

**Department of Management (SRIMCA)**  
**Uka Tarsadia University**

**Personal Information**

<b>Name</b>	:	Mr. Gautam Donga
<b>Qualifications</b>	:	MBA (Marketing) PhD (Pursuing)
<b>Date of Birth</b>	:	25 <sup>th</sup> September 1988
<b>Area of Interest</b>	:	Retailing, Advertisement, Service Marketing, Green Marketing, Social Marketing, Packaging and labelling, International economics.
<b>Teaching Experience</b>	:	4 Years & 10 months.
<b>Industrial Experience</b>	:	-
<b>Current Position</b>	:	Teaching Assistant, Department of Management (SRIMCA)
<b>Subject Taught</b>	:	Retailing Management, Global Marketing, Principles of Economics, Principles of Marketing, Indian Economy & Trade Dependences, Business Marketing, Managerial Economics, Operations Management, Supply Chain Management, Human Resource Management, Organisational Behaviour, Strategic Management.

**Contribution in Research**

Research Experience	:	1Year
Research Paper Published	:	2
Book Published	:	-
Research Paper Presented	:	-
Conferences Attended	:	01
Seminars Attended	:	01
Workshop Attended	:	05
Expert Talk Delivered	:	-
Consultancy Project	:	-
Faculty Development Program	:	03

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**Details of Seminars, Conferences, Workshop, etc. attended**

<b>Sr. No.</b>	<b>Title of Seminars, Conferences, Symposia, Workshop, etc...</b>	<b>Date</b>	<b>Place</b>
1.	Workshop On "Research Methodology"	16th to 21st May 2016	KCG, Ahmedabad
2.	Workshop on "How to select & Develop Product for International Market".	3rd April 2016	IIEM, Surat
3.	Conference on "Excellence in Education".	21st February 2016	Uka Tarsadia University
4.	Workshop on "Statistical Analysis with R".	4th to 6th February 2016	Department of Management, UTU
5.	Workshop on "Business start-ups".	18th October 2015	Conventional hall, VNSGU
6.	Workshop on "Developing Research Skills for the Faculty Members Engineering & Management".	17th April 2015	Centre for Management Studies, DDU
7.	Seminar on "Patent Search Methodology".	21st September 2014	Uka Tarsadia University
8.	Faculty Development Program "Global Financial Crisis and its impact on Indian Economy".	7th April 2014	Uka Tarsadia University
9.	Faculty Development Programme on "Equities & Derivatives".	11th February 2013	Department of Management, UTU
10.	Faculty Development Program on "Guiding Management Project".	23 <sup>rd</sup> January 2012	B.R.C.M. College of Business Administration
11.	GenNext Program	26 <sup>th</sup> to 30 <sup>th</sup> November 2008	The Southern Gujarat Chamber of Commerce & Industry

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**Details of Paper Presented in Conference/Seminars, etc.**

**List of Articles Published**

<b>Sr. No.</b>	<b>Title of Research paper</b>	<b>Name of Journal/Conference Proceeding /Book</b>	<b>Published by Vol./Year/Page No./No.</b>
1.	Nutrition labelling compliance of branded biscuits with Indian food laws	Intercontinental Journal of Marketing Research Review	Intercontinental Journal of Marketing Research Review Vol. III, June 2015, pp 94-98 (ISSN: 2321-0346)
2.	Social media: A new element of Promotion Mix	Intercontinental Journal of Marketing Research Review	Intercontinental Journal of Marketing Research Review Vol. III, June 2015, pp 62-66 (ISSN: 2321-0346)

**Extension Activities**

- **Developmental Committee:** Arranging various developmental activities like group discussion and personal interview.
- **Movie Club:** Arranging movie based learning for the students to have new perspective in teaching.
- **Counseling Students:** Counseling Students for their academic performance and selection of specialization and guiding them for selection of industry.
- **Project Guidance:** More than 200 various projects like Organisational Functional Study, Comprehensive Project, Retailing Management, Banking and Insurance, Foreign Business Study.
- **Soft Skill Session (Body Language):** As a part of Soft Skill developmental activity, I as a member of team have conducted session on Body Language. Students from various departments have attended this session.
- **Dissertation Guidance:** Guided 50 students for their Winter Project.
- **Event Coordinator:**
  - **Debate Competition in Uth Fest 2015 and 2016.**
  - **Extempore competition In BizXcellence 2013, 2014 and 2015.**
- Organizing Committee member of workshop on 'Statistical Analysis with R'.
- Designed and develop syllabus for MBA and Integrated MBA course.

### **Other Activities**

- **Sports Coordinator:** Arrange Sports week for students of department of management and also motivate students to participate in inter college competition.
- **Faculty Research Seminar** on my PhD Topic on 19<sup>th</sup> Sep 2015.
- **Member of Discipline Committee** in Convocation and Navaratri function 2016.