

**Uka Tarsadia University**  
**Shrimad Rajchandra Institute of Management and Computer**  
**Application**  
**(SRIMCA- MBA)**

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**Personal Information**

<b>Name</b>	: Dr. Swapnil Chaurasia
<b>Qualifications</b>	: Ph. D. Marketing, MBA, UGC-NET (Management)
<b>Date of Birth</b>	: 13 <sup>th</sup> January 1989
<b>Area of Interest</b>	: Brand Management, Consumer Behavior, Advertisement Management, Organizational Development, Consumer Behavior Entrepreneurship Management
<b>Teaching Experience</b>	: 7 Years
<b>Industrial Experience</b>	: 1.5 Years
<b>Current Position</b>	: Assistant Professor, Department of Management (SRIMCA)
<b>Subject Taught</b>	: Integrated Marketing Communication, Brand Management Human Resource Management, Leadership and Change Management, Research Methodology, International Business Creativity and Innovation Management.

**Contribution in Research**

Research Experience	: 5 Years.
Research Paper Published	: 10 International and 10 National
Book Published	: -
Research Paper Presented	: 02
Conferences Attended	: 7
Seminars Attended	: 6
Workshop Attended	: 02
Expert Talk Delivered	: 03
Consultancy Project	: -

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**List of Papers Published**

Sr. No.	Title of Research Article	Journal	Vol. No. Issue No.	Page No	ISSN NO
1	Linking HR Practices with employees' performance: A study of Tech Mahindra Ltd."	International Journal of Multidisciplinary Educational Research (IJMER)	Volume10, Issue3	122	2277-7881
2	A Study on Customer Awareness and Preferences toward Product offered by Vamdote Automobile	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume5, Issue5	9-Jan	2582-3930
3	A study on customer expectation and satisfaction towards services provided by Dhru motors, Bardoli	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume5, Issue5	1	2582-3930
4	A Study on implication of Service Quality Model on services offered by Kiran Motors Limited at Surat city.	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume5, Issue5	1	2582-3930
5	A study on perception of diamond industry players for digital marketing in Surat	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume5, Issue5	1	2582-3930
6	A Study On Buyer Decision Making Behavior Through Instagram Online App	International Journal of Research in Engineering, Science and Management	Volume4, Issue5	140	2581-5792
7	A study on customer's perception towards Atul Bakery and its products	Journal of Emerging Technologies and Innovative Research (JETIR)	Volume8, Issue5	f229	2349-5162
8	To Study Customer Review Regarding Quality Service Offered By President Motors	Journal of Emerging Technologies and Innovative Research (JETIR)	Volume8, Issue6	a309	2349-5162
9	Study the Importance of Digital Marketing as a carrier option by Last year Students	Study the Importance of Digital Marketing as a carrier option by Last year Students	Volume5, Issue5	1	2582-3930

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10	Understanding the role of social media in building personal brand	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume5, Issue5	1	2582-3930
11	CORPORATE BRANDING THROUGH FUNCTIONAL ALIGNMENT	Global Journal for Research in Management	Volume8, Issue2	67-79	23198915
12	Developing a stairway for creating Employee Evangelists	Management past, present and future	Volume1, Issue1	488	9.7894E+12
13	Service Failure: A Good News!	International Journal of Latest Engineering and Management Research	Volume2, Issue7	54-58	2455-4847
14	A study of Customer Satisfaction on Services provided by International Gemological Institute (IGI), Surat	Adhyayan	Volume5, Issue2	NA	ISSN: 2249-1066
15	Empowering Brands by gearing up patenting : The Indian Scenario	Conference Proceedings	Volume3, Issue3	NA	13- (978-81-928189-6-2)
16	Corporate Social Responsibility: A Crossroad between sustainability, morality , legality and prosperity	Conference Proceedings	Volume2, Issue2	NA	13: (978-81-928189-3-1)
17	“Visibility of Integrated Tactical Logistics - VITAL”	Management Insight, The Journal of Incisive Analyzers	Volume10, Issue2	NA	0973-936X
18	To study the impact of manufacturing website on trader’s purchase decision through website” digital marketing in Surat	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume5, Issue6	1	2582-3930
19	PERCEPTION OF GENERATION –Z AUDIANCE TOWARDS SOCIAL MEDIA CONTENT OF BRAND.	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume5, Issue5	1	5
20	To Study the Effect of Customer Relationship Management on Business Performance	Journal of Emerging Technologies and Innovative Research (JETIR)	Volume8, Issue5	g503	2349-5162

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**Extension Activities:**

- Certification course on Principles A-Z Marketing.
- Expert Talk on Bio Entrepreneurship and Business plan.
- Expert Talk on Acing Corporate Interviews 2021.
- Expert Talk on Corporate Etiquettes 2021.
- Seminar on Stress Management for BBA and B. Com. Students.
- Faculty Development Program (Phase I) on Fundamentals of Presentation and Presentability from Center of Humanities and Development, UTU.
- Workshop on Teaching Training from Global Travel and Tourism Partnership by GTTP

**Other Activities**

- Quiz Master for Quiz Competition held during the '4th Uth Fest', at Uka Tarsadia University 2018.
- Inter- College Sports Tournament 2020
- Coordinator for 'Bhagam Bhaag'- The Time Management Event for 'Bizexcellence- 2017' organized by department of management at Uka Tarsadia University.
- Chief Co-ordinator for all Literary Events 2019.
- Industrial Visit to Mapro Foods 2019.
- Idea Hunt- State Level Competition 2021.