

Publications

Book Publications

Dr. Pranav Desai, Assistant Professor

- ***“A Multi-Sector Investigation of Product Recall Strategies”*** (ISBN: 978-3-659-88164-0) published by Lambert Academic Publishing, Germany

Dr. Gaurav Thakarar, Assistant Professor

- ***‘Redefining Empire: A Study of Postcolonial Discourse’***, (ISBN: 978-3-330-06916-9), published by Lambert Academic Publishing, Germany

Dr. Pramod Patel, Assistant Librarian

- ***“Information Search Patter of E-Resources: A Study of B-School Libraries of Gujarat”***, (ISBN 978-3-330-04503-3), published by Lambert Academic Publishing, Germany

Research Papers Published in Academic Journals

Prof. (Dr.) Govind B Dave, Professor

- ***“Shri Narendra Modi – Change Agent of the Indian Governance”***, Innovative Management Solutions For Competitive Advantage, Vol. 1, No. 1, October 2016, pp. 101-106 ISBN – 9789386256201
- ***“Employer Branding : A Strategic HR Tool For Talent Management”*** Innovative Management Solutions For Competitive Advantage, Vol. 1, No. 1, October 2016, pp. 178-185 ISBN – 9789386256201 (*Co-Authored with Ms. Kirti Makwana*)
- ***“Holistic Exposure Learning Programme (HELP): A Unique Model of Learning by Doing”*** in a proceeding of National Conference on Quest For Excellence In Teaching, Learning and Evaluation, Charotar University of Science and Technology during February 22-23,2017, pp – 203-215

Ms. Reshma Sable, Assistant Professor

- ***“A Study on Factors Affecting Learning Organization”***, International Journal of Management, Volume 7, Issue7, Part II, November-December-2016, pp. 134-143. (*Co – authored with Dr. Govind B Dave*)
- ***“Leadership Horizon: Ladder to Lattice”***, Proceedings of International Conference on Recent Trends in Commerce and Management, Volume II, February-2017, pp.10-13. (*Co – authored with Dr. Govind B Dave*)

Mr. Arpit Patel, Assistant Professor

- *“A Research Study on The Impact of Trade Unions on Productivity of Selected Pharmaceutical Units in Khambhat (Gujarat)”*, *International Journal of Humanities, Social Science, Management & Technology*, Volume 3, Number 10, July-September 2016, pp. 35 – 44
- *“A Study on Labour Welfare Measures & Social Security on Selected Engineering Unit of Ahmadabad,”* IBMRD Journal of Management and Research, Volume 6, Issue 1, pp. 19 – 26

Dr. Pranav Desai, Assistant Professor

- *“Predicament Management During Product Recall of Maggi”* IBMRD’s Journal of Management and Research, Vol. 5, No. 2, September 2016, pp. 173-182
- **“Crisis Management Techniques during Product Recall: A Case Study of Maggi in Indian Market”** *International Journal of Management Research and Business Strategy*, Vol. 5, No. 3, July 2016, pp. 21-26

Ms. Kirti Makwana, Assistant Professor

- *“Use of Multimedia with Special Reference to Video Materials in Management Teaching – Learning Process: A Case of Indukaka Ipcowala Institute of Management (I²IM) – a Constituent Institute of CHARUSAT, Gujarat”* in a proceeding of National Conference On Quest For Excellence In Teaching, Learning And Evaluation, Charotar University of Science and Technology during February 22-23,2017, pp – 196-202

Ms. Krima Patel, Assistant Professor

- *“A Meta-Analysis of Factors Causing Stress in IT Industry, Mumbai”* AAGAM Journal of Management, Volume No., Vol-3, Pg. 62-66, July-September – 2016

Mr. Snehal Bhatt, Assistant Professor

- *“A Study on perceptions and attitudes towards medical treatment of common diseases with special reference to rural areas of Mehmdavad District, Gujarat (India)”*, *International Journal of Humanities, Social Science, Management & Technology* , Volume 3, Number 10, July-September 2016, pp. 18 – 27

Dr. Gaurav Thakarar, Assistant Professor

- *“The Story of Conscious Resistance and Inevitable Co-existence of ‘Self’ and ‘Other’: A Historical Perspective of Postcolonial Literature with reference to Select Works of Chinua Achebe and Athol Fugard”*, *Golden Vibes :International*

E- Journal of English Literature & Translation Studies, Volume No. 1, Number3,
July – 2016, pp. 23-33

- ***“Reflections of Under Graduate Students Towards Technology Integrated Academic Writing Learning Program”***, Indian Scholar: An International Multidisciplinary Research e-Journal, Volume No. 3, Number 4, June – 2017, pp. 628-634