

Dr. Kerav Pandya

Professor & Director (I/C)

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Educational Qualification	B.E.; M.B.A.; Ph.D.
Languages Known	English, Hindi, Gujarati, German (elementary).
Computer Knowledge	M.S OFFICE (Word, Excel, Power Point), Internet, AUTO-CAD, C, C++, Java. (D.C.P. Certificate), SPSS software for Marketing research analysis
Work Experience	More than 17 years of work experience from which 3 years of Industry and more than 14 years in academics and research.
Subjects Taught	<ul style="list-style-type: none">• Quantitative Analysis / Operations Research• Project Management• Quality Management• Production & Operations Management• Business Analytics
Awards and Recognition	<ul style="list-style-type: none">• Awarded for <i>Innovation in teaching Quantitative Analysis in management</i> on 31st Oct., 2015 in 3rd Regional Conference on “Bringing New Knowledge in the Classroom” organized by Higher Education forum – Gujarat Chapter.• Participated in “Innovative Trainer Award

	<p>Competition” organized by ISTD on 20-21st Feb, 2016 and the presentation was Awarded best in Interactive.</p>
<p>Additional Assignment</p>	<ul style="list-style-type: none"> • I/C Director • Guiding PhD Scholar (01 candidate awarded the degree; 04 candidates are pursuing) • Am working as paper setter and examiner for Gujarat Technological University. • Overall Coordinator of CKSVIM Excellence Committees of faculty & staff. • Chairperson of Quality, Accreditation and University Compliance committee at CKSVIM. • Coordinating ISO 9001:2015 for the institute • Co-Champion for ACBSP, USA (International accreditation Process) • Coordinated NBA accreditation Process for the institute • Nodal officer for MHRD AISHE and NIRF portal • Worked as a reviewer for <i>the Asia Pacific Journal of Marketing and Logistics</i>, an Emerald group journal. • Working as a reviewer for <i>SANKALPA – Journal of management & Research</i>. • Acted as a member of NRI admission committee for professional courses in Shri RamKrishna Seva Mandal, Anand, 2008 -2010. • Was Resource person at Gujarat Technological University for the Faculty Development Program for marketing specialization subjects and for Quality Management, an elective

	<p>subject of the new MBA program, July, 2011.</p> <ul style="list-style-type: none"> • Was Resource person at Gujarat Technological University for the Faculty Development Program for the subjects – Quantitative Techniques-II and Production & Operations management of the new MBA program, January, 2012. • Was a Resource person in the 2nd HEF regional conference on “Quality in Higher Education Institutions” in February, 2012. • Was Resource person at Gujarat Technological University for the Faculty Development Program for the subjects – Quantitative Techniques-I and Research Methodology of the new MBA program, July, 2012. • Was Resource person in SPSS workshop organized at CKSVIM, July 2013. • Was a Jury member for GTU TECHFEST – 2018, February 2018. • Was Resource person in a Faculty Development Program (FDP) organized by Gujarat Technological University (GTU) at Ahmedabad on 25-26th September, 2018 for the subject Business Statistics.
Book Published	<p>02</p> <ol style="list-style-type: none"> 1. Consumer Behaviour in Two-wheeler Industry – A study of Motorcycle Users in India” published by LAP LAMBERT Academic Publishing, Germany. ISBN 978-3-8443-1406-9, in 2011. 2. Co-authored a book Titled “Business Statistics” published by CENGAGE Publications. ISBN 978-93-866-5096-2, in 2017.

<p>Research paper published</p>	<p>28 (National and international level)</p> <ol style="list-style-type: none"> I. "Consumer Behaviour Towards Organized Retail Stores: An Empirical Study" published in <i>Synergy – Journal of Management</i>, Sardar Patel University, Vol. 11, No. 1, pp. 94-104, January – June 2009. ISSN: 0973-922x. II. "Measurement of Service Quality- A Public Sector Bank's Perspective" published in <i>CONTEMPORARY ISSUES IN MANAGEMENT RESEARCH</i>, pp. 303 – 318, EXCEL BOOKS, ISBN:987-81-7446-709-6. III. "Drivers of brand loyalty and customer satisfaction among selected organised retail stores: An empirical study" published in <i>Pacific Business Review</i>, Vol.3, Issue 01, PP 65- 70. ISSN: 0974-438x. IV. "Knowledge Management: A Success Key for Higher Education" published in <i>FedUni Journal of Higher Education</i>, Vol. VI, No. 1, pp. 16-23, February 2011. V. "An Approach to Implement TQM Effectively in an Organisation" published in <i>RVIM Journal of Management & Research</i>, Vol. 1, Issue 1, PP. 71 – 76. ISSN 9074-09746722. VI. "Customer Satisfaction of e-Bike users" published in <i>Synergy – Journal of Management</i>, Sardar Patel University, Vol. 12, No. 2, pp. 25-32, July – December, 2010. ISSN: 0973-922x. VII. "Customer Satisfaction among Two-wheeler Users: An Indian Experience – With special reference to motorcycle users" Published in <i>SIES Journal of Management</i>, Vol. 7, Issue 2, PP. 74-
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87. ISSN: 0974-2956.

