

Research Papers Published by LJMBA Faculty							
Sr. No.	Name of faculty	Research Paper Published (Journal)		Listed in International Database (Name)	Impact Factor of Journal/ SNIP/ SJR	Citation Index/ H-index (from google scholar page)	Total
		Name of Journal	Title of Paper				
1	Rinal Shah	Opinion: International Journal of Management, June 2012, Vol-2, No-1	Consumer's environmental concern & its influence on their purchase intention: SEM approach				7
		The IU Journal of Brand Management, September 2012, Vol-IX No-3	A confirmatory factor analysis on brand equity in mobile handset market: SEM approach				
		International Journal of Advanced Research in Management and Social Science, September 2012, Vol-1 No-3	An empirical study on factors influencing brand equity towards laptop brands: SEM approach				
		Asian Journal of Multidimensional Research, September 2012, Vol-1 No-4	A multivariate analysis technique: Structural equation modeling				
		Changing Paradigms in Services Marketing, January 2013 pp. 231-242	Measuring Retail Convenience and Its consequences for Online shoppers.				
		IES Anvesha, April-May 2013, Vol-6 No-2	A Study of Behavioral Intentions of customers towards 3G Mobile services				
2	Dr. Neha P. Mehta	Viewpoint, -An International Journal of Management and Technology ISSN 2229-3925, Vol 5, No 1, January-June 2014	Brand Equity: Conceptualisation and Measurement - A Literature Review				6
		Asia-Pacific Business Review, Vol. VII, No. 4, pp. 163-169, ISSN: 0973-2470	Perceptual Mapping of Private FM Channels in Ahmedabad	Yes, journal-database.com, tandfonline	0.569	56+4	
		Universal Journal of Management 1(2), HRPUB, pp. 76-82, ISSN Print: 2331-950X, ISSN Online: 2331-9577	The Impact of Visual Merchandising on Impulse Buying Behavior of Consumer: A Case from Central Mall of Ahmedabad India	MIAR			
		Management Edge BVIMR, Vol. 7, No. 4, pp. 28-41, ISSN: 0976-0431	Measurement of Listeners' Preferences for Private FM Radio Channels in Ahmedabad: A Cluster Analysis Approach	globalimpactfactor.com	0.676		
		International Research Journal of Marketing, IRJM 2014, 2(3):53-60, Print ISSN: 2333-9608 Online ISSN: 2333-9616	Consumer's Perception for Visual Merchandising of Lifestyle Apparel Stores				
		Universal Journal of Management HRPUB, 2(6), pp. 207-217, ISSNPrint: 2331-950X, ISSN Online: 2331-9577	Impact of Visual Merchandising on Consumer Behavior: A Study for Furniture Outlets	MIAR			
3	Dr. Abhinava S. Singh	International Journal of Logistics and Supply Chain Management Perspectives, Vol. 4, Number 2, April-June 2015, ISSN Print - 2319-9032, ISSN Online - 2319-9040, pp. 1643-1654. ©Pezottaita Journals	Visual Merchandising and Purchasing Behavior for High Involvement Products: A Study of Electronics Outlets	http://journals.indexscopus.com/	5.857		8
		IMT Case Journal, Vol.4, No.1, July-Dec:2013, ISSN No. 2229-6743	Abellon Clean Energy Ltd. - Contesting Uncontested Market Spaces			2+1	
		Indore Management Journal (IIM-Indore), September 2012	Competitive Advantage and New Patent Regime: A Study of the Indian Pharmaceutical Industry	Listed in Cabell's Directory, EBSCO, Proquest, and Ulrich's	1.3366		
		BVIMR Management Edge, July-Dec 2010	No Retreat, No Surrender: Winning Strategies of the Indian Pharmaceutical Industry	Accessible on EBSCO Database	0.676		
		GITAM Journal of Management, Forthcoming issue	Strategic Options in the Product Patent Regime: A Study of the Indian Pharma Industry, Forthcoming Issue				
		Apeejay Business Review, September, 2008	Strategic Leadership & Competitive Advantage: Reflections from the Indian Pharmaceutical Industry			1	
		SCMS Journal of Indian Management, Jul-Sep 2008	Audacious Kiranas vs. Organized Retailers	Listed in Cabell's Directory, EBSCO, Proquest and Ulrich's	1.1		
ACRM Journal for Business and Management Research (AJBMR), September 2007.	Societal Marketing at Prathama Blood Centre: Myth or Reality?						
Training & Management, June 2007.	A Tale of Two Retailers: The Art of Successfully Leveraging Human Relationships						

