of Banking Sector Reforms on the performance of Commercial Banks in present decade”in the Book “ Emerging Indian Economy in 21st Century – Challenges and Opportunities (ISBN NO 978-81-89972-51-6
- Published paper on “ A study of social Networking websites among youth in the book, The ERA of Commerce and E-Commerce “, Oxford Book, ISBN No (978-93-5030-1685)

- Published paper on “Entrepreneurship Education to Business Students - A value Chain Approach” in Journal of Indian Commerce Association (ISSN 0019-512x, Vol 64, April June 2011)
- Published paper on “ Service Quality Assessment in Insurance Sector: A study of LIC and Reliance Life Insurance in Anand ((ISSN 2321-5968, Vol 1, October 2013) ”
- Published paper on “ A study of the impacts of Chief Minister’s Ten Point Programme on the development of Tribal areas in Gujarat”
- Published paper on “FINANCIAL PERFORMANCE ANALYSIS: THE APPAREL RETAIL INDUSTRY ” in SMTR (SEMCOM Management and Technology Review” (ISSN 2321-5968, Vol 2)