

**Publication 2015-16**

**Full Research papers in Journals not having listed impact factor but having ISSN number.**

<b>Sr. No.</b>	<b>Year</b>	<b>Complete Title of Paper</b>	<b>Names of Authors in Order (as appearing in paper)</b>	<b>Journal name</b>	<b>Volume &amp; Page No.</b>	<b>ISSN No.</b>
1	2016	“Green HRM” (An Innovative Approach at workplaces in Corporate World)	Arpit Patel	Shrey Journal Of Multidisciplinary Research	Volume-5, Issue-1, January 2016	2279-0799 (P)
2	2015	Employee Engagement Activities and its Effect on Employee Performance	Mr. Arpit Patel & Ms. Nishita Patel	Golden Research Thoughts(International Multidisciplinary Research Journal)	Volume-5, Issue-4, October 2015	2231-5063
3	2015	Impact of Globalization and Information Technology on Industrial Relations	Mr. Arpit Patel & Ms. Deval Patel	Tactful Management Research Journal	Volume-4, Issue-1, October 2015	2319-7943
4	2015	A Study: Work Life Balance of working professional in context of Female Employees of State Bank of India in Indore District	Mr. Arpit Patel	Research Revolution (International Journal of Social Science and Management)	Volume-3, Issue-12, September 2015, P.No. 7-12	2319-300X
5	2015	A Study on High Employee Attrition in Indian BPO Sector- Reasons and Remedies	Mr. Arpit Patel	SAMIKSHA (International Journal of Multidisciplinary Academic Research)	Volume-3, Issue-2, August 2015, P.No. – 12-17	2320-3420
6	2015	“A Successful Microfinance to Bank: A Case Study of Bandhan”.	Ms. Sheetal Thomas, Assistant & Dr. Govind B Dave	International Journal of Science Technology & Management	Volume No.04, SI(01), September,2015 pp. 513-521	2394-1537
7	2015	Women Entrepreneurship In India : Obstacles and Challenges	Ms. Krima Patel	Pezzottaite Journals International Journal of Entrepreneurship and Business Environment	Volume No.04, Number 3 Ju,y – September 2015	2279-0918

8	2015	A Study on Lifestyle Segmentation in The Selected Villages of Anand Ddistrict	Mr. Snehal Bhatt & Dr. Kerav Pandya	International Journal of Applied Services Marketing Perspectives	Vol. 4 No. 3 Pg. No. 1762 - 1767	2279-0985
9	2015	A Study on Impulse Buying Behaviour of Customer of Anand in Shopping Malls with Special Reference to Big-Bazar and D-Mart	Mr. Snehal Bhatt & Dr. Kerav Pandya	International Journal of Retailing and Rural Business Perspectives	Vol. 4 No. 3 Pg. No. 1781 - 1787	2279-0934
10	2015	Integration of Technology: Challenging Face of English Language Teaching	Dr. Bhaskar Pandya	SAMIKSHA: An International Journal of Multidisciplinary Academic Research	Volume – III, Issue – I Page No. 54-56	2320-3420
11	2015	Investigating Information Control, Lexical Control & Structural Control in the Simplified Version of Dickens’s – “ A Christmas Carol”	Pushpendra Sinora & Kaushik Trivedi	Research Revolution	Volume – III, Issue -4 Page 6-7	ISSN 2319 – 300X
12	2015	A Study of Lexis in J M Synge’s Riders to the Sea	Pushpendra Sinora & Kaushik Trivedi	Quest: International Multidisciplinary Research Journal	Volume – IV, Issue – II Page No. 41-43	ISSN 2278 - 4497
13	2015	English as a Global Language with a view of Contemporary Challenges in Teaching- Learning of English in India	Kaushik Trivedi	SAMIKSHA: An International Journal of Multidisciplinary Academic Research	Volume – III, Issue – I Page No. 54-56	ISSN 2320-3420
14	2015	CAL Project to Teach English in Primary Schools of Gujarat	Kaushik Trivedi	Research Scholar	Volume III, Issue II 2015 Page No. 591- 593	ISSN 2320-6101
15	2015	Impact of Visual Aids in Improving Writing Skills of ESL Learners	Kaushik Trivedi & Dr. Sunil Shah	Golden Research Thoughts	Vollume – IV, Issue-11	ISSN 2231-5063
16	2015	Literature in EFL/ESL Classroom: A Mutifaceted Practice in ELT	Gaurav Thakarar	Research Scholar	Volume III, Issue I, 2015 Page No. 591- 593	ISSN 2320-6101



## Publications in Conference Proceedings

Sr. No.	Year	Complete Title of Paper	Names of Authors in Order (as appearing in paper)	Conference Proceedings (Name and detail)	Volume & Page No.
1	2016	Soft Skills: A Pre-requisite to employ 'ability' for Employability among Graduates in Contemporary Indian Context	Mr. Gaurav Thakarar	2 <sup>nd</sup> National Conference on Sustainable Innovative Practices to Retain & Promote Indian Brain Gain Globally	SPUNK multidisciplinary Research Journal ISSN: 2395-7417 Vol-II, Issue-I Page-169-171
2	2015	Ease Of Doing Business And Its Impact On Foreign Direct Investments In India	Rajesh K Sadhwani	Ease of Doing Business: Contemporary Issues, Challenges and Future Scope	CCFS2015 GTU ISBN 978-93-5254-009-9, Page: 40

## Books and Chapters

Sr. No.	Year	Complete Title of Paper	Author	Title of Book*	Volume / Edition and Page No*.	Name of Publisher	ISBN Number
1	2015	The Role of ICT Transmissions on Human Development Index: A Study on Asian Countries	Pranav Desai & Dr. Sanskruti Patel	Business Excellence & Leadership: Transforming HR for Enhanced Organizational Capability	First Impression – Page No. 72 -79	Excel India Publishers	978-93-84869-08-3
2	2015	--	Bhaskar Pandya	Emergent Need-based Syllabus of English for Remediation of	--	Purn Publication, Visnagar	ISBN 9788192987330

				BBA and BCA Programs			
3	2015	--	Bhaskar Pandya	Innovative Methods of Teaching English: A Study of their Dependability	--	Purn Publication, Visnagar	ISBN 9788192987323

\*: In case of Chapters

### E. Case studies and Articles in Magazines

Serial No	Year	Complete Title of Case Study/ Article	Authors	Name of the Magazine	Volume & Page No.
1	2016	Franchise Accounting: A cases study of Mr. Puff	Ms. Sheetal Thomas, Dr. Anil Dongre	Handbook of Management Cases, ET Cases, Times Centre for Learning Ltd., The Times of India Group. ISBN: 978-81-931001-3-4	Page no. 93- 104