



Gujarat Technological University

Schedule for Research Week - 2015

(PhD Student Faculty of Management)

(11-02-2015 to 14-02-2015)

Ref. GTU/PhD/RW-M/Schedule/2015/1077

Date : 02-02-2015

Sr. No.	Enrollment No.	Research Topic	Branch	Name of Student	Name of Supervisor	Sub Branch	Hall No.	Review Date
1	119997392007	Spiritual practices as a strategic management approach towards holistic success in corporate world.	Management	DINESH KAPADIA	Prof. Dalpat Sarupria	General	1	11-02-2015
2	119997392017	A study of CSR activities in selected Gujarat state companies in gujarat	Management	PADHIYAR SHITAL K.	Dr. Pravin Himmatlal Bhathawala	General	1	11-02-2015
3	119997392020	A STUDY OF RELATIONSHIP BETWEEN PRAKRITI AND PERFORMANCE OF PROFESSIONALS IN ORGANISATIONS	Management	POONAM PANDIT	Prof. Dalpat Sarupria	General	1	11-02-2015
4	119997392024	A study on indentifying teaching competencies and factors affecting teaching competencies with special reference to MBA institutes in Gujarat	Management	PREETI NAIR	Dr. Satendra Kumar	General	1	11-02-2015
5	119997392025	A study of the sense of well-being and perceived quality of life of people in gujarat	Management	RAJESH HANDA	Dr. Girishchandra Maheshwari	General	1	11-02-2015
6	119997392029	A COMPARATIVE STUDY OF THE CULTURAL DIMENSIONS IN FOREIGN AND DOMESTIC MULTINATIONAL COMPANIES (MNCs)	Management	MS. SAVITHA K.	Dr. Satendra Kumar	General	1	11-02-2015
7	119997392030	In depth Study of Strategic Management Practices in the Selected Government Departments of Gujarat State.	Management	MR. RAJAN SHAH	Dr. Vrajlal Sapovadia	General	1	11-02-2015
8	119997392031	A study on evaluation and comparison of universities based on multi criterion approach using analytical hyrarchy process	Management	SHAM HORMUSJI SACHINWALA	Dr. Pravin Himmatlal Bhathawala	General	1	11-02-2015
9	119997392044	Study of SME's contribution in India & China: Development of SME Sector in India & China	Management	JAIMIN R. VASA	Dr. Akshai Aggarwal	General	1	11-02-2015
10	129990992014	A study on successful management of SME's projects by implementing project management methodologies and to adapt project management methodologies for SME's	Management	KAMLESHKUMAR B. GOHIL	Dr. Jayaashish Sethi	General	1	11-02-2015
11	129990992023	Spirituality and work place - A study of selected organizations in Gujarat	Management	RACHANA SHARMA	Dr. G. C. Maheshwari	General	1	11-02-2015
12	129990992024	a study of corporate governance and its impact on ethical practices in selected banks of Gujarat	Management	RANJANA SINGH	Dr. S O Junare	General	1	11-02-2015
13	129990992030	Consumers Perceptions Towards Web-Based Retail Marketing with reference of Ahmedabad District	Management	SHARAD SHARMA	Dr. Hansa Jain	General	1	11-02-2015
14	139997292002	A STUDY ON SOCIO – ECONOMIC IMPACT OF PUBLIC SPENDING ON AGRICULTURE SECTOR: A COMPARATIVE STUDY OF INDIA AND TANZANIA GOVERNMENTS	Management	DAVID STEPHEN LWECHUNGURA	Dr. S. O. Junare	General	1	11-02-2015
15	119997392009	A comparative study on financial performance of private and public sector banks with special reference to affecting factors and their impact on performance indicators	Management	ALPESH C. GAJERA	Dr. Vijay Pithadia	Finance	2	11-02-2015
16	119997392011	Critical Evaluation of Financial Services Provided for Marginal Entrepreneurs by Selected Banks in Gujarat	Management	JAHNAVI KISHORKUMAR DUABAL	Dr Balyan Ram Kumar	Finance	2	11-02-2015
17	119997392013	A Study on impact of usage of balanced ScoreCard on performance evaluation in indian industries	Management	MADHURA TILAK	Dr. Abhijeet Chatterjee	Finance	2	11-02-2015
18	119997392021	A Study Of financial inclusion in rural gujarat	Management	PRAJAPATI SHAILESH R	Dr. Abhijeet Chatterjee	Finance	2	11-02-2015
19	119997392035	A Study on impact of Basel-II Norms : on performance of indian banks	Management	HEMALI TANNA	Dr. Ratish Kakkad,	Finance	2	11-02-2015

