

Gujarat Technological University
Schedule for Research Week - 2014
(PhD Student Faculty of Management)
(10-03-2014 to 13-03-2014)

Ref. GTU/PhD/RW-FM/2014/1656

Date: 05-02-2014

Sr. No.	Registration No.	Enrollement No.	Name of Student	Research Topic	Date	Hall No.	Area
1	8009	119997392002	Ankaleshvariya Nilesh Amaratalal	SERVICE QUALITY MEASUREMENT IN AYURVEDIC HEALTH CARE SYSTEM - A STUDY OF SELECTED AYURVEDA HOSPITALS IN GUJARAT	10-03-14	A0 Conference Hall	Marketing
2	8013	119997392003	Ashiya Anjum Shaikh	An empirical study of determinants of customer's behavioral intentions in the hotel industry in Gujarat.	10-03-14	A0 Conference Hall	Marketing
3	8016	119997392005	Digvijay Barot	Influential role of color as a visual cue in stimulus processing brand attitude formation & interpretation of selected product categories an exploratory study of similarities & disimilarities among rural and urban gujarati consumers	10-03-14	A0 Conference Hall	Marketing
4	8076	119997392014	Mrs. Preeti Singhal	A Study of Customer satisfaction & Loyalty in Organized Retail stores of Gujarat	10-03-14	A0 Conference Hall	Marketing
5	8090	119997392019	PATEL MAHESHKUMAR KANUBHAI	Influence of religiosity on shopping orientation of consumers in gujarat	10-03-14	A0 Conference Hall	Marketing
6	8153	119997392039	Pandya Vikas D.	To study impact of Country of origin on consumer's purchase decision of consumer durables in Gujarat	10-03-14	A0 Conference Hall	Marketing
7	8006	119997392001	Amit Dungrani	Impact of social networking sites on advertising in Indian context.	10-03-14	A0 Conference Hall	Marketing
8	8082	119997392016	Oza Haresh Prabhudas	An in-depth study on consumer purchase intention for organic food in gujarat	10-03-14	A0 Conference Hall	Marketing

9	8117	119997392028	Sama Ramzan Rafikbhai	Consumer Engagement with various media & its effects on consumer behaviour in Gujarat	10-03-14	A0 Conference Hall	Marketing
10	8147	119997392038	Umesh Singh	Study of Genericization of Brand: Understanding concept and determine major factors affecting Brand Genericization.	10-03-14	A0 Conference Hall	Marketing
11	8159	119997392041	Vaishali Joshi	Impact of Visual Merchandising on Consumer Behaviour and the creation of discreditable Retail Brands	10-03-14	A016	Marketing
12	8160	119997392042	Pallav Joshi	IMC Campaign for Branding Gujarat Tourism	10-03-14	A016	Marketing
13	NET-2	119997392046	Sandip Prajapati	"Analyze the Impact of Visual Merchandising on Consumer Buying Behavior In Selected Unorganized Retail Sector in India"	10-03-14	A016	Marketing
14	8015	119997392004	Avani Shah	A study of Carbon Credit Market in india(Gujarat)	10-03-14	A017	General Management
15	8084	119997392017	Padhiyar Shital K	A study of CSR activities in selected Gujarat state companies in gujarat	10-03-14	A017	General Management
16	8094	119997392020	Poonam Pandit	A Study of Relationship between Prakriti and Performance of Professionals in Organisations	10-03-14	A017	General Management
17	8099	119997392022	Prakash Patel	A study of E-Contracting Practices with special reference to a few selected industrial units of Gujarat Region	10-03-14	A017	General Management
18	8125	119997392030	Mr. Rajan Shah	In depth Study of Strategic Management Practices in the Selected Government Departments of Gujarat State.	10-03-14	A017	General Management
19	8036	119997392007	Dinesh kapadia	Spiritual practices as a strategic management approach for holistic success in corporate world.	10-03-14	A017	General Management

