

BRIEF PROFILE

Dr. Pratima Rajput, Assistant Professor.

Total Experience: 9.5 years

Qualification: B.Sc (Maths), M.B.A. (Marketing), Ph.D in Management

Other Qualifications:

- Certificate Course on SPSS from Sardar Patel University.
- Certificate Course on “Interpersonal Skills” from AMA.
- Diploma in Software Application
- SCOPE Certification.

Publications:

- Paper titled “The Impact of Service Quality on Customer Loyalty towards Organized Coffee Retailers in Ahmedabad” published in Anveshak, Volume2, No. 1, January 2013, ISSN: 2278-8913, Excel India Publishers.
- Paper titled “Effect of Facebook on Purchasing Behavior of Youth” published in International Journal of Research in Computer Application and Management (IJRCM) Volume No. 2 (2012), Issue No. 11 (November) ISSN: 2231-1009
- Paper entitled “A study of customer loyalty and satisfaction towards Sales India in Ahmedabad city” published in Asia Pacific Journal of Marketing & Management Review, Volume, Issue 4(2015), ISSN: 2319-2836
- Paper entitled “Attributes influencing organized retail store selection & switching intention of customers in eastern Ahmedabad”, published in Research Hub – International Multidisciplinary Research Journal (RHIMRJ), Volume 3, Issue 6, (2016), ISSN:2349-7637
- Paper titled “A study on perceived customer loyalty towards organized retail stores with respect to demographic variables” published in International Journal of Advance Research and Innovative Ideas in Education (IJARIIE), Volume 2, Issue 4 (2016), ISSN:2395-4396
- Paper entitled “A literature review on " Customer Loyalty: A review of literature” published in Nirupan: An e-Journal of RBIMS, Volume 1, Number 1, ISSN (2395-7123)
- Paper entitled “Visual merchandising and its impact on purchase behavior in Ahmedabad city” published in The Journal of Management and Cooperation Volume X, Number: 3 (2013), ISSN:2249-2275

Papers Presented:

- Presented a paper on “Marketing Mix for Rural Market” in a seminar on “Recent Trends in Management and Technology” organized by R.B. Institute of Management Studies in 2011.

- Presented a paper on “Importance of English Language in Corporate World” in International Conference on „Bridging the gap through English“ organized by SCOPE on 22nd and 23rd June, 2012
- Presented a paper on “Impact of facebook on students’ academic performance” in National Conference – RBCON 2012 on “Business Strategies and India’s Economic Growth” organized by RBIMS on 11th February, 2012.
- Presented a paper on “Visual merchandising and its impact on purchase behavior in Ahmedabad city” in National Conference on Contemporary Issues of Management and Cooperation at NICM organized on 4-5 May, 2013.

Seminars and Workshops Attended:

- HR Conference on “UTKARSH – Voyage of development” organized by Ganpat University on 13th March, 2010.
- A National Seminar on “Inclusive Growth and Development: A Social Science Perspective” organized by Gujarat University on 26th and 27th February, 2010.
- Workshop on Research Methods organized by IBS – Ahmedabad on 11th and 12th December 2009.
- Workshop on Case Method of Teaching organized by IBS – Ahmedabad on 8th and 9th April 2009.
- Faculty Development Program organized by Gujarat Technological University on 10th June, 2011.
- A workshop on “Strategic Human Resource Management” organized by R B Institute of Management Studies on 16th February, 2013.
- A National Conference on “Business Strategies and India's Economic Growth” organized by R. B. Institute of Management Studies on 11th February, 2012
- A National Conference on “Competing Globally: A Race for Survival” organized by R. B. Institute of Management Studies on 21st September, 2013.

Achievements:

- Received **Best Research Paper Award** in RBCON 2012 for Research paper on “Influence of the Facebook on college Students’ Academic performance”
- First position in “New Product Development” Competition held at Anand Institute of Management, Anand.
- Participated in National Level Junior Korfball Championship.
- Secured 2nd position in Semester IV of MBA in Marketing