20	129990992005	"A study on analysing Indian mergers and acquisitions & its impact on financial performance of selected corporates in India"	Management	DELNAZ DASTOOR	Dr. Prashant Joshi	Finance	2	11-02-2015
21	129990992012	A study on sustainability of power generation, transmission & distribution in private sector in India	Management	HARENDRA SINH VADHER	Dr. Chinnam Reddy	Finance	2	11-02-2015
22	129990992025	Impact of financial inclusion in Gujarat	Management	RIDDHI D. SANGHVI	Dr. Sunil R. Karve	Finance	2	11-02-2015
23	129990992020	Developing performance management model for power plant projects in India with special reference to Gujarat	Management	NIKUNJ PRAJAPATI	Dr. Hansa Jain	Finance	2	11-02-2015
24	129990992026	A study on mobile banking in the state of Gujarat	Management	ROSHNA THOMAS	Dr. Abhijeet Chaterjee	Finance	2	11-02-2015
25	129990992028	Evaluation of financial inclusion strategies in western India	Management	SANJAYKUMAR MANJIBHAI SAKARIYA	Dr. S O Junare	Finance	2	11-02-2015
26	139997292004	personal Finance and House Construction- A Study of South Gujarat Region	Management	JAYA P. DAKHWANI	Dr. Keyurkumar M Nayak	Finance	2	11-02-2015
27	119997392014	A Study of customer satisfaction and loyalty in organized retail stores of gujarat	Management	MRS. PREETI SINGHAL	Dr. Tripat Kaur	Marketing	3	11-02-2015
28	119997392019	Influence of religiosity on shopping orientation of consumers in gujarat	Management	PATEL MAHESHKUMAR KANUBHAI	Dr. Jayaashish Sethi	Marketing	3	11-02-2015
29	119997392041	IMPACT OF VISUAL MERCHANDISING ON CONSUMER BEHAVIOUR AND THE CREATION OF DISCERNIBLE RETAIL BRANDS	Management	VAISHALI JOSHI	Dr Anita Basalingappa	Marketing	3	11-02-2015
30	129990992009	Online distribution channel of Indian Life Insurance industry : A study on consumer perception and future prospects	Management	GARIMA RATHI	Dr. Jayesh P. Aagja	Marketing	3	11-02-2015
31	129990992033	Valuation and implications of marketing strategies adopted by agri - input marketers in Gujarat	Management	SIRAJ BLOCH	Dr. S. Chinnam Reddy	Marketing	3	11-02-2015
32	129990992041	A study on emotional competence of sales people in organised retail in major cities of Gujarat state	Management	RIDDHI AMBAVALE	Dr. Amit jain	Marketing	3	11-02-2015
33	139997292005	A STUDY ON DISTRIBUTION CHANNELS OF INDIAN MUTUAL FUND INDUSTRY WITH SPECIAL REFERENCE TO "NO ENTRY LOAD REGIME- POST 2009"	Management	JIGISH DILIPKUMAR SHETH	Dr.Joshipura Jagdish Padmakant	Marketing	3	11-02-2015
34	139997292007	A Study of Online Buying Behavior of College Going Students of Veer Narmad South Gujarat University	Management	NARENDRA JADAV	Dr. Jayesh Desai	Marketing	3	11-02-2015
35	119997392008	To study impact of micro finance on living standards of beneficiaries in the selected area of Bharuch District of Gujarat State	Management	DIPAK S GAYWALA	Dr. P.G.K.Murthy	Finance	1	12-02-2015
36	119997392010	A Study on Factors Affecting Individual Investors' Investment Decisions in the State of Gujarat	Management	HARESH KOTHARI	Dr. Vrajlal Sapovadia	Finance	1	12-02-2015
37	119997392012	A study on impact of company specific news on investors' decisions in selected cities of gujarat	Management	JOSHI DIVYANG JITENDRAKUMAR	Dr. P.G.K.Murthy	Finance	1	12-02-2015
38	119997392018	A study on Non Performing Assets (NPAs) of Selected Microfinance Institutions of Gujarat	Management	PAREKH BHOOMI	Dr. Vrajlal Sapovadia	Finance	1	12-02-2015
39	119997392032	Micro Finance : A Study of the effectiveness of fund flows among women of roral Guajrat	Management	SHASTRI SHITAL RUCHIR	Dr. Ratish Kakkad,	Finance	1	12-02-2015
40	119997392037	Arts as Investment Avenue in India:Exploring the possibility of science in arts to benefit the retail investors	Management	SAMIR B. THAKKAR	Dr. Mistry Snehal Kumar H.	Finance	1	12-02-2015
41	129990992002	A study of awareness, attitude & factors influencing personal financial planning for residents of Gujarat	Management	AVNI PATEL	Dr. Satendra Kumar	Finance	1	12-02-2015
42	129990992013	A study on women empowering through microfinance in Gujarat	Management	HIREN PRAKASHBHAI MEHTA	Dr. S. Chinnam Reddy	Finance	1	12-02-2015
43	129990992037	Financial effectiveness and impact of microfinance in Gujarat	Management	VISHAL GOEL	Dr. B. M. Jani	Finance	1	12-02-2015
44	139997292006	A Study of Investment by Foreign Institutional Investors' (FII) in Various Financial Instruments in India	Management	JOSHI MRUNAL CHETANBHAI	Dr. Jayesh N. Desai	Finance	1	12-02-2015

