

Department of Management (SRIMCA)
Uka Tarsadia University

Personal Information

Name	:	Ms Divya Gadaria
Qualifications	:	6 th June, 1983
Date of Birth	:	Ph.D. – Pursuing, PGDRM, MBA (Marketing) , BBA (HRM)
Area of Interest	:	Service Marketing, Marketing Communication, Consumer Behaviour and Behavioural Science
Teaching Experience	:	10 Years
Industrial Experience	:	- 8 Months
Current Position	:	Assistant Professor, Department of Management (SRIMCA)
Subject Taught	:	Strategic Management, Managerial Economics, Principles of Management, Behavioural Science, Time Management, Service Management ,Personality Development, Advance Human Resource Management Consumer Behaviour , Brand Management, Service Marketing, Advertising and Sales Promotion, Banking and Insurance , Marketing of Financial Service

Contribution in Research

Research Experience	:	10 yrs.
Research Paper Published	:	2 National
Book Published	:	-
Research Paper Presented	:	09
Conferences Attended	:	05
Seminars Attended	:	07
Workshop Attended	:	09
Expert Talk Delivered	:	03
Consultancy Project	:	

Department of Management (SRIMCA)
Uka Tarsadia University

Details of Seminars, Conferences, Workshop, etc. attended

Sr. No.	Title of Seminars, Conferences, Symposia, Workshop, etc...	Date	Place
1.	National conference on managing business through financial innovation in the globalized era	12 th March 2016	Laxmi institute of Management, Laxmi Vidyapith , Sarigam
2.	National Seminar on "Application of ICT for Innovation in Business"	5/3/2016	Anand Institute of Management , Anand
3.	One day workshop on “ Women’s Economic Empowerment : Need of 21 st Century	24/9/2015	Uka Tarsadia University Bardoli
4.	State Level Faculty Development Programme on “ E- Content Development for Higher Education”	22/8/2015	Shri Ramkrishna Institute of Computer Application and Applied Science, Surat
5.	One day FDP on ‘Achieving Professional Excellence –Success without stress’	26/07/2015	BRCM College, Surat
6.	One day State level Workshop on Disaster Management	28/2/2015	Uka Tarsadia University Bardoli
7.	Natcon2015 on “e- Business” A One Day National Conference on “e-Business”	21/2/2015	S.R. Luthra Institute of Mgt. Surat
8.	One Day National Seminar on “Awareness of Poly Cystic Ovary Syndrome (PCOS) in Teenage Girls”	10/01/2015	Uka Tarsadia University Bardoli
9.	24 days Faculty Development Programme on “Presentation Skills – Class Conduct & Command”	15/09/2014	Uka Tarsadia University Bardoli
10.	Faculty Development Programme on “Voice Modulation and Speech Therapy”	06-01-14 to 20-2-1014	Uka Tarsadia University Bardoli
11.	One week Faculty development Programme on Analytical Techniques for Research	3 rd June 2013 to 8 th June 2013	Auro University , Surat
12.	One day workshop on ‘Compering”	February 3 rd ,2012	Ahmedabad Management Association , Ahmedabad
13.	One Week “Induction Training Program”	May, 9 th to 13 th ,2011	Kadi Sarva Vishwavidyalaya, Gandhinagar
14.	UGC sponsored National seminar on “Youth & Leadership”	February 24 th & 25 th ,2011	Shah H.N. Commerce College, Valsad
15.	UGC Sponsored state level seminar on “Integration of ICT in teaching – learning process”	February 12, 2011	Shah H.N. Commerce College, Valsad