- VIII. "To Study Awareness and Usage of Government Schemes for SSI among SSI Units in Gujarat: An Exploration" Published in *Emerging Indian Economy In 21st Century – Challenges and Opportunities*, An Edited book, ISBN: 978-81-89972-51-6. PP. 41-49.
- IX. "Drivers of Satisfaction in Consumer Durables: A Study of Motorcycle users", published in *Journal of Marketing Vistas*, Vol. 1, No. 1, Jul-dec 2011, PP. 51-59. ISSN: 2249-9067.
- X. "Determinants of Purchase-decision for Motorcycle: A Study in Selected Cities of Gujarat State" published in *NICE Journal of Business*, Vol. 7, No. 1, January-June 2012, PP. 67-76. ISSN: 0973-449X. "Investors' Behaviour of Equity Investment: An Empirical Study of Individual Investors" published in *Ganpat University – Faculty of Management Studies Journal of Management and Research*, Vol. 5, July – Dec. 2012, PP. 01- 32. ISSN 2229 – 4651.
- XI. "Investors' Behaviour of Equity Investment: Empirical Study of Individual Investors" published in *Accounting Taxation And Finance*, an edited book, Dec. 2012, PP. 511- 553. ISBN 978-81-923592-1-2.
- XII. "Construction of Portfolio from Selected Stocks of Bombay Stock Exchange (BSE) with Special Reference to Blue Chip Securities" Published in *SANKALPA – Journal of Management and Research*, Vol.3, Issue 1, Jan – Jun 2013, PP 78-

83. ISSN: 2231-1904.

XIII. "Comparison of Expectation and Satisfaction Level: An Empirical Study on GAP Analysis" Published in *SIES Journal of Management*, Vol. 10, Issue 2, Sept. 2014, PP. 55- 62. ISSN: 0974-2956.

XIV. "A Study on Perceptions of Undergraduates Towards Their Education Institute and Professional Ethics of Faculties in The Undergraduate Colleges of Anand" Published in *Splint International Journal of Professionals*, Vol. II, No. 2, Feb. 2015, PP. 65-77. ISSN: 2349-6045.

XV. "Study of Perceptions and Willingness of Undergraduates Towards Management Education – A case study of Central Gujarat" Published in *Journal of Marketing Vistas*, Vol.5 No.1, January – June 2015 issue, PP. 06-11. ISSN: 2249-9067.

XVI. "Understanding the Types of Store Loyalty: An Empirical study with special reference to Big-Bazaar, Reliance Fresh and D-Mart" Published in *SANKALPA – Journal of Management and Research*, Vol.5, Issue 2, Jul – Dec 2015, PP 44-50. ISSN: 2231-1904.

XVII. "A comparative study of the tourists behaviour towards travel and factors considered while selecting tours and travel destination in the selected cities of Gujarat" Published in *Nirupan: An e-Journal of RBIMS*, Vol.1 No.1, Sept. 2015,

PP. 01-09. ISSN: 2395-7123.

XVIII. "A Study on Lifestyle Segmentation In The Selected Villages Of Anand District" Published in *International Journal of Applied Services Marketing Perspectives*, Vol.4 No.3, Jul-Sept. 2015, PP. 1762-1767. ISSN: 2279-0977.

XIX. "A Study on Impulse Buying Behaviour of Customer of Anand In Shopping Malls With Special Reference To Big Bazaar And D-Mart" Published in *International Journal of Retailing & Rural Business Perspectives*, Vol.4 No. 3, Jul-Sept. 2015, PP. 1781-1787. ISSN: 2279-0934.

XX. "A Review on Necessity of Solar Awareness Among People and Techniques to Promote the Use of Solar Energy" published in *KCG- Journal of Commerce and Management*, Issue 15, Sept.-Dec. 2015, PP. 01-08, ISSN: 2279-225x.

XXI. "Perceptions of Engineering Students toward Solar Energy" Published in *IMJ Think Different*, Vol.3 Issue 22, Nov. 2016, PP. 17-24, ISSN: 2348 – 6651.

XXII. "Awareness and Perception Towards PMT Machines Lts.: A case study of capital goods company" Published in *SANKALPA*, Vol 7, Issue 2, Jul-Dec 2017, ISSN: 2231-1904.