45	119997392003	An empirical study of determinants of customer's behavioral intentions in the hotel industry in Gujarat.	Management	ASHIYA ANJUM SHAIKH	Dr. Kaur Tripat	Marketing	2	12-02-2015
47	119997392039	To study impact of Country of origin on consumer's purchase decision of consumer durables in Gujarat	Management	PANDHYA VIKAS D.	Dr. Jaydeep M. Badiyani	Marketing	2	12-02-2015
48	119997392046	Analyze the Impact of Visual Merchandising on Consumer Buying Behavior In Selected Unorganized Retail Sector in India	Management	SANDIP PRAJAPATI	Dr. T.D. Tiwari	Marketing	2	12-02-2015
49	129990992003	A study of factors influencing perception of tweens for multinational fast food restaurants (QSR) : with special reference to Gujarat	Management	DAISY N.KURIEN	Dr. Rohit H. Trivedi	Marketing	2	12-02-2015
50	129990992019	A study of consumer behaviour & their perceived risk towards online shopping in selected cities in India	Management	NIDHI SHARMA	Dr. Rohit H. Trivedi	Marketing	2	12-02-2015
51	129990992021	A study on consumer behaviour towards organized apparel retail industry with reference to Gujarat	Management	POOJA DHIREN KUNWAR	Dr. H. N. Mishra	Marketing	2	12-02-2015
52	129990992022	Comparative study of patient towards services & price structure of public and private hospital of Gujarat and Maharashtra	Management	TAILOR PRIYANKA MUKESHBHAI	Dr. Bijal Zaveri	Marketing	2	12-02-2015
53	129990992031	A study of the attentional effects of packaging cues of ready to eat food products on the buying behaviour of consumers of selected cities of Gujarat	Management	SHETH JAYDEEP HARESHKUMAR	Dr. Sandip P. Solanki	Marketing	2	12-02-2015
54	119997392002	SERVICE QUALITY MEASUREMENT IN AYURVEDIC HEALTH CARE SYSTEM – A STUDY OF SELECTED AYURVEDA HOSPITALS IN GUJARAT	Management	ANKLESHVARIYA NILESH AMARATLAL	Dr. Jaydeep M. Badiyani	Marketing	3	12-02-2015
55	119997392026	Impact of service quality on customer satisfaction,retention,loyalty&commitment in indian banking sector	Management	RICHA PANDIT	Dr. Ramkumar Balyan	Marketing	3	12-02-2015
56	129990992010	A study on measuring effectiveness for functional dimensions of service quality, consumer perceptionand satisfaction for major public and private hospitals in Gujarat	Management	GAURANGKUMAR BAROT	Dr. Jayaashish Sethi	Marketing	3	12-02-2015
57	129990992015	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	Management	KAUSHAL D THAKAR	Dr. S. Chinnam Reddy	Marketing	3	12-02-2015
58	129990992027	Service quality measurement of public healthcare centre - A comparative study on urban and rural consumers of Surat district	Management	RUPAL K. KHAMBHATI	Dr. Satendra Kumar	Marketing	3	12-02-2015
59	129990992032	A study of marketing of services by commercial banks in South Gujarat	Management	SHYAMSUNDER SINGH	Dr. Keyur M. Nayak	Marketing	3	12-02-2015
60	139997292003	Measuring satisfaction level among the customers of Banking Industry	Management	ISHAN HARSHADBHAI PATEL	Dr.Joshipura Jagdish Padmakant	Marketing	3	12-02-2015
61	119997392004	Study of carbon credit market in india(gujarat)	Management	AVANI SHAH	Dr. Narayan Baser,	Marketing	1	13-02-2015
62	119997392022	A STUDY OF E-PROCUREMENT PRACTICES IN SELECTED ORGANISATIONS IN GUJARAT	Management	PRAKASH PATEL	Dr. Satendra Kumar	Marketing	1	13-02-2015
63	129990992008	Comparative study of outcomes of policies and practices of place marketing in the state of Gujarat & Rajasthan	Management	FALGUNI SHELANI	Dr. S. Chinnam Reddy	Marketing	1	13-02-2015
64	129990992034	Lifestyle & psycho-graphic segmentation of urban consumers for classification of consumer's shopping from malls in the state of Gujarat	Management	BHATT SNEHAL J	Dr. Kerav Pandya	Marketing	1	13-02-2015
65	129990992036	Tourism marketing and customer satisfaction with special reference to selected tourist places in Gujarat	Management	VED AMBARISH H.	Dr. B. C. Ajmera	Marketing	1	13-02-2015

