

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

**Personal Information**

<b>Name</b>	:	Mulchandji Sen
<b>Qualifications</b>	:	PGDRM, MBA (Marketing), B.Sc. (Electronics), UGC NET qualified – June 2012 & Dec. 2012
<b>Date of Birth</b>	:	18 <sup>th</sup> January 1985
<b>Area of Interest</b>	:	Integrated Marketing Communication, Marketing, Communication, Computer Applications in Management, Soft Skill Training, Career counselling
<b>Teaching Experience</b>	:	8 Years
<b>Industrial Experience</b>	:	-
<b>Current Position</b>	:	Assistant Professor, Department of Management (SRIMCA) Program Coordinator- Integrated MBA, I/c Training and Placement Officer – Uka Tarsadia University
<b>Subject Taught</b>	:	Integrated Marketing Communication, Marketing Management, Service Marketing, Marketing of Social Services, Banking & Insurance, Computer Applications in Management, Management Information System, Effective Communication Skill, Industrial Marketing, Business Environment, Entrepreneurship, Project Management, Business Research.

**Contribution in Research**

Research Experience	:	8 yrs.
Research Paper Published	:	9
Book Published	:	-
Research Paper Presented	:	10
Conferences Attended	:	7
Seminars Attended	:	12
Workshop Attended	:	11
Expert Talk Delivered	:	11
Consultancy Project	:	-

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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.	Training Program on “Body Language” by JC Shetal Gonsai	16 <sup>th</sup> May 2016 (10.00 am to 4.00 pm)	Uka Tarsadia University
2.	Participated in Gujarat Education Conference 2016 – Excellence in Education	21 <sup>st</sup> February 2016	Innovate You – Innovative Consulting Company, sponsored by Edworld Education and eSense (Navneet Initiative)
3.	Workshop on “Training for Training & Placement Officers (TPOs)”	21 <sup>st</sup> July 2012 (09.30 am to 5.00 m)	Jointly organized by GTU and Babariya Institute of Technology, Varnama
4.	State Level Discussion Forum on “Retail Path”	25 <sup>th</sup> Feb 2012	Organized by S.R. Luthra Institute of Management
5.	National Seminar on “Managing Developments: Issues and Challenges in Gujarat”	12 <sup>th</sup> March 2011	Organized by G. H. Patel Postgraduate Institute of Business Management.
6.	FDP on "Banking & Insurance"	22 <sup>nd</sup> August 2010	Jointly organized by GTU, Higher Education Forum & C.K. Shah Vijapurwala Insitute of Management.
7.	2 Days workshop on "Innovations in Education"	25-26th September 2010	Bardoli Pradesh Kelavani Mandal
8.	One day National level Seminar on “Corporate Social Responsibility”	7 <sup>th</sup> Feb 2010	Department of Economics (MBE), Veer Narmad South Gujarat University (VNSGU), Surat
9.	One Day Workshop “ Statistical Analysis Using MINITAB”	20 <sup>th</sup> December, 2009	Department of Research Methodology & Interdisciplinary Studies in Social Sciences (DRMISS), Veer Narmad South Gujarat University (VNSGU), Surat
10.	Workshop on “Guidelines for Preparing Research Proposal (Ph.D)”	2 <sup>nd</sup> August 2009	Department of Research Methodology & Interdisciplinary Studies in Social Sciences (DRMISS), Veer Narmad South Gujarat University (VNSGU), Surat
11.	One Day Workshop on “International Quality Benchmark”	19 <sup>th</sup> May 2009.	Standards for Educational Advancement and Accreditation Trust, New Delhi.

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12.	Workshop on “Panel Data Analysis”	14th Dec. 2008	Department of Research Methodology & Interdisciplinary Studies in Social Sciences (DRMISS), Veer Narmad South Gujarat University (VNSGU), Surat
13.	Seminar on “Research Methodology”	30th Nov. 2008	Indu Management Institute, Vadodara.
14.	Training Program on “Statistical Analysis using SPSS”	7th Oct. 2008	DRMISS, Veer Narmad South Gujarat University (VNSGU), Surat
15.	Workshop on “Research Methodology”	10th Sept. 2008	DRMISS, Veer Narmad South Gujarat University (VNSGU), Surat
16.	Workshop on “Introduction to SPSS”	28th Aug. 2008	DRMISS, Veer Narmad South Gujarat University (VNSGU), Surat
17.	Workshop on “Innovative Teaching Methodology”	11-15th June 2008.	Shrimad Rajchandra Institute of Management & Computer Applications, Gopal Vidyanagar,
18.	Two Day Workshop on “Business Scenario and Emerging Trends”	12-13th Oct 2007	Shrimad Rajchandra Institute of Management & Computer Applications, Gopal Vidyanagar,
19.	One Day Workshop on “Applied Research & Stock Market Analysis”	September 30, 2006	Shrimad Rajchandra Institute of Management & Computer Applications, Gopal Vidyanagar,

