

Publication detail in 2012-13

Research Papers Published in Academic Journals

Govind B Dave, Dean, FMS, Principal (I/c.), I²IM

- “Understanding Consumer Perception towards Brand Archetypes for Selected Brands”, <http://www.icmis.net/ictbm/ictbm13/proceedings/pdf/D3321-done.pdf>, ISBN: 978-81-924713-2-7, March 18-20, 2013, 659-669.
- “An Empirical Study of Green Channel Counter (GCC) – A Green Initiative of State Bank of India”, *Synergy – Journal of Management*, Vol.14, January – December 2012, 52- 59, ISSN 0973-922X.

Ms. Reshma Gunaji Sable, Assistant Professor

- “Critical thinking competencies among journalists belonging to print, electronic and broadcasting media”, *International Journal of Multidisciplinary Research*, Vol.I, Issue 3 (V), June 2013, pp.13. (ISSN: 2277 – 9302), Jai Hind Education Society, Pune, Maharashtra
- “Emotional Intelligence Competencies: A strategic tool for effective Human Resource Management”, *International Journal of Multidisciplinary Research*, Vol.I, Issue 12 (V), March 2013, pp.94. (ISSN: 2277 – 9302), Jai Hind Education Society, Pune, Maharashtra

Ms. Sheetal Thomas, Assistant Professor

- “Role of Microfinance in improving the State of MSME Clusters in India” Inclusive Growth and Microfinance Access, ISBN No.9-789382880226, Excel India Publishers on April 4, 2013

Mr. Pranav Desai, Assistant Professor

- “Product recalls: Learning for brand survival during corporate crisis” in the proceedings *New perspectives in Marketing Communications* (edited book by Excel India Publishers ISBN No. 978-93-5097-412-4) vide Vol. 2 -Issue 5, January 2013.

Ms. Kirti Makwana, Assistant Professor

- “Organisation Attractiveness: Are IT students attracted By Different factors Offered by their Dream Employer?” *Business Management and Information Technology*, ISBN: 978-93-5062-253-7, February 2013.
- “Employer Branding: An Integrative Review”, *Inclusiveness and Innovation: Challenges for Sustainable Growth of Emerging Economics*, ISBN: 978-93-82062-74-5, December 2012.

Ms. Priyanka Patel, Lecturer

- “Emerging opportunities with Green Supply Chain Management”, *Asian Journal of Research in Business Economics and Management*, Volume No. 2, Issue 10, October - 2012 , pp. 209 – 214
- “Users’ opinion regarding advertisements on Social Networking Sites with special reference to Facebook”, *Indian Journal of Applied Research*, Volume No. 1, Issue 10, July 2012, pp. 137- 139.

Dr. Venu Mehta, Assistant Professor

- “Thinking Culture in a Language Classroom: Teaching Gujarati as a Foreign Language”, *Language and Language Teaching*, a refereed Journal by Azim Premji University & Vidya Bhavan Society, Udaipur, Volume I (original volume 2) Number 1, January 2013, ISSN 2277-307X.
- “Thinking Roots: A Brief Study of Zaverchand Megani’s Concept of Land as a Cultural Space in Sorath Tārā vahetā pānī”, *Interactions: An International Journal of Humanities and Social Sciences*, a refereed Journal by Interactions Forum (IF), Pune, Volume I Issue IV, October 2012, ISSN 2277-3940.

Ms. Soniya Rajput, Assistant Professor

- **The Role of the Teacher as a Facilitator in Imparting Quality Education**, *IF New Academia International Journal of English Language, Literature and Literary Theory* Volume No II Issue II, ISSN 2277-3967, April 2013.
- **Effectiveness of Integrating Technology in Engineering Classroom: An Evaluation**, *International Journal of English: Literature, and Language and Skills (IJELLS)* Volume No.1, Issue No.2, ISSN 2278 0742, October 2012.

Mr. Kaushik Trivedi, Assistant Professor

- **“Digital Resources and English Empowerment”**, *IJELLS: International Journal of English: Literature, Language & Skills (ISSN NO. 2278-0742)*, Volume No.1, Issue No.4, January – 2013, pp. 97.
- **“Poem: Colours of Happiness”**, *IJEE- International Journal of English and Education (ISSN No. 2278-4012)*, Volume No.2, Issue No.2, April-2013, pp.1
- **“New Paradigms in English Language Teaching: Web 2.0 Tools”**, *INTERACTIONS -An International Journal of Humanities and Social Sciences (ISSN No. 2277-3940)*, Volume No.2, Issue No. 1, January-2013, pp. 86
- **“Magic Realism: A Genre of Fantasy & Fiction”**, *IJEE- International Journal of English and Education (ISSN No. 2278-4012)*, Volume No. 2, Issue No. 3, July-2013, pp. 392
- **“Multi-media Tools: The Most Effective Weapons to Teach English Language”**, *ELTWeekly (ISSN No. 0975-3036)*, Special Issue on Research Paper Writing Competition, April-2013.

Mr. Pushpendra Sinora, Assistant Professor

- **“Enhancing Productive Skill like Speaking through concentrating more on Receptive skill like Listening in the case of learners of SLA”** (book entitled) *English Language and Literature Teaching: Trends, Techniques, Methods and Approaches* (edited by) Prashant Mothe & Dr. Arvind Nawale. ISBN: 978-81-7273-740-5, January 2013.
- **“Digital Resources and English Empowerment”**, Volume I Issue IV, *International Journal of English: Literature, Language and Skills (IJELLS)* ISSN: 2278-0742, January 2013.
- **“New Paradigms in English Language Teaching: Web 2.0 Tools”**, Vol. II Issue I, *INTERACTIONS -An International Refereed Journal of Humanities and Social Sciences*, ISSN No. 2277-3940, January 2013.
- **“Experimenting an E-media in Developing Productive Skills of Budding Engineers”**, Volume 2, Issue I, *REYONO Journal of Interdisciplinary Studies*, ISSN: 2277 -7652, January 2013.
- **“A Critical Study of the Course in Communication Skills Offered in the Engineering Colleges Affiliated to Gujarat Technological University (GTU)”**, *ELT Weekly – An International Refereed Journal*, ISSN No. 0975- 3036, May 2013.
- **“Web 2.0 and MALL (Mobile Assisted Language Learning) in ELT: Assessing the Implication of this Paradigm Shift”**, (book titled as) *Interfacing ELT with Culture and Technology: Directions for New Classroom* (edited by) Pushp Lata, Devika and Gajendra Singh Chauhan, BITS Pilani, ISBN: 978-81-8360-194-8, June 2013.
- **“Teacher’s Adaptability to E-Learning in Higher Education”**, (book entitled) *Higher Education in India: Issues, Innovations, Challenges and Remedies*, ISBN: 978-81-8152-331-0, June 2013.

Mr. Gauravkumar Thakarar, Lecturer

- **“Contemporary Post-colonial Discourse: Changing Concepts and Perspectives”** Volume IV, *Recent Thought: The Referred International Journal*, March 2013, pp 42-47.