XXIII. "An Empirical Study of Impulsive Consumers' Behavior at The Time of Selection of FMCG Products Due to Demonetization: A Factor Analysis" Published in *Towards Excellence*, Vol.9, Issue 3, Dec. 2017, PP. 12-21, ISSN:

	<p>0974-035X</p> <p>XXIV. “The Impact of Demonetization on the Impulse Buying Behaviour of FMCG Consumers” published in The IUP Journal of Management Research, Vol. XVII, No. 4, October, 2018, ISSN: 0972-5342.</p> <p>XXV. “Sentiment Analysis on E-Reviews for Gujarati Products” published in <i>International Journal of Electrical Electronics & Computer Science Engineering</i>, Vol. 5, Issue 2, April, 2018 E-ISSN : 2348-2273 P-ISSN : 2454-1222</p> <p>XXVI. “A Study on Relationship Between High Performance Work Practices, Organizational Citizenship Behaviour and Turnover Intentions: An empirical view of manufacturing units” published in <i>OAKBROOK BUSINESS REVIEW</i>, Vol. 4, No. 2, Oct. 2018, ISSN: 2395-4647.</p> <p>XXVII. “Clustering Based Opinion Mining for Online Shopping- COMOS” published in <i>International Journal of New Innovations in Engineering and Technology</i>, Volume 10 Issue 1, February 2019, ISSN: 2319-6319.</p> <p>XXVIII. “A Study on Relationship between HR Practices, Employee Performance and Organizational Productivity: An Empirical view of ITITEs industry” Published in <i>Global Journal of Research in Management</i>, Vol. 9, No.1, June 2019, PP.97-114, ISSN: 2319-8915</p>
<p>Conference/ Workshop/Seminar</p>	<p>National and international level</p> <p>I. Presented a paper titled “Organizational</p>

<p>Attended and Paper Presented</p>	<p>Development through TQM” in a seminar on “Building-Excellence in Management Disciplines” organized by Anand Institute of Management in 2006.</p> <p>II. Attended a seminar on “CONSUMER RESEARCH IN INDIA” organized by M.B.A. Department, Sardar Patel University in 2007.</p> <p>III. Attended a workshop on “Research Methodology” organized by Indu Management Institute in November 2008.</p> <p>IV. Presented a paper titled “Measurement of service quality- A public sector banks perspective” in ATHENAEUM '09, Third International conference on management research at Tiruchirapalli.</p> <p>V. Presented a paper titled “Consumer Behavior towards Organized Retail Stores: An empirical study” in National Seminar on understanding Indian Consumers organized by M.B.A. department of Sardar Patel University in 2009.</p> <p>VI. Attended a Faculty Development Workshop organized by Sumandeep Vidyapeeth University in 2010.</p> <p>VII. Presented a paper titled “To study awareness and usage of government schemes for SSI among SSI units in Gujarat” in National seminar on “Managing small scale industries in liberalized business environment” organized by M.B.A. Department of Sardar Patel University in 2010.</p> <p>VIII. Attended a Faculty Development program organized by Gujarat Technological University for the subject Quantitative Analysis in 2010.</p> <p>IX. Attended a workshop on “Research and Data Analysis using SPSS” organized by M.B.A.</p>
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Department of Sardar Patel University in 2010.

- X. Presented a paper titled "Customer Satisfaction of E-bike Users" in National Seminar on "Managing Development: Issues and Challenges in Gujarat", organized by M.B.A. department of Sardar Patel University in 2011.
- XI. Attended 2nd National Conference on "Business Ethics and Corporate Governance" on 23-24 September, 2011.
- XII. Participated in the first international conference on "Dynamics of Global Recession: Economic and Corporate strategies for Survival and Growth" organizes by GTU at Parul Group of Management Institutes, 6-8 January, 2012.
- XIII. Presented a paper titled "Investors Behaviour in Equity investment: An Empirical study of Individual Investor" at GNU –FMS International Conference on "Accounting, Taxation and Finance (GCeMP 2K12)" on 23-24 January, 2012.
- XIV. Participated in "The CII – Yi Winning Tech-preneur Lecture Program" at CKSVIM, from 23rd to 31st January, 2012.
- XV. Participated in Seminar on "Valley of Dreams" Organised by Baroda Management Association (BMA) on 19th Feb, 2012.
- XVI. Participated in 2nd HEF-Gujarat Chapter Regional Conference on "Quality in Higher Education Institutions" on 4th February, 2012.
- XVII. Participated in "Women Entrepreneurship Development Program" organized by CEED with GTU, on 2nd October, 2012,
- XVIII. Participated in workshop on "Business Ethics and Corporate Governance" organized by GTU

on 18th January, 2013.