4	Dr. Anitha Sunil	QUEST, April 2012, Vol II, Issue II, ISSN 0976-3317	An Empirical Evaluation of Alternative Scales to Measure Service Quality and Assessment of Service Quality Dimensions						1
5	Dr. Siddharth Das	Management Insights, Journal of GBS, July,2011	Efficiency of Technology in Retail Banking					9+2	13
		GITAM Journal of Management, Jan:2011	Competitive Advantage and New Patent Regime, 2005: A Study of Indian Pharmaceutical Industries						
		BVIMR Management Edge, July-Dec:2010	No Retreat, No Surrender: Winning Strategies of the Indian Pharmaceutical Industry						
		Domain Journal of Management Research, Jan-June:2009	Boosting the Marketing Rupee during Recession						
		Apeejay Business Review, Sept:2008	Strategic Leadership & Competitive Advantage: Reflections from the Indian Pharmaceutical Industry						
		SCMS Journal of Indian Management, Jul-Sep 2008	Audacious Kiranas vs. Organized Retailers						
		ACRM Journal for Business and Management Research, Sept. 2007	Societal Marketing at Prathama Blood Centre: Myth or Reality?						
		SCMS Journal of Indian Management, April-June 2007	Whistle-Blowing and Competitive Advantage						
		The Management Accountant, March 1994	Working Capital Turnover in Pharmaceutical Companies						
		Indian Management	Entrepreneurship in the 21st Century, June 1999						
		Biz & Bytes, Issue 4, Vol. II, 2013, E-ISSN:09760458, Print ISSN:2320897X	Understanding Ethics: A Study on Perception of Management Students						
		Amity Business Review, July-Dec, 2014, Vol.6, No.2	Conceptualization of Service Quality with special Focus on Telecom Sector						
		Viewpoint, -An International Journal of Management and Technology ISSN 2229-3925, Vol 5, No 1, January-June 2014	Brand Equity:Conceptualisation and Measurement - A Literature Review						
6	Dr. Abhijeet Singh	Synergy Journal of Management	Bridging the Gap Between Knowledge Strategy & IT : A Proposed Alignment Model for Superior Organizational Performance						4
		Atharva Journal of Management	Strategic Business Alignment- Bridging the gap between Business Strategy and Information Technology Strategy						
		Global Reserach Analysis Journal of Management International	Strategic Business Alignment: A study of role of IT in Strategic Business Alignment in Banking sector of India						
		Paripex Journal of Research	The Study of Alignment of Business & IT Strategy in Indian Banking Sector						
7	Dr. Bilva Desai	Synergy Journal of Management	Bridging the Gap Between Knowledge Strategy & IT : A Proposed Alignment Model for Superior Organizational Performance						5
		Synergy Journal of Management	Service Quality Standards for Management Schools in Gujarat						
		Atharva Journal of Management	Service Quality Scale for Higher Education System in Gujarat						
		Global Research Analysis Journal of Management International	Strategic Business Alignment: A study of role of IT in Strategic Business Alignment in Banking sector of India.						
9	Dr. Sushant Nagpal	Atharva Journal of Management	Service Quality Measurement Model from Student's Perspective						10
		Journal of Indian Management & Strategy (JIMS), April-June 2004, Vol. 9, No. 2.	Psychographics : An emerging shell for Studying Investor's Behavior and its Implications on Marketing Strategies					23+2	
		Amity Business Review, July-Dec, 2005, Vol.6, No.2	Indian Retail Investors' Preferences: A Review of Existing Studies						
		ENVISION:Journal of Apeejay Institute of Management, No.1, Jan. 2007	Investor's Demographics and Investment Pattern – An Empirical Study						
		Article in edited book - International Business and Financial Services, 2004	Psychographics: An emerging shell for designing financial products						
		ICFAI Journal of Behavioral Finance, Vol. VI, No. 2, June, 2009.	Impact of Investors Lifestyle on Their Investment Pattern: An Empirical Study						
		Synergy - Journal of Management, Vol.13, No.2, July-December, 2011	Study of Financial Perspectives of SMEs in Gujarat Region						
		Journal of Humanities, Social Science and Management (JHSSM), Kadi Sarva Vishwavidyalaya, Jan.-June:2013	Analysis of Initiatives and Perspective in Financial Education						
		PCMA Journal of Business, July-Dec:2008	Impact of Psychographics on Investment Behavior – An Empirical Study						
		NICM Bulletin: The Journal of Management and Cooperation, Vol. X, No. 1, January-March; 2013.	Impact of Emotional Finance Perspectives on Investment Advisors – An Empirical Study						
8	Dr. Priyanka Pathak	Prestige Journal of Management and Research	Ganga-Jamuna Dairy cooperative						
		e-book SME in transitional economies: Challenges and Opportunities	SMEs in Agri Business Sector						
		GFJMR	Recharge through Turnaround						