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

Sr. No.	Theme of Conference/ Seminar	Title of Research Paper	Organizer	Date
1.	International Conference on Strategies for Business Intelligence	Study of GAP between the awareness and use of Integrated Marketing Communication Tools by Small and Micro Business Organizations in South Gujarat Region”	GNVS Institute of Management, University of Mumbai and Shri JTT University Jhunjhunu, Rajasthan	5 <sup>th</sup> & 6 <sup>th</sup> March 2016.
2.	National Conference on “Micro, Small & Medium Enterprises: Opportunities & Challenges”	“A comparative Analysis on Feasibility of Exporting Textile Goods in Italy & Germany”	SSR Institute of Management and Research, Silvassa	5 <sup>th</sup> & 6 <sup>th</sup> March 2016.
3.	<i>National Business Research Conference</i>	“A study on Adoption of Mobile Phone Generation Technology”	Mansukhani Institute of Management (MIM), Mumbai	20 <sup>th</sup> October 2012.

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4.	<i>National Level Seminar on Corporate Social Responsibility</i>	"Corporate Social Responsibility in India - A study of Aditya Birla Group"	Department of Economics, VNSGU	7 Feb 2010
5.	National Conference on <i>"Managing for Tomorrow – Emerging Trends, Issues and Challenges"</i>	"Prospects' Preferences Towards Identification Products"	Ahmedabad Education Society Post Graduate Institute of Business Management, Ahmedabad	23-24 <sup>th</sup> January 2010
6.	International conference	"Patients' Satisfaction Towards Health Care Services "	SDMIMD, Mysore	23-24 <sup>th</sup> July 2009.
7.	International Conference - Athenaeum'09	"Corporate Social Responsibility – A case of Aditya Birla Group"	Bharathidasan Institute of Management, Tiruchchirappalli	14 <sup>th</sup> -15 <sup>th</sup> February 2009
8.	Third International Conference on TRANSCENDING HORIZONS TROUGH INNOVATIVE GLOBAL PRACTICES	"Identification of SQ Dimensions Affecting Performance of Retail Banking Industry"	PIMR, Indore	7,8 February 2009.
9.	International Conference on Business Challenges & Strategies in Emerging Global Scenario	"Measurement of Service Quality of General Insurance Service Provider"	PCTE, Ludhiana, Punjab	30 May 2008.
10.	National Conference, on "Globalized World and Emerging Business Issues"	"Social Factors affecting investors' Buying behaviour"	NSVKMS, Visnagar	15 <sup>th</sup> March 2008.

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**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.	Study of GAP between the awareness and use of Integrated Marketing Communication Tools by Small and Micro Business Organizations in South Gujarat Region”	International Conference on Strategies for Business Intelligence jointly organized by GNVS Institute of Management,	Sen M.S., Chaudhari J., “ Study of GAP between the awareness and use of Integrated Marketing Communication Tools by Small and Micro Business Organizations in South Gujarat Region” at International Conference on Strategies for Business Intelligence jointly organized by GNVS Institute of Management, University of Mumbai and Shri JJT University Jhunjhunu, Rajasthan on 5 <sup>th</sup> & 6 <sup>th</sup> March 2016.
2.	“A comparative Analysis on Feasibility of Exporting Textile Goods in Italy & Germany”	National Conference on “Micro, Small & Medium Enterprises: Opportunities & Challenges”	Sen M.S., Dhalawat R., “A comparative Analysis on Feasibility of Exporting Textile Goods in Italy & Germany” at National Conference on “Micro, Small & Medium Enterprises: Opportunities & Challenges” organized by SSR Institute of Management and Research, Silvassa on 5 <sup>th</sup> & 6 <sup>th</sup> March 2016.
3.	Role of Integrated Marketing Communication (IMC) in creating Brand Equity for “NaMo” – Narendra Modi	Research Revolution	Sen M., Chaudhary J., “ <i>Role of Integrated Marketing Communication (IMC) in creating Brand Equity for “NaMo” – Narendra Modi</i> ”. Research Revolution, Volume – III, Issue – 6, March 2015, Page No-15-19, ISSN:2319-300X. <b>Impact Factor – 4.472</b>
4.	Industrial Prospects’ preferences Towards industrial products (Identification Products)	Tirpude National Journal of Business Research	Sen M., Modi D., <i>Industrial Prospects’ preferences Towards industrial products (Identification Products)</i> , Tirpude National Journal of Business Research, Volume 3, Issue – 2, July 2013, Page No.132-139, ISSN - 2249-1589
5.	Cellphone Technology and its Usage by Students	Indian Journal of Applied Research (IJAR),	Sen M., Panchal R., (2013). <i>Cellphone Technology and its Usage by Students</i> , Indian Journal of Applied Research (IJAR), Volume -3, Issue – 4 , ISSN - 2249-555X, Page No – 207 to 210, <b>Impact Factor – 0.8215.</b>
6.	Digital Photo Studio, Bardoli – Measurement of Service Quality using SERVQUAL scale.	International Journal of Marketing and Technology (IJMT),	Sen M. (2012), <i>Digital Photo Studio, Bardoli-Measurement of Service Quality using SERVQUAL scale</i> , International Journal of Marketing and Technology (IJMT), Volume 