Department of Management (SRIMCA)
Uka Tarsadia University

16.	National Conference on Innovation Management and Entrepreneurship	8 th & 9 th May 2010	C.K. Pithawala Institute of Management, Surat
17.	One Day State Level Seminar on “Research Methodology for College Teachers”& Financial Planning For Individuals and Family”.	21 March, 2010	Faculty of Business Administration Dharmsinh Desai University , Nadiad
18.	National seminar on “Corporate Social Responsibility”	7 th February, 2010	Department of Economics VNSGU, Surat
19.	Faculty Development Workshop	23 th January , 2010	Dolat Usha Institute of Applied Science & Dhiru Sarla Institute Of Mgt & Commerce, Valsad
20.	Workshop on Statistical Analysis using Minitab	20 Dec , 2009	Department of Research Methodology and Interdisciplinary Studies In Social Sciences, Surat
21.	One day workshop on ‘Faculty Development Programme’	10 th October, 2009	SPB Udhna College , Surat
22.	Laws Related to Women	1-2 October, 2009	Sahiyar Stri Sangathan Vadodara
23.	Programme on’ Bank Finance for Export-Import’	28 August, 2009	GoG-AMA Centre for International Trade, AMA , Ahmadabad
24.	UGC sponsored National Conference on Infrastructure Development in India: Issues and Challenges	June 26-27, 2009	Dept of Bus. & Ind. Mgt VNSGU , Surat
25.	8 th Biennial Conference On “Contemporary Issues In Entrepreneurship Research”	19 Mar,2009 to 21 Mar ,2009	EDI , Ahmadabad
26.	Workshop on “Effective Business Research”	19 Feb,2009	C.K. Pithawala Institute of Management, Surat
27.	Five Days workshop on “Innovative Teaching Methodology”	11 June ,2008 to 15 June ,2008	Srimca, Gopal Vidyanagar
28.	“Applied Econometrics & Time Series Analysis”	14 Dec ,2007 to 18 Dec, 2007	Srimca Gopal Vidyanagar
29.	State level workshop on “Project Management”,	4 Nov , 2007	Srimca, Gopal Vidyanagar
30.	Seminar on “ Impact of Technology on Business”[Issues , Opportunities , and Challenges]	7 Jan , 2007	Department Of Commerce , MS University , Baroda

Department of Management (SRIMCA)
Uka Tarsadia University

Details of Paper Presented in Conference/Seminars, etc.

Sr. No.	Theme of Conference/ Seminar	Title of Research Paper	Organizer	Date
1.	National conference on managing business through financial innovation in the globalized era	"India's Insurance Industry: Reforms and Future Prospects"	Laxmi institute of Management Laxmi Vidyapith , Sarigam	12 th March 2016
2.	National Seminar on "Application of ICT for Innovation in Business"	"A Study on use of ITC tools by School Teachers of Bardoli City"	Anand Institute of Management , Anand	5/3/2016
3.	Natcon2015 on "e- Business" A One Day National Conference on "e-Business"	Customer Service Failure - A Major Challenge to E-Commerce Business	S.R. Luthra Institute of Mgt. Surat	21/2/2015
4.	UGC sponsored National seminar on "Youth Leadership"	"Building Leadership in a Playful Ways"	Shah H.N. Commerce College, Valsad	February 24 th & 25 th ,2011
5.	UGC sponsored National seminar on "Youth Leadership"	" Youth and Initiative"	Shah H.N. Commerce College, Valsad	February 24 th & 25 th ,2011
6.	UGC Sponsored state level seminar on "Integration of ICT in teaching - learning process"	"ICT competitive Edge for Teachers"	Shah H.N. Commerce College, Valsad	February 12, 2011
7.	National Conference on Innovation Management and Entrepreneurship	"Leaders for Innovation- Case study on Aviva Insurance"	C.K. Pithawala Institute of Management, Surat	8 th & 9 th May 2010
8.	UGC sponsored National Conference on Infrastructure Development in India: Issues and Challenges	"Opportunity of Special Economic Zone in India"	Dept of Bus. & Ind.Mgt VNSGU, Surat	June 26-27, 2009
9.	UGC sponsored National Conference on Infrastructure Development in India: Issues and Challenges	"Interest Rate a major challenge face by Indian Banking Industry"	Dept of Bus. & Ind.Mgt VNSGU, Surat	June 26-27, 2009

Department of Management (SRIMCA)
Uka Tarsadia University

List of Articles Published

Sr. No.	Title of Research paper	Name of Journal/Conference Proceeding /Book	Published by Vol./Year/Page No./No.
1.	Customer Service Failure – A Major Challenge to E-Commerce Business	Virtual Vyapar – Research Paper on E- Business	National conference on E-Business , S.R. Luthara institute of Management Carvinowledge Press, New Delhi/First Impression/2015/Pg.No.178-185/ISBN:978-93-8483-305-3
2.	“Leaders for Innovation-Case study on Aviva Insurance”	National Conference on Innovation Management and Entrepreneurship	Innovation Management and Entrepreneurship/Excel Books/ First edition/ New Delhi/2010/Pg. No.87/ISBN No- 978-81-7446-877-2

Extension Activities

•

Other Activities

•