10	Dr. Indra Meghrajani	E-Srujan (Journal of Innovative Thinkers), ISSN: 2231-4539, Volume 1, Number 2: August 2011 – February 2012	Rural Retailer: Role and Competencies			4+1	6	
		Paripex: Indian Journal of Research, ISSN: 2250-1991, Volume: 1 Issue: 9 September 2012	"Why Fake Products? Ignorance or Availability?"					
		Indian Journal of Applied Research (IJAR), ISSN - 2249-555X, Volume: 3 Issue: 4 April 2013	Local vs. National Brands: Brand quality perception or behavioral intention					
		International Journal of Engineering Research and Technology: ISSN: 2278-0181, Vol. 2 Issue 7, July – 2013	Consumer Attitude Towards Eco-friendly Goods: A Study of Electronic Products in Ahmedabad City					
		NICM Bulletin, The Journal of Management and Co-operation, ISSN: 2249-2275, Vol 10 Issue: 4, Oct-Dec 2013	Health Status of the Tribal Population					
		International Journal of Management, IT and Engineering, ISSN: 2249-0558, Vol 4, Issue 10, Oct-2014	A tradeoff between awareness and ability to distinguish by rural consumers of North Gujarat					
11	Amola Bhatt	NICM Bulletin: The Journal of Management and Cooperation, Jan-March 2012, ISSN: 2249-2275	Emergence and Growth of Micro-Finance in the Indian Context				7	
		Paripex Indian Journal of Research, June 2012, ISSN: 2250-1991	Socially Responsible Investments					
		Sankalpa, Vol. 2, Sept., 2011, ISSN: 2231-1904	Advertising – The Ethical Way					
		NICM Bulletin: The Journal of Management and Cooperation, Vol. 10, No. 2, April-June 2013, ISSN: 2249-2275	Factors affecting Risk Tolerance Capacity of Investors: An Empirical Study in Ahmedabad					
		Atharva : A Journal of Management Research, Vol. 3, No. 2, May-Aug, 2011, ISSN: 2231-4350	Indian Retail Industry: Trends, Prospects and Challenges					
		NICM Bulletin: The Journal of Management and Cooperation, Vol. 10, No. 2, April-June 2013, ISSN: 2249-2275	SEWA Bank: A Journey from Self-Employed Women to Self-Empowered Women					
		International Journal of Business Ethics in Developing Economies, Vol. 2, Issue-1, June 2013, ISSN: 2278-3172	Factors Influencing Management Students' Perception on Ethics: An Empirical Study in Ahmedabad and Gandhinagar					
12	Dr. Siddharth Singh Bist	SOCIAL BUSINESS: An Interdisciplinary Journal, Westburn Publishers Ltd., U.K	Banking of the Poor, for the poor, by the poor: A Case Study of SEWA Bank				3	
		Asia-Pacific Business Review, 2011	Perceptual Mapping of Private FM Channels in Ahmedabad					
		Management Edge BVIMR, 2014	Measurement of Listeners' Preferences for Private FM Radio Channels in Ahmedabad: A Cluster Analysis Approach					
13	Preeti Pillai	OPINION: International Journal of Management, Vol. 2, No. 1, June 2012.	Consumer's Environmental concern & its influence on their purchase intention: SEM approach			5+1	4	
		Paripex Indian Journal of Research, Vol. 1 Issue 9, June 2012, ISSN: 2249-555X	Green Marketing: A Consumer's Perception in the Indian Scenario					
		International Journal of Management, IT and Engineering, Vol. 4, Issue 10, Oct 2014, ISSN: 2249-0558	Counterfeit Products: A Tradeoff between awareness and Ability to Distinguish by rural Consumers of North Gujarat					
		International Journal of Engineering Research and Technology: Vol. 2, No. 7, July 2013, ISSN: 2278-0181	Consumer Attitude Towards Eco-friendly Goods: A Study of Electronic Products in Ahmedabad City					
14	Dr. Neha Shah	Economic and Political Weekly, May 28, Vol. XLVI, No 22, 2011	Labour and Employment under Globalization: Case of Gujarat (Jt.)				7	
		Economic and Political Weekly, Nov-5, Vol. XLVI, Nos 44 & 45, 2011	Labour and Employment in Gujarat (Jt.)					
		ANVESHA, Vol. 38, No 2, July-Dec, SPIESR 2008	Can Micro Finance Provide A Sustainable Solution For Poverty? Some Empirical Evidences from Gujarat					
		ARTHAT, Vol 25, No 1, January 2006, CSS, Surat (In Gujarati)	Micro Finance and Poverty alleviation					
		ARTHAT, Vol 25, No 1, January 2006, CSS, Surat (In Gujarati)	Book Review Role of Micro finance in rural economy and capacity poverty alleviation					
		An Edited Book - "Tribal Development in Western India" by Amita Shah and Jhama Pathak, Routledge, New Delhi	Health Status of the Tribal Population					
		An Edited Book- "Growth Or Development: Which Way Is Gujarat Going", Oxford University Press – India, 2014, ISBN- 13: 978-0-19-945118-0	Political Economy of Subsidies and Incentives to Industries in Gujarat: Some Issues (Jt.)					
15	Nidhi Srivastava	Paripex Indian Journal Of Research, Vol 2, Issue 4, December 2011	Green Marketing: A Consumer's Perception in the Indian Scenario				4	
		Paripex- Indian Journal of Research, Vol 2, Issue 4, April, 2013, ISSN No. - 2250-1991	Challenges for Management Institutes and Management Education					
		Paripex- Indian Journal of Research, Vol 2, Issue 4, April, 2013, ISSN No. - 2250-1991	Talent Management Scenario in the Banking Industry					
		International Journal of Management and Development Studies, Issue -2, Vol 3, February 2014, ISSN No. - 2320-0685	A Study on Factors Affecting Employability Skills of Management Students					
16	Raji Bhavsar	GFJMR, Vol 5, July - Dec 2012	Being a Front Runner: 5 Force Management Services				6	
		Indian Journal of Marketing, ISSN 0973-8703, Vol 43, No 4, April 2013.	'It's Time to Go Green with Pride- A Conceptual Study of Green Marketing'					
		NICM, The Journal of Management and Co-operation, ISSN: 22492275, Jan-March 2013	A study of effectiveness of BRTS as public transportation system with special emphasis on BRTS in Ahmedabad City					
		SCMS, Journal of Management, Volume XI Number 4 October - December 2014, ISSN 0973-3167	Municipal Solid Waste Management : Current Practices with Futuristic Approach					
		Abhigyan, Volume: 32 No. 4 January - March 2015, ISSN 0970-2385	Individual Investment Decision Making Process: Study of Reasons and Influencers					
		ANVESHA, The Journal of Management, Vol 8 No. 1, January-March 2015, ISSN 0974-5467	Role of the Parent in Developing Preception of Money among Children: An Exploratory Study					
17	Meetal Saxena	ICFAI Journal of Information Technology, Sept: 2008	RFID : Application and Indian scenario			4 + 2	2	
		ICT in Rural India: e-Governance, ISBN - 978-81-314-2078-2, Sept, 2009	Public Private Partnership in e-Governance					
18	Rajani Shah	Scope of the Medical Tourism Facility in Ahmedabad	Pacific Hospitality Review, July – Dec 2013, ISSN 2320-1398			1+1	5	
		An Analysis on Determinant Factors Which Influence the E-Banking Services Adoption	NICM Bulletin: The Journal of Management and Cooperation, Vol. X, No. 2, January-March 2013.					
		An Empirical Analysis on Challenges and Opportunities faced by Higher Education System with Special reference to management Institutions	GTU Journal, Jan 2013, ISBN- 978-93-82062-90-5					
		An Evaluation of Socio-Economical Development through Partnership of Micro-Finance & Corporate Social Responsibility	GANPAT Bulletin: Faculty of Management Studies Journal of Management and Research, Feb: 2013, ISBN: 978-81-923592-2-9					
		A Study on Factors Affecting Employability Skills of Management Students	International Journal of Management and Development Studies, Feb, 2014, ISSN (Online): 2320-0685					

19	Dr. Sweety Shah	Paripex Indian Journal of Research, June 2012, ISSN: 2250-1991)	Socially Responsible Investments				6
		Pacific Business Review International, Volume 5, issue 10, April 2013, ISSN: 0974-438X	Valuing Financial literacy with special reference to Personal Financial Planning				
		SAMVAD- Journal of Symbiosis Institute of Business Management (SIBM), (ISSN-0974438x), Vol. IX, June 2015	Initial Performance of IPOs in India: Evidence from 2010-2014.				
		GTU Journal, ISBN- 978-93-82062-90-5, Jan13	Financial Literacy: An Outcome of Global Economic Crisis				
		GTU- CCFS conference proceedings, ISBN- 9788192378749, September, 2014.	Understanding practices of Personal Financial Planning (PFP)				
		NIRMA conference proceedings, January-2016, ISBN- 9789385777066	A study of Personal Financial Planning process and Socio- economic decision making in Households.				
		NICM Bulletin: The Journal of Management and Cooperation, Volume 10, Number 2, April- June 2013, ISSN No: 2249-2275	Factors affecting Risk tolerance capacity of Investors: An Empirical study in Ahmedabad				
		Pacific Hospitality Review, July-December 2013, ISSN: 2320-1398).	Scope of Medical Tourism facility in Ahmedabad				
20	Dr. Dhara Shah	Pacific Business Review International, Volume 6, Issue 5, November 2013, ISSN: 0974-438X	Global Economic Crisis: Impacts, Challenges and Opportunities for India				3
		<i>Bimaquest</i> , Volume 13, Issue1, January 2013, ISSN-0974-0791	An empirical analysis of the characteristics and detection of life insurance frauds				
		International Journal of Marketing, Financial Services and Management research ISSN 2277-3622 Vol 2, No 5, May 2013	Life insurance fraud- Risk management and fraud prevention				
		Indian Journal of Applied Research (IJAR), ISSN - 2249-555X, Volume: 4 Issue: 11 November 2014	A study on customer's perception and tolerance level with regard to life insurance fraud				