20	8037	119997392008	Dipak S Gaywala	To study impact of micro finance on living standards of Beneficiaries in the selected area of Bharuch District of Gujarat State	10-03-14	A1 Conference Hall	Finanace
21	8040	119997392009	Alpesh C. Gajera	"A comparative study on financial performance of private and public sector banks with special reference to affecting factors and their impact on performance indicators"	10-03-14	A1 Conference Hall	Finanace
22	8049	119997392011	Jahnavi Kishorkumar Duabal	Critical Evaluation of Financial Services Provided for Marginal Entrepreneurs by Selected Banks in Gujarat	10-03-14	A1 Conference Hall	Finanace
23	8053	119997392012	Joshi Divyang Jitendrakumar	A study on impact of company specific news on investors' decisions in selected cities of gujarat	10-03-14	A1 Conference Hall	Finanace
24	8064	119997392013	Madhura Tilak	"A study on impact of Usage of Balanced Scorecard on Performance evaluation in Indian Industries"	10-03-14	A1 Conference Hall	Finanace
25	8108	119997392025	Rajesh Handa	Study and analysis of people's perceptions towards economic growth of nation with their well-being in Gujarat.	10-03-14	A1 Conference Hall	Finanace
26	3036	129990992012	HARENDRA SINH VADHER	A study on sustainabilityof power generation, transmission & distribution in private sector in India	10-03-14	A1 Conference Hall	Finance
27	8045	119997392010	Haresh Kothari	A Study on Factors Affecting Individual Investors' Investment Decisions in the State of Gujarat	10-03-14	A2 Conference Hall	Finanace
28	8087	119997392018	Parekh Bhoomi	"A study on Non Performing Assets (NPAs) of Microfinance Institutions in Gujarat"	10-03-14	A2 Conference Hall	Finanace
29	8098	119997392021	Prajapati shailesh R	A Study Of financial inclusion in rural gujarat	10-03-14	A2 Conference Hall	Finanace
30	8128	119997392032	Shastri Shital Ruchir	Financial management of charitable trust in gujarat	10-03-14	A2 Conference Hall	Finanace

31	8138	119997392035	Hemali Tanna	A Study of impact of Basel-II Norms: Roadmap for Basel-II Implementation	10-03-14	A2 Conference Hall	Finanace
32	8141	119997392037	Samir B. Thakkar	Arts as Investment Avenue in India:Exploring the possibility of science in arts to benefit the retail Investors	10-03-14	A2 Conference Hall	Finanace
33	8101	119997392024	Preeti Nair	Competency Mapping : An Advent in Educational Sector with special reference to MBA institutes	10-03-14	A211	HR
34	8121	119997392029	Ms. Savitha K.	A comparative study of the cultural dimensions in foreign & domestic MNC's in the state of Gujarat	10-03-14	A211	HR
35	8155	119997392040	Wg Cdr V K Agrawal	Work life Balance Strategies: Progress & Problems in Indian Organizations-Specific to Raising a Child "	10-03-14	A211	HR
36	8162	119997392043	Sashikala Munka	Impact Of Various Factors On Employee Retention In Organized Retail Sector In Gujarat	10-03-14	A211	HR
37	Inter-1	119997392044	Jaimin R. Vasa	Study of SME's contribution in India & China	10-03-14	A211	HR
38	NET-1	119997392045	Ms. Ranjita Banerjee	A study of Relationship between HR Practices & SME's Performance	10-03-14	A211	HR
39	NET-3	119997392047	Chaitali Shah	Role Analysis and competency mapping statement in Selected companies of Pharmaceutical industry in Gujarat Region.	10-03-14	A211	HR
40	8133	119997392034	SUBAS CHANDRA GANTAYAT	Study on Skill Building & Talent Management Strategy for sustainable growth of Shipbuilding sector in Gujarat	10-03-14	A211	HR
41	3055	129990992016	MANSI PARIKH	A study on development of competency based HR systems for sales function in pharma sector	10-03-14	A211	HR
42	8162	119997392043	Sashikala Munka	Impact Of Various Factors On Employee Retention In Organized Retail Sector In Gujarat	10-03-14	A211	HR