66	129990992040	An in-depth study of effectiveness of using Value Chain Model in milk production by the milk producers of Gujarat	Management	PARMAR MANISHKUMAR P.	Dr. A. K. Makwana	Marketing	1	13-02-2015
67	129990992042	Research on influence of below the line promotion on doctor's prescription pattern, retailer's behaviour and consumer's purchasing behaviour	Management	KRUNAL SHASHIKANT VISHAVADIA	Dr. Sandip P. Solanki	Marketing	1	13-02-2015
69	129990992044	A study of employee empowerment and its impact on customer satisfaction with reference to selected banks of South Gujarat	Management	MEHUL DHANSUKHLAL GANJAWALA	Dr. Prashant Joshi	Marketing	1	13-02-2015
70	119997392034	Study on Skill Building & Talent Management Strategy for sustainable growth of Shipbuilding sector in Gujarat	Management	SUBAS CHANDRA GANTAYAT	Dr. Rajesh Khajuria	HRM	2	13-02-2015
71	119997392040	Work life Balance Strategies:Progress & Problems in Indian Organizations-Specific to Raising a Child	Management	WG CDR V K AGRAWAL	Dr. P.G.K.Murthy	HRM	2	13-02-2015
72	119997392043	A study on impact of various factors on employee retention in organized retail sector in gujarat.	Management	SASHIKALA MUNKA	Dr. T.D. Tiwari	HRM	2	13-02-2015
73	119997392045	A study of linkages between HRM practices and SME's performance in vadodara district	Management	MS. RANJITA BANERJEE	Dr. Rajesh Khajuria	HRM	2	13-02-2015
74	119997392047	Competency Mapping and its impact on organizational effectiveness with special reference to sales staff in pharmaceutical industry	Management	CHAITALI SHAH	Dr. Balyan Ram Kumar	HRM	2	13-02-2015
75	129990992016	A study on development of competency based HR systems for sales function in pharma sector	Management	MANSI PARIKH	Dr. Pradeep Desai	HRM	2	13-02-2015
76	129990992038	Impact of workforce diversity on employee performance with special reference to IT, FMCG & telecom industry in India	Management	HIMANI SHETH	Dr. Siddharth Das	HRM	2	13-02-2015
77	119997392006	Role of Six in HRM in IT industry	Management	ABDUL KADIR S BHARMAL	Dr. Solanki Sandip P.	HRM	2	13-02-2015
78	119997392036	Empowering investors by demistifying performance measurement communication	Management	JIGNESH THAKKAR	Dr. Pravin Himmatlal Bhatwala	HRM	2	13-02-2015
79	139997292001	A COMPARATIVE STUDY OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN RETAIL INDUSTRY WITH REFERENCE TO INDIA AND EUROPEAN COUNTRIES	Management	CHINTAN KELLA	Dr Shubra Gaur	HRM	2	13-02-2015
80	139997292008	A study on impact of HR practices on the financial performance of selected companies.	Management	PAWAN RAMESH ALAMCHANDANI	Dr. Junare Shankar O.	HRM	2	13-02-2015
81	139997292010	A study on employee wellness practices in service industries in Gujarat (topic has been modified as per review comments)	Management	THAKAR MANALI BANKIMBHAI	Dr. Sampada Shashank Kapse	HRM	2	13-02-2015
82	119997392001	An Empirical Study on adaptation of social media (Facebook) as a marketgin tool with reference to Technology acceptance model (TAM) and Theory of Reasoned Action (TRA) in Gujarat	Management	AMIT DUNGRANI	Dr. Parag Sanghani	Marketing	1	14-02-2015
83	119997392005	Influential role of color as a visual cue in stimulus processing & brand attitude formation of selected product categories : A study of similarities & dissimilarities amongst rural & urban consumers with respect to gujarat	Management	DIGVIJAY BAROT	Dr. Rajan Shrikhande	Marketing	1	14-02-2015
84	119997392028	Consumer engagement with various media & its effects on consumer behaviour in gujarat	Management	SAMA RAMZAN	Dr. B. M. Jani	Marketing	1	14-02-2015
85	119997392038	Study of Genericization of Brand: Understanding concept and determine major factors affecting Brand Genericization.	Management	UMESH SINGH	Dr. Vijay Pithadia	Marketing	1	14-02-2015
86	119997392042	Role of integrated marketing communications changed tools for branding destination : A case of tourism industry in Gujarat	Management	PALLAV JOSHI	Dr Anita Basalingappa	Marketing	1	14-02-2015