		<i>Drishhti</i> , published by Lucknow Management Association, Vol. XII, Dec:2014-May:2015	Learning and Team Work							2
21	Dr. Archan Mehta	Organizational Management, published by Palghat Management Association, Kerala, Vol. 31, No.1, April-June, 2015	Importance of Learning							
22	Himani Sheth	LJ Journal Of Research and Studies, Forthcoming Issue	Rehiring former employees - An important source of recruitment							1
23	Disha Mehta	SAMVAD- Journal of Symbiosis Institute of Business Management (SIBM), (ISSN-0974438x), Vol. IX, June 2015	Initial Performance of IPOs in India: Evidence from 2010-2014.							1
24	Ranjana Dureja	Research Inspiration and International Multidisciplinary E-Journal , (ISSN NO .2455-443X) Vol.1, Issue - 2 March 2016	Effect of Action Learning of Developing Speaking Skill Through SPELL on MBA Students							
		Protahan, ISSN: 2321-869X, Sept 2013	Stress Management and Rejuvenating work life among Academicians							
		IJR, ISSN: 2250-1991, June 2013	Effect of Seasonality vis-à-vis Cooperative Culture on Attrition of Sugar Cooperative Industry							
25	Dr. Sweta Patel	IJRMP, ISSN: 2320-0921, April 2013	Business Ethics and Employee Turn Over, Cafe Matrix							3

Workshop/FDP Attended by LJ MBA Faculty

S.No.	Faculty Name	FDP/ Workshop attended	Total
1	Dr. Priyanka Pathak	<p>Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014</p> <p>Three days Case Writing workshop at Women's Institute for Studies in Development Oriented Management, Banasthali Vidyapith, Jaipur, Rajasthan in January 2005.</p> <p>Two days seminar for doctoral students " Anvesh 2006" at Institute of Management, NIRMA University of Science and Technology, Ahmedabad</p> <p>Three days National level Case writing workshop at V. M. Patel Institute of Management, Ganpat University, Kherva in January 2006.</p> <p>"Agribusiness Symposium 2007", at Centre for Management Studies, Ganpat University, Kherva in April 2007.</p> <p>Three days II National level Case writing workshop at V. M. Patel Institute of Management, Ganpat University, Kherva in March 2007.</p> <p>Two days National level Case writing workshop at V. M. Patel Institute of Management, Ganpat University, Kherva in April 2008.</p> <p>Strategic Management Foundation course at IIM Bangalore in May 2004.</p> <p>"Change and Translation" at IIM Lucknow in September 2004.</p> <p>Faculty Development Programme on Research Methodology for Management Researcher conducted by V. M. Patel Institute of Management, Ganpat University during December 22-27, 2007.</p>	10
2	Dr. Sushant Nagpal	<p>One week GIAN-MHRD Workshop Course on " Personality Development and Communication Skills" from 1st June 2016 to 5th June 2016 in 'Excellent' grade at Harayana School of Business, Guru Jambheshwar University of Science & Technology, Hisar (Haryana)</p> <p>12th One week Short Term course on "Research Methodology" by Knowledge Consortium of Gujarat (KCG), Ahmedabad (16-22 May, 2016)</p> <p>Attended the "Springer Author Workshop" on 30th Oct;2015 at GTU, Chandkheda, Ahmedabad.</p> <p>Participated in the three day <i>International FDP</i> on "Learning & Development" and Be a Certified Educator on 13-15th Sept;2015 at GTU, Chandkheda, Ahmedabad.</p> <p>Attended National Education Summit on "Towards Educating Young India", Seminar on Innovative Management Education: The Road Ahead, organized by Education Deptt., Govt. of Gujarat, at NIRMA University, Ahmedabad on 11th Jan; 2014.</p> <p>Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014</p> <p>Two days workshop on on "Case Method of Teaching" on 11-12 Sept; 09 organized by IBS, Ahmedabad.</p> <p>Workshop on "Enhancing Management Faculty Skills" on 13 Dec; 08 organized by R.B. Institute of Management, Ahmedabad.</p> <p>Faculty Development Programme on "Teaching Skills in Commerce and Management", organized by PCMA in collaboration with INC Ludhiana (Paper presented) on 31.01.06 at Ludhiana.</p> <p>Faculty Development Programme on "Teaching Aspects at Management Institutes", at Noida in 2004.</p>	10