43	3006	129990992001	ANKITA MAHESHBHAI SONI	Impact of social media marketing on consumer buying behaviour : an analytical study of selected cities of Gujarat state	11-03-14	A0 Conference Hall	Marketing
44	3019	129990992003	DAISY N.KURIEN	A study of factors influencing perception of tweens for multinational fast food restaurants (QSR) : with special reference to Gujarat	11-03-14	A0 Conference Hall	Marketing
45	3029	129990992008	FALGUNI SHELANI	"Comparative study of outcomes of policies and practices of place marketing in the state of Gujarat & Rajasthan"	11-03-14	A0 Conference Hall	Marketing
46	3032	129990992009	GARIMA RATHI	Online distribution channel of Indian Life Insurance industry : A study on consumer perception and future prospects	11-03-14	A0 Conference Hall	Marketing
47	3033	129990992010	GAURANGKUMAR BAROT	A study on measuring effectiveness for functional dimensions of service quality, consumer perception and satisfaction for major public and private hospitals in Gujarat	11-03-14	A0 Conference Hall	Marketing
48	3034	129990992011	GINCY JIJU MATHEW	"In Depth study of consumer perception towards celebrity endorsement and its impact on brand building with special focus on teenagers in Gujarat "	11-03-14	A0 Conference Hall	Marketing
49	3047	129990992015	KAUSHAL D THAKAR	Measuring service quality of the telecommunication service providers in Gujarat circle : A fuzzy servqual approach to measure the service quality of 3rd generation mobile telephony	11-03-14	A0 Conference Hall	Marketing
50	3070	129990992019	NIDHI SHARMA	A study of consumer behaviour & their perceived risk towards online shopping in selected cities in India	11-03-14	A0 Conference Hall	Marketing
51	3081	129990992021	POOJA DHIREN KUNWAR	A study on consumer behaviour towards organized apparel retail industry with reference to Gujarat	11-03-14	A016	Marketing

52	3087	129990992022	TAILOR PRIYANKA MUKESHBHAI	Comparative study of patient towards services & price structure of public and private hospital of Gujarat and Maharashtra	11-03-14	A016	Marketing
53	3102	129990992026	ROSHNA THOMAS	A study on mobile banking in the state of Gujarat	11-03-14	A016	Marketing
54	3103	129990992027	RUPAL K. KHAMBHATI	Service quality measurement of public healthcare centre - A comparative study on urban and rural consumers of Surat district	11-03-14	A016	Marketing
55	3103	129990992027	RUPAL K. KHAMBHATI	Service quality measurement of public healthcare centre - A comparative study on urban and rural consumers of Surat district	11-03-14	A016	Marketing
56	3105	129990992029	SHAH RINAL BHAVINBHAI	Analysing brand equity vis-à-vis service quality dimensions with special focus on Indian telecom sector	11-03-14	A016	Marketing
57	3110	129990992031	SHETH JAYDEEP HARESHKUMAR	A study of the attensional effects of packaging cues of ready to eat food products on the buying behaviour of consumers of selected cities of Gujarat	11-03-14	A016	Marketing
58	3112	129990992032	SHYAMSUNDER SINGH	A study of marketing of services by commercial banks in South Gujarat	11-03-14	A016	Marketing
59	8111	119997392026	Richa Durgeshbhai Pandit	A Study of Impact of Service Quality on Consumer Satisfaction, Loyalty, Commitment & Retention in the Indian Banking Sector	11-03-14	A1 Conference Hall	Marketing
60	3011	129990992002	AVNI JARIWALA	A study of awareness, attitude & factors influencing personal financial planning for residents of Gujarat	11-03-14	A017	Finance
61	3022	129990992005	DELNAZ DASTOOR	"A study on analysing Indian mergers and acquisitions & its impact on financial performance of selected corporates in India"	11-03-14	A017	Finance
62	3027	129990992007	DISHABAHEN BHAGAT	A case study on financial literacy of working women in Kheda district	11-03-14	A017	Finance

63	3040	129990992013	HIREN PRAKASHBHAI MEHTA	A study on women empowering through microfinance in Gujarat	11-03-14	A017	Finance
64	3046	129990992014	KAMLESHKUMAR B. GOHIL	A study on successful management of SME's projects by implementing project management methodologies and to adapt project management methodologies for SME's	11-03-14	A017	Finance
65	3101	129990992025	RIDDHI D. SANGHVI	Impact of financial inclusion in Gujarat	11-03-14	A017	Finance
66	3104	129990992028	SANJAYKUMAR MANJIBHAI SAKARIYA	Evaluation of financial inclusion strategies in western India	11-03-14	A017	Finance
67	3115	129990992033	SIRAJ BLOCH	Valuation and implications of marketing strategies adopted by agri - input marketers in Gujarat	11-03-14	A017	Finance
68	3130	129990992037	VISHAL GOEL	Financial effectiveness and impact of microfinance in Gujarat	11-03-14	A017	Finance
69	8140	119997392036	Jignesh Thakkar	Effectiveness of SARFAESI Act on recovery of NPAs in Private and Public Sector Banks in Gujarat	11-03-14	A017	Finance
70	3092	129990992023	RACHANA SHARMA	Spirituality and work place - A study of selected organizations in Gujarat	11-03-14	A1 Conference Hall	General Management
71	3098	129990992024	RANJANA SINGH	Problems and prospects faced by women entrepreneurs with special reference to MSMEs in Gujarat State	11-03-14	A1 Conference Hall	General Management
72	3109	129990992030	SHARAD SHARMA	Study of social impact of internet in India with special reference to Gujarat	11-03-14	A1 Conference Hall	General Management
73	8127	119997392031	Sham Hormusji Sachinwala	A Study on Evaluation and comparison of Universities based on multi Criterion Approach Using Analytical Hierarchy Process.	11-03-14	A211	General Management
74	3116	129990992034	BHATT SNEHAL J	Lifestyle & psycho-graphic segmentation of urban consumers for classification of consumer's shopping from malls in the state of Gujarat	12-03-14	A0 Conference Hall	Marketing