87	129990992001	Impact of social media marketing on consumer buying behaviour : an analytical study of selected cities of Gujarat state	Management	ANKITA MAHESHBHAI SONI	Dr. Bijal Zaveri	Marketing	1	14-02-2015
88	129990992011	In Depth study of consumer perception towards celebrity endorsement and its impact on brand building with special focus on teenagers in Gujarat	Management	GINCY JIJU MATHEW	Dr. Jayaashish Sethi	Marketing	1	14-02-2015
89	129990992029	Analysing brand equity vis-à-vis service quality dimensions with special focus on Indian telecom sector	Management	SHAH RINAL BHAVINBHAI	Dr. Siddharth Das	Marketing	1	14-02-2015
90	139997292009	A study on the effectiveness of celebrity endorsed and animated character endorsed advertisements on consumers' buying behavior	Management	SHETH BHAGYASHREE HARESH	Dr. Solanki Sandip P.	Marketing	1	14-02-2015
91	119997392023	A Study on Role of Information & Communication Technologies (ICT) and its impact on Management practices of Pharmaceutical Companies in Gujarat	Management	PRASHANT JANI	Dr. Narayan Baser	IT	2	14-02-2015
92	119997392027	A study of erp implementation in select industries.	Management	ROHADIA SAMEER KRISHNADAN	Dr. Rajesh Khajuria	IT	2	14-02-2015
93	129990992017	Impact assessment of E-governance projects in India	Management	MODI HETAL VINODCHANDRA	Dr. Akshai Aggrawal	IT	2	14-02-2015
94	129990992018	A study on evaluationand comparative business model analysis of E - commerce in India : A case study	Management	NEHA NEHAL ROY	Dr. Jayesh P. Aagja	IT	2	14-02-2015
95	129990992004	A study of design aspects of Web personalization for onlibe users' from India	Management	DARSHANA DESAI	Dr. Satendra Kumar	IT	2	14-02-2015
96	129990992035	Impact of ICT in health communication : A study of rural Ahmedabad	Management	UNA TUMBESWAR RAO	Dr. Hemant C. Trivedi	IT	2	14-02-2015

Hall No.	Room No.	Location
1	A0 Conference Hall	A Wing, Ground Floor
2	A1 Conference Hall	A Wing, First Floor
3	A2 Conference Hall	A Wing, Second Floor

NOTE:

- 1) No requests for change of timings, schedule etc. will be entertained. The candidates have to strictly adhere to the above schedule.
- 2) If the candidate is not present for the Research Week 2015 review, the term would not be granted.
- 3) All Candidates must report at 9:00 am sharp at their respective Hall as mentioned in the schedule above at GTU, Chandkheda Campus, Ahmedabad.

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I/c Registrar