3	Preeti Pillai	Research Methodology and Application of SPSS on Data Analysis” from 11-13 July, 2013at Acharya Motibhai Patel Institute of Computer Studies, Ganpat Vidyanagar, Ganpat University.	4
		Sustainability: Our Collective Social Responsibility for a Livable Planet”, organized by Consumer Education and Research Centre (CERC) in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), held on 1-2 December, 2012.	
		One-day workshop on "New Techniques for Research", of the 7th IIMA Doctoral Colloquium organised in IIM-A on December 11, 2013	
		Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	
4	Rajani Shah	Attended the “Springer Author Workshop” on 30 th Oct;2015 at GTU, Chandkheda, Ahmedabad.	6
		Workshop on Operation Research(QA-II) by NICM, Gandhinagar in March, 2013	
		Attended 2nd International Forum between India and New Zealand organized by GLS in Dec;2013	
		12th One week Short Term course on “Research Methodology” by Knowledge consortium of Gujarat (KcG), Ahmedabad (16-22 May, 2016)	
		Workshop on “Advanced Analytical Tools and Techniques” by Ganpat University, Ahmedabad (6 th February, 2015)	
		Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	
5	Dr. Bilva Desai Singh	Workshop on "Research Methodology" at B.K. School of Management, Gujarat University, in 2009	2
		Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	
6	Dr. Abhinava Singh	Selected & participated in Faculty Consortium in SMS 2008 India Special Conference on “Strategic Innovation in a Flat World” at ISB , Hyderabad.	3
		Participated in the Management Teachers Programme on Strategic Management Foundation Course by Strategic Management Forum (SMF) at IIM Bangalore – 24th to 28th December, 2012.	
		Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad	
7	Dr. Sweety Shah	Attended FDP on " Case Study - Next Generation Knowledge Pool" organized by India Case Study Forum (ICF) on 8-9 Jan;2016.	6
		Attended the “Springer Author Workshop” on 30 th Oct;2015 at GTU, Chandkheda, Ahmedabad.	
		Research Methodology workshop by Pacific Academy of Higher Education and Research University, Udaipur in May; 2012	
		“Challenges and Opportunities in Equity and Debt Markets” held by Gujarat Technological University jointly with Motilal Oswal Securities Ltd. (March- 2012).	
		12th One week Short Term course on “Research Methodology” by Knowledge consortium of Gujarat (KcG), Ahmedabad (16-22 May, 2016)	
		Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	
8	Rinal Shah	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	2
		Participated in two days workshop on "Research Methodology and Application of SPSS" supported by AICTE at B K School of Business Management, Gujarat University, Ahmedabad.	

9	Raji Bhavsar	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
10	Nidhi Srivastava	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
11	Dr. Shiddarth Das	Attended the "Springer Author Workshop" on 30 th Oct;2015 at GTU, Chandkheda, Ahmedabad. Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	2
12	Mehul Yogi	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
13	Amola Bhatt	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
14	Dr. Indra Megharajani	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014 One day National Workshop on Brain Work, Organised by Department of Psychology, GU: held at AMA on 23rd January,2011 Workshop on Research Methodology organised by Dept of Management, SJPIBM held on 10-12 July,2011	3
15	Meetal Saxena	Participated in the three day International FDP on "Learning & Development" and Be a Certified Educator on 13-15 th Sept;2015 at GTU, Chandkheda, Ahmedabad. Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	2
16	Dr. Anitha Sunil	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
17	Dr. Manisha Jalla Dhar	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
18	Dr. Neha Mehta	Seminar by iCreate, December 2013 Seminar on Fashion and Media Organized by GCCI in December 2013 Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	3
19	Rinal Shah	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
20	Ranjana Dureja	A workshop on Faculty Development at Academic Staff College GU , 2011 Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014.	2

21	Garima Sharda	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
22	Dr. Sweta Patel	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014 . aAttnded workshop in GTU on and nov 2014 on" development of policy frame work for innoveation" gujarat model of governance on 25 26 april 2015 gtu	1
23	Kiran Khatri	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
24	Dr. Neha Shah	Participated in 3 days workshop on "Towards Hamonization of Time Use Survey At Global Level w.r. to Developing Countries " organized by Department of Statitics Govt. of India and Centre for Development Alternatives on 6 april 2011 Participated in a seminar on "Impact of Globalization on Women " organised by All India MSS on 15 march 2011. Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014 A Social Science Perspective" organized by department of Sociology Labour Welfare and Political Science GU on 26 feb 2010. Participated in INTELLECTUAL PROPERTY SUMMIT by AMA 2008 Refreshers Course inn Economics, Organized by Accademic Staff College, Gujarat University, 3rd to 23rd January 2006 A regional Seminar on Industry-Institute Partnership, Organised by B K School of Management, 29th March 2006 An Orientation Course for University Teachers, Organized by Academic Staff College, Gujarat University, 11th May to 7th June 2004 "Third Summer School on Management of Common Property Resourcces" Organized by IIMAhmedabad, 3rd to 10th June 1998	8
25	Himani Sheth	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
26	Dr. Abhijit Singh	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
27	Dr. Archan Mehta	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
28	Dr. Dhara Shah	Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	1
29	Disha Mehta	Attended the "Springer Author Workshop" on 30 th Oct;2015 at GTU, Chandkheda, Ahmedabad. Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014 12th One week Short Term course on "Research Methodology" by Knowledge consortium of Gujarat (KcG), Ahmedabad (16-22 May, 2016)	3
30	Sushma Jacob	Participated in FDP on 10th Oct;2015, on "Teacher as a Contributor and Achieving Excellence in Training, Placement & Research" at GTU, Chandkheda, Ahmedabad. Participated in two days National Seminar on "Entrepreneurship-The New Age Tune" at L J Institute Of Management Studies, Ahmedabad on 29-30 Jan;2014	2
31	Ravi Thakkar	Attended the "Springer Author Workshop" on 30 th Oct;2015 at GTU, Chandkheda, Ahmedabad.	1