XIX. Participated in 3rd International Conference on “Business Ethics, Governance and Sustainable enterprises”, organized by GTU with CKSVIM, on 08th & 9th February, 2013.

XX. Participated in “GCSR Seminar” Organized by C K Shah Vijapurwala Institute of Management on 23rd August, 2013.

XXI. Participated in a workshop on “Skill-GAP Reality-Check... Increasing Employability” Organized by ISTD in collaboration with CKSVIM on 24th August, 2013.

XXII. Participated in “National Day celebration of China and Nigeria” Organized by GTU on 5th October, 2013.

XXIII. Participated in “international Faculty Development Program” Organized by GTU in collaboration with CKSVIM on 25th – 26th October, 2013.

XXIV. Participated in “One Day Seminar on International Trade” Organized by GTU on 25th June, 2014.

XXV. Participated in a seminar on “Global Quality Management & Lean Six Sigma” by GTU on 23rd August, 2014.

XXVI. Participated in “National Day Celebration of GCSR Countries” Organized by GTU on 21st September, 2014.

XXVII. Participated in “Industry – Institute Partnership Round Table 2014” Organized by Vadodara Chamber of Commerce and Industry (VCCI), on 1st December, 2014.

XXVIII. Participated in 4th International

Conference on “Business Ethics for Good Corporate Governance and Sustainability” on 06-07 February, 2015.

XXIX. Participated in a Workshop on “Skilling MBA’s” organized by CKSVIM on 24th January, 2015.

XXX. Participated in Adventure Camp organized by Youth Hostel, Dalhousie, from 15 – 20 February, 2015.

XXXI. Attended “Industry Management Training Program” from 15th June, 2015 to 19th June, 2015 organized by Rishabh Software, Vadodara.

XXXII. Participated in “3rd Conclave on Afro-Asian Countries” on 17th July, 2015, organized at GTU.

XXXIII. Participated in 3rd Regional Conference: “Bringing New Knowledge in the Classroom” organized by Higher Education forum – Gujarat Chapter at CKSVIM, Vadodara, and awarded for Innovation in teaching Quantitative Analysis in management on 31st Oct., 2015.

XXXIV. Participated in National Day Celebration of Germany, organized by GTU on 17th Oct, 2015.

XXXV. Participated in National Workshop on “Quality Enhancement Practices in Curriculum Design and Development” organized by Prestige Institute of Management and Research from 7th January, 2016 to 9th January, 2016 at Indore.

XXXVI. Participated in 5th International Conference on “Impact of Business Ethics, Governance and CSR on Society” at GTU on 5th and 6th February, 2016.

XXXVII. Participated in “Innovative Trainer Award

Competition” organized by ISTD on 20-21st Feb, 2016 and the presentation was adjudged best in Interactive.

XXXVIII. Participated in “6th International Conference on Innovation and Entrepreneurship (ICIE)” organized by GTU from 24th to 26th February, 2016.

XXXIX. Participated in 4th Regional Conference on “Preparing Students for Career Success” organized by Higher Education Forum – Gujarat Chapter in Nov. 2016.

XL. Participated and presented a paper titled “Perception of Engineering Students towards Solar Energy” in the national conference on “Management Innovations: A way forward to India-2020”, RUCON-2016 organized by Rai University on 19th Nov. 2016

XLI. Participated in National level one week FDP on “Data Analysis Using Open Source Statistical Package R” organized by GTU from 20th to 26th February, 2017.

XLII. Participated and presented a paper titled “E-commerce for online shoppers in the context of Teaching Business Informatics” in 1st international conference on Innovative Teaching Approaches in Business Informatics (ITABI2017) held at Wroclaw University of Economics in Poland from 8th-9th May, 2017.

XLIII. Participated in National Day Celebration of USA, organized by GTU on 18th Nov. 2017.

XLIV. Presented a Paper titled “Role of Government Policies in Social and Economic Growth of India through Solar Energy Technology” in 21st

	<p>Nirma International Conference on Management 2018 held at Nirma University on 11th – 13th January 2018.</p> <p>XLV. Presented a paper titled “A Pragmatic study on impact of Privatization on Quality Education” in national seminar on Teaching, Learning & Evaluation – Issues & concerns organized by Tolani Commerce college on 27th January, 2018.</p> <p>XLVI. Participated in 30th AIMS Annual Management Education Convention 2018, representing the institute and won Gold Medal for AIMS-WESCHOOL INNOVATION AWARD, organized at Infosys Convention Center, Bengaluru, Aug – Sept. 2018.</p> <p>XLVII. Participated in One week FDP on “Managerial Perspective of Business Analytics” organized by GTU and AICTE from 20th to 24th January, 2020</p>
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