

Publication detail in 2011-12

Publication of Book

- Dr. Govind B. Dave, has authored a book titled 'Consumer Buying Behaviour for White Goods' (ISBN: 978-3-8454-3624-1) which has been published by a publishing house LAP LAMBERT Academic Publishing GmbH & Co. KG, GERMANY. The book has been published in USA and UK and is available in Europe too.

Research Papers Published in Academic Journals

- Research paper titled "A Study of Factors Considered for Supplier Selection by Clients/Customers in Organizational Buying with reference to Lost Order Analysis" by Dr. Govind Dave was accepted for presentation at a National Seminar on 'Managing Development- Issues and Challenges in Gujarat' organized by G. H. Patel Post Graduate Institute of Business Management, MBA Programme, Sardar Patel University, V. V. Nagar held on March 12, 2011. The paper is published in the Synergy – A Peer Reviewed Journal of Management
- Research paper titled "A Study of Factors Influencing Consumer Buying behavior for Washing Machines in Selected Cities of Gujarat" by Dr. Govind B. Dave was accepted at the U. G. C. Sap II (DRS) sponsored National seminar on 'Understanding the Indian Rural Consumer' organized by post graduate department of business administration M.B.A. Programme, (GHPIBM), Sardar Patel University, V. V. Nagar held on February 17-18, 2012. The paper has been accepted for publication in Synergy – A Peer Reviewed Journal of Management.
- Research paper titled "Understanding Customer Relationship through Firms' Post Purchase Behaviour" by Dr. Govind B. Dave has been accepted at the Pinnacle 2012, National Research Conference on 'Innovative Paradigms in Contemporary Management' organized by Department of Management Technology, S.B. Jain Institute of Technology, Management & Research, Nagpur in association with VIA-HRD Forum & Indexed by *International* Journal of Research in Commerce and Management (IJRCM) held on January 28, 2012
- Research Paper "Advancement of Product Recall Dynamics as a Leaf Model to Survive During Turbulent Time of Corporate Crisis" by Mr. Pranav Desai has been published in Scientia Journals Manageria ISSN 2230-9462 ; Vol. 2 -Issue 5 Page No: 38-47, October 2011.
- Research Paper "Enhancing The Application of Advance Information Technology through Abrupt Notifications of Product Recalls" by Mr. Pranav Desai has been published in Business Process innovation through Advanced Information Technology in ISBN: 978-81-929911-0-6 1st Impression-2011 Page No. 83-88, August 2011
- Research Paper entitled "Development of ICT Based "AgriProPAF" For Rural Environment: Dreams And Realities For Indian Agriculture Sector" by Mr. Pranav Desai has been published in International Journal of Computer Applications in Engineering, Technology and Sciences ISSN: 0974-3596 APRIL - SEPT 2011 ISSUE Page No: 108-113
- Research Paper entitled "Development of the ICT based reverse logistic system: A proactive approach to deteriorate the effect of product recall" by Mr. Pranav Desai has been published in International Journal on Science and Technology (IJSAT) in Volume II, Issue II, (Apr.-June.) 2011 pp.076-087