Research Papers Presented by LJ MBA Faculty (Conferences)					
Sr. No.	Name of faculty	Research Paper Presented		National	International
		Name of Conference	Title of Paper		
1	Rinal Shah	National Conference on Business in Emerging Markets: Management Practices & Research by L.J.Institute of Management, Ahmedabad on 23rd April 2011.	Measuring customer-based brand equity: an emerging issue in Mobile hand-set Industry	1	1
		NIRMA International conference (NICOM) organized by NIRMA University, Ahmedabad, Gujarat , 2013	Measuring Retail Convenience and Its consequences for Online shoppers.		
2	Dr. Neha P. Mehta	NICOM 2016, Organized by Institute of Management, Nirma University, January 2016.	Visual Merchandising as Tool for Creating Differentiation for Furniture Outlets: Perceptual Mapping, Published in Inter-Disciplinary Issues for Empowering Trade, Industry and Society, Reading Book of NICOM-2016, ISBN: 978-93-85777-06-6, pp. 289-300	1	7
		NICOM 2016, Organized by Institute of Management, Nirma University, January 2016.	Developing High Performance Work System in Retail Outlet, Published in Macro and Micro Dynamics for Empowering Trade, Industry and Society, Reading Book of NICOM-2016, ISBN: 978-93-85777-07-3, pp. 107-118.		
		NICOM 2015, Organized by Institute of Management, Nirma University	Developing High Performance Work System for Visual Merchandising in Retail Outlets, Published in Business Excellence and Leadership Transforming HR for Enhanced Organizational Capability, Reading Book of NICOM-2015, ISBN: 978-93-84869-08-3, pp. 150-162		
		NICOM 2014, Organized by Institute of Management Nirma University, Jan 2014	FDI in Indian Retail Sector: The Implications and Challenges, Published in Reading Book of NICOM-2014, Emerging Paradigms in Corporate Finance and Regulatory Framework, ISBN: 978-81-923049-3-9, pp. 339-354		
		NICOM 2012, Organized by Institute of Management Nirma University, Jan 2012	Visual Merchandising: Impact On Consumer Behaviour (An Exploratory Study Of Apparel Segment In Ahmedabad)		
		NICOM 2013, Organized by Institute of Management Nirma University, Jan 2013	A study of Consumer's perception for Apparel retail outlets in terms of Visual Merchandising in Ahmedabad, Published in Reading Book of NICOM-2013, New Perspective in Marketing Communications, ISBN: 978-93-5097-412-4, pp. 16-36		
		Reading Book of Global Business And Technology Association. Mapping The Global Future: Evolution Through Innovation And Excellence (GBATA NewYork)	Visual Merchandising: Impact On Consumer Behaviour (An Exploratory Study Of Apparel Segment In Ahmedabad), Published in Reading Book of GBATA, Mapping the Global Future: Evolution through Innovation and Excellence, ISBN: 1-932917-08-X, pp. 607-614		
		LJIMS, Organized by L. J. Institute of Management Studies	Study of Private FM Channels in Ahmedabad City		
3	Dr. Abhinava S. Singh	CERE-IIM Indore, 2012	Competitive Advantage and New Patent Regime: A Study of the Indian Pharmaceutical Industry	1	3
		International Research Conf on Management, JBIMS, 2012	Competitive Advantage in Turbulent Times: A Study of the Indian Pharma Industry in the Product Patent Regime		
		TAPMI International Conference in Entrepreneurship, 2007	Strategic Leadership & Competitive Advantage: A Case of an Indian Pharma Firm in the Product Patent Regime		
		International Conference on Marketing, IIM-Kozhikode, 2007	Modern Blood Banking in India: A Study of Prathama Centre		
4	Dr. Siddharth G. Das	National Conference, NSVKMS MBA Collge, 2009	Boosting the Marketing Rupee During Recession	4	2
		TAPMI International Conference in Entrepreneurship, 2007	Strategic Leadership & Competitive Advantage: A Case of an Indian Pharma Firm in the Product Patent Regime		
		International Conference on Marketing, IIM-Kozhikode, 2007	Modern Blood Banking in India: A Study of Prathama Centre		
		ICOM at S.K. Patel Institute of Management, Gandhinagar, 2006	Emerging Strategies in the New Business Landscape		
		Sardar Patel University, 2005	Efficiency of Technology in Retail Banking		
		Sardar Patel University., 2004	Importance of E-Banking		
5	Dr. Abhijeet Singh	Emerging Trends/Technologies For Knowledge Delivery & Management at Sardar Vallabhbhai Patel Institute of Technology, Vasad.	Knowledge Management Alignment	1	3
		Malaysian Indian Trades organized by MATRADE & GCCI	Dicussion for Malaysian Indian Trades		
		Malaysian Education System organized by HELP University, Malaysia	Service Quality Standards for Education System at Malaysia		
		International conference on Emerging Business Trends and Innovative Practices at Atharva Institute of Management Studies, Mumbai	Emerging Business trends and innovative practices in Education through measuring service quality dimensions		
6	Dr. Bilva Desai	Emerging Trends/Technologies For Knowledge Delivery & Management at Sardar Vallabhbhai Patel Institute of Technology, Vasad.	Knowledge Management Alignment	1	3
		Malaysian Indian Trades organized by MATRADE & GCCI	Dicussion for Malaysian Indian Trades		
		Malaysian Education System organized by HELP University, Malaysia	Malaysian Education System		
		International conference on Emerging Business Trends and Innovative Practices at Atharva Institute of Management Studies, Mumbai	Emerging Business trends and innovative practices in Education through measuring service quality dimensions		

Dr. Priyanka Pathak	Department of Business Administration, Sambalpur University, Orissa	WTO and Trade Related Intellectual Property Rights: A Boon to Indian companies"	20	2
	Foundation, Research Methodology and Application" organized by Gujarat University Area Accountancy Teachers' Association, Ahmedabad, Gujarat	BASEL II: Operational Risk Management and Implication on Indian Financial System"		
	Jansons School of Business, Coimbatore, Tamil Nadu in September 2004.	Planning and Implementing Direct marketing as a Tool to Boost Insurance Industry		
	Women's Institute for Studies in Development Oriented Management, Banasthali Vidyapeeth, Jaipur, Rajasthan	Case on Jaipur Carpets		
	AIMS Western Region Conference on "Building Competitiveness in an Inter-connected World: Opportunities and Challenges"	Building competitive Port Infrastructure – an Inevitable Axiom to Benefit from Globalization		
	AIMS Western Region Conference on "Building Competitiveness in an Inter-connected World: Opportunities and Challenges"	Creating Sustainable Competitive Advantage for Indian Sugar Industry through by-product model		
	AIMS Western Region Conference on "Building Competitiveness in an Inter-connected World: Opportunities and Challenges"	Development of Agriculture: Major Challenges for competitiveness Before Emerging India		
	AIMS Western Region Conference on "Building Competitiveness in an Inter-connected World: Opportunities and Challenges"	GATS and Trade in Health Insurance Services: Building Competitiveness through Liberalization		
	AIMS Western Region Conference on "Building Competitiveness in an Inter-connected World: Opportunities and Challenges"	Indian Insurance Industry: Developing Value in Services to Build Competitiveness		
	AIMS Western Region Conference on "Building Competitiveness in an Inter-connected World: Opportunities and Challenges"	Seven Steps to building Sustainable Competitiveness		
	Anand Institute of Management, Sardar Patel University, Vallabh Vidyanagar	RFID: the Tagging Revolution		
	National level Case writing workshop at V. M. Patel Institute of Management, Ganpat University, Kherva	Ganga – Jamuna Dairy Cooperative		
	37 th Annual Conference of Gujarat Economic Association, Bhavnagar University, Bhavnagar, Gujarat	Food Security and India: A non-trade issue		
	37 th Annual Conference of Gujarat Economic Association, Bhavnagar University, Bhavnagar	Tariff Policy: The Agreement on Agriculture		
	UGC National Seminar on "Global Competitiveness of Indian Industries :Opportunities & Threats" organized by Department of Commerce & Business Administration, Saurashtra University, Rajkot,	The Impact of Globalization on Indian Fertilizer Industry		
	National level Case writing workshop at V. M. Patel Institute of Management, Ganpat University, Kherva	Recharge through Turnaround		
	Agribusiness and Food Industry in Developing countries: Opportunities and Challenges at IIM-Lucknow	Public Private Partnership (PPP) Approach -Building competitiveness of agri-value chain in Gujarat"		
	SMEs in Transitional Economies, Challenges and Opportunities organized by Giyan Jyoti Institute of Management and Technology, Mohali, India	SMEs in Agribusiness Sector: A paradigm shift"		
	National level Case writing workshop at V. M. Patel Institute of Management, Ganpat University, Kherva	108: A call to an angel!"		
	International Conference on Social Sciences Sri Lanka (ICSSL) organized by Faculty of Social Sciences, University of Kelaniya, Sri Lanka during 17-20 July, 2008	Abuse of women in Indian Advertisement		
International Conference on Social Sciences Sri Lanka (ICSSL) organized by Faculty of Social Sciences, University of Kelaniya, Sri Lanka during 17-20 July, 2008.	108: the digits for emergency			
Smt. R. D. Gardi Department of Business Management, Saurashtra University, Rajkot, Gujarat	Balance Score Card: An inner Perspective" at "Contemporary issues in Management",			