75	3127	129990992036	VED AMBARISH H.	Tourism marketing and customer satisfaction with special reference to selected tourist places in Gujarat	12-03-14	A0 Conference Hall	Marketing
76	3133	129990992038	HIMANI SHETH	Impact of workforce diversity on employee performance with special reference to IT, FMCG & telecom industry in India	12-03-14	A0 Conference Hall	Marketing
77	8071	129990992039	RHUTA J. MEHTA	A study on effect of hormonal change on female consumer behaviour with reference to apparel/cosmetic products	12-03-14	A0 Conference Hall	Marketing
78	Ph121047	129990992040	PARMAR MANISHKUMAR P.	"An in-depth study of effectiveness of using Value Chain Model in milk production by the milk producers of Gujarat"	12-03-14	A0 Conference Hall	Marketing
79	Ph12137	129990992041	RIDDHI AMBAVALE	A study on emotional competence of sales people in organised retail in major cities of Gujarat state	12-03-14	A0 Conference Hall	Marketing
80	Ph12390	129990992042	KRUNAL SHASHIKANT VISHAVADIA	Research on influence of below the line promotion on doctor's prescription pattern, retailer's behaviour and consumer's purchasing behaviour	12-03-14	A0 Conference Hall	Marketing
81	Ph12721	129990992043	PRACHI ACHARYA	Consumer's perceptions & attitudes towards functional food products	12-03-14	A0 Conference Hall	Marketing
82	Ph12977	129990992044	MEHUL DHANSUKHLAL GANJAWALA	"A study of employee empowerment and its impact on customer satisfaction with reference to selected banks of South Gujarat"	12-03-14	A0 Conference Hall	Marketing
83	3021	129990992004	DARSHANA DESAI	A study of an impact of website personalization on users' intension to return and purchase with B2C based e-commerce sites	13-03-14	A1 Conference Hall	IT
84	3026	129990992006	DIPTI BHATT	Use of Internet banking for online transactions in selected cities of Gujarat State: A Case Study	13-03-14	A1 Conference Hall	IT

85	3063	129990992017	MODI HETAL VINODCHANDRA	Impact assessment of E-governance projects in India	13-03-14	A1 Conference Hall	IT
86	3069	129990992018	NEHA NEHAL ROY	A study on evaluation and comparative business model analysis of E - commerce in India : A case study	13-03-14	A1 Conference Hall	IT
87	3073	129990992020	NIKUNJ PRAJAPATI	Developing performance management model for power plant projects in India with special reference to Gujarat	13-03-14	A1 Conference Hall	IT
88	8113	119997392027	ROHADIA SAMEER KRISHNADAN	A study of ERP implementation in select industries	13-03-14	A1 Conference Hall	IT
89	8100	119997392023	Prashant Jani	A Study on Role of Information & Communication Technologies (ICT) And its Impact on Management of Selected Business Verticals	13-03-14	A1 Conference Hall	IT
90	3123	129990992035	UNA TUMBESWAR RAO	Impact of ICT in health communication : A study of rural Ahmedabad	13-03-14	A1 Conference Hall	IT

Note :

- 1) All the students are informed to remain present as per the schedule.
- 2) Students have to report at 9:00 am to the respective halls.
- 3) The presence of supervisors and DPC members is mandatory as they are the internal examiner.

Direction of Hall

1) A0 Conference	: A Wing, Ground Floor
2) A016	: A Wing, Ground Floor
3) A017	: A Wing, Ground Floor
4) A1 Conference	: A Wing, First Floor
5) A2 Conference	: A Wing, Second Floor
6) A211	: A Wing, Second Floor

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I/c Registrar
Gujarat Technological University
Ahmedabad.