8	Dr. Sushant Nagpal	Emerging Trends in Financial Services and International Business on 24-25th March; 2003 at Guru Jambheshwar University, Hisar	Psychographics: An Emerging Shell For Designing Financial Products	11	3
		Managerial Issues in Seamless Economy on 27-28th March; 2004 at Guru Jambheshwar University, Hisar	Relevance and Perspective of Demographic Factors in the Investment Behavior of Households-An Exploration		
		National Seminar on Financial Services on 19th March;2005 at Guru Jambheshwar University, Hisar	Emerging Anatomy of Savings in India- An Overview.		
		Services Sector-The Next Wave on 25-27th March; 2006 organized by PCMA at DAV College, Jalandhar	Psychographic Characteristics and Investment Preferences of Retail Investors		
		Conference on WTO organized by Ludhiana Management Association, Ludhiana	Issues before WTO Ministerial and Indian Strategy and Exchange Risk Management		
		National Seminar on 'Management Agenda 2010' at GNIMT, Ludhiana on 22nd April; 2006	New Challenges for the Business Leaders		
		ICOM-2009 on "Rising India in the New Global Order" on 6-7 Jan; 2009 at S.K. Patel Institute of Management, Gandhinagar	Retail Investor's route to Gold ETF : A Perspective		
		National Conference on "Corporate Social Responsibility – Realities and Opportunities" on 25 th April; 2009 at Shree Atam Vallabh Jain College, Ludhiana.	Understanding Socially Responsible Investing (SRI) Paradigm in the Global Scenario		
		Conference on "Managing Small Scale Industries in Liberalized Business Environment" on 8 th March; 2010 at Sardar Patel University, Vallabh Vidyanagar (Gujarat).	Study of Financial perspectives of SMEs in Gujarat Region		
		International Conference on "Contemporary Innovative Practices in Management" on 13-14 April; 2012 at Pacific University, Udaipur.	IPO Grading for Investors – Money Spinner or a Black Hole?		
		Conference on International Banking and Finance: Issues, Challenges and Solutions on 22 nd July; 2012 at Gujarat National Law University, Gandhinagar.	Revolutionizing Banking Experience through Financial Inclusion – A Case of India		
		National Conference on Contemporary Issues in Management & Cooperation: Prospects & Challenges on 4-5 May;2013 at NICM, Gandhinagar.	Impact of Emotional Finance Perspectives on Investment Advisors – An Empirical Study		
		9	Disha Mehta		
International conference on Role of financial industry in accelerating economic growth. GTU and CCFS (September, 2014)	A Study on Financial Disclosers and the role of MCA in India				
10	Dr. Indra Meghrajani	Understanding the rural consumer at G H Patel Institute of Business Management , 17-18 February, 2012	Local V/c National Brands: Brand quality perception or Behavioral Intention	4	3
		ANVESH' conference for Doctoral students at Nirma University ,6-7 April, 2012	Why Fake Products? Ignorance or Availability		
		National Conference on Contemporary Issues in Management & Cooperation: Prospects & Challenges, 4-5 May,2013	Understanding the rural consumer - A Study of FMCG products in Gujarat		
		National Seminar on Understanding the Indian Rural Consumer at G.H. Patel Institute of Management Studies on 25th Jan;2014	Impact of Advertising Appeals on Buying Behavior of Rural Consumers		
		International conference on Emerging Management Practices at Ganpat University in association with AIMS AND Victoria University (Australia) on 7-8 October, 2014	A tradeoff between awareness and ability to distinguish by rural consumers of North Gujarat		
		Conference on Marketing and Business Strategy (ICOMBS 2015) at IBS Hyderabad on 30-31 Oct; 2015.	Factors Influencing the Purchase Decision of Rural Consumers: A study in the Rural Markets of Gujarat (India)		
		9th International conference on healthcare systems and Global business issues held at JNU (Jaipur) 2-4 January, 2016	Rural Consumer and their Brand choice: A study in the rural markets of Gujarat (India)		
11	Amola Bhatt	NICOM, Nirma University, Jan;2012	Unveiling the 4 th P of Micro-Financing in Rural India	4	1
		2 nd National Conference at GTU; 2011	Advertising – The Ethical Way		
		3 rd International Conference on Business Ethics and Corporate Governance organized by GTU; Feb;2013	Factors influencing Budding Managers' Perceptions on Ethics: An Empirical Study in Ahmedabad and Gandhinagar		
		National Level Conference on Finance organized by GTU, Aug,2011	The Product Life-Cycle of Microfinance in India		
		National Conference on Contemporary Issues in Management and Co-operation organized by NICM, Gandhinagar in May 2013	Factors affecting Risk Tolerance Capacity of Investors: An Empirical Study in Ahmedabad		

12	Dr. Neha Shah	National Seminar on Understanding Growth Story of Gujarat- CFDA and Planning Commission of India, May 7th and 8th 2012.	Subsidies and Incentives to Industries in Gujarat; Some Issues (Jt.)	5	1
		one day national seminar on Managing Development Issues and Challenges in Gujarat, G H Patel Institute of Business Management, Vallabh Vidyanagar, March 2011.	Economic Growth and Employment Scenario in Globalizing Gujarat		
		A Decade of Growth in Gujarat, Center for Culture and Development, Vadodara, July 2010	Understanding Gujarat Economy (Jt.)		
		8th Biennial Conference on Contemporary Issues in Entrepreneurship Research, EDI, Ahmedabad, March 2009.	Women, Microfinance and Micro Enterprise Development: Issues in sustainability		
		A workshop on Micro finance jointly organised by CSDS- Delhi and ASAG, Dec;2005	Micro Finance as a Tool of Poverty Alleviation – A Critique		
14 th Gujarat Economic Conference, Ahmedabad, 1997.	Notes on the alternate financial services provided to poor				
13	Sushma Jacob	International Conference on 'Bridging the Gap through English Education: Equity, Empowerment & Employability on 22nd & 23rd June 2012	English as a Tool for development of a student, entrepreneur, a community	1	0
14	Meetali Saxena	National Conference on Application of IT - Emerging Trends, ISTE & PIMR, Indore, 2006	RFID Applications in India	2	0
		National Conference on Make in India: Emerging Trends in Trade & Innovations for Effective Entrepreneurship on 17-18 th April; 2015, organized by Ministry of Micro, Small & Medium Enterprises (MSME), Govt. of India at RDIAS, New Delhi.	Entrepreneurial Linkages between Behavioural Finance and ICT Adoption		
15	Rajani Shah	2 nd International conference on Globalised Market by GTU & Parul Group of Management Institutes, Ahmedabad (Jan, 2013)	An Empirical Analysis on Challenges and Opportunities faced by Higher Education System with Special reference to management Institutions	1	2
		International conference on Emerging Management Practices Value Creation for Sustainable Growth in 21 st Century" by Ganpat University, Kherva in Feb, 2013	An Evaluation of Socio-Economical Development through Partnership of Micro-Finance & Corporate Social Responsibility		
		National Conference on Contemporary Issues in Management and Co-Operation: Prospects and Challenges by NICM, Gandhinagar (May, 2013)	An Analysis on Determinant Factors Which Influence the E-Banking Services Adoption		
16	Dr. Sweety Shah	2nd International conference on Globalised Markets by GTU & Parul Group of Institutes, Ahmedabad (January 2013).	Financial Literacy: An Outcome of Global Economic Crisis	1	3
		International conference on Role of financial industry in accelerating economic growth. GTU and CCFS (September, 2014)	understanding practices of Personal Financial Planning (PFP)		
		National Conference proceeding of Contemporary Issues in Management and Co-operation by National Institute of Co-operative Management	Factors Affecting risk tolerance capacity of Investors: An Empirical study in Ahmedabad		
		NIRMA International conference (NICOM-2016) on New Perspectives of Finance & Changing Economic Scenario at NIRMA University on 7-9 Jan; 2016	A Study of Personal Financial Planning Process and Socio-Economic Decision Making in Households"		
17	Ranjana Dureja	International Conference on Management of Globalised Business " Emerging Prospectives " at MARWADI EDUCATION FOUNDATION GROUP OF INSTITUTES	A study on Becoming a Learning Organisation an Action Oriented Approach For Sustainable Development	0	1
18	Raji Bhavsar	National Conference on Contemporary Issues in Management & Cooperation: Prospects & Challenges, 4-5 May; 2013 at NICM, Gandhinagar	A Study of Effectiveness of BRTS as Public Transportation System with special Emphasis on BRTS in Ahmedabad City	1	1
		NIRMA International conference (NICOM-2014) on New Perspectives of Finance & Changing Economic Scenario at NIRMA University on 9-11 Jan; 2014	Consumer Behaviour towards Investment Options from the Perspective of Wealth Creation		
19	Preeti Pillai	UGC sponsored National Seminar on "Consumer Research in Rural Areas' organised by Postgraduate Department of Business Management, Sardar Patel University on January 25, 2014	Impact of Advertising Appeals on Buying Behavior of Rural Consumers	2	1
		GNUFMS, International Conference on "Emerging Perspectives, Practices and Research Trends in Global Marketing" on February 7-8, 2014	Counterfeit Products: A Tradeoff between awareness and ability to distinguish by rural consumers of North Gujarat		
		Anvesh-2016, Doctoral Research Conference in Management organised by NIRMA University on April 8, 2016	Consumer Attitude towards Ecofriendly White Goods: A Study of Ahmedabad City		

Books Authored and Published by LJMBA Faculty				
Sr. No.	Name of faculty	Book Published		Total
		Name of Book	Publication	
1	Dr. Abhinava S. Singh	A Study of the Indian Pharmaceutical Industry in the New Patent Regime: Untangling Sources of Competitive Advantage in Unpredictable Environments	LAP Lambert Academic Publishing, Germany, 2012, ISBN: 978-3-8494-9693-8	2
		A Study of Modern Blood Banking in India: Creating a Cause for Donating Blood	LAP Lambert Academic Publishing, Germany, 2012, ISBN: 978-3-659-20029-8	
2	Dr. Siddharth G. Das	A Study of Modern Blood Banking in India: Creating a Cause for Donating Blood (Co-authored)	LAP Lambert Academic Publishing, Germany, 2012, ISBN: 978-3-659-20029-8	2
		Elements of Banking & Insurance	Sri Gajanan Publications, Surat, 1997	
3	Dr. Priyanka Pathak	Global India and World Trade Organization; Effects and Issues on Indian Agribusiness Industry	Everest Publication House, Pune, April 2007.	1
4	Dr. Sushant Nagpal	Psychology of Investments and Investor's Preferences	Regal Publications, New Delhi; 2007 edition, ISBN 81-89915-63-0	1
5	Ms. Meetali Saxena	ICT in Rural India: e-Governance (Edited Book)	IUP, 2009, ISBN - 978-81-314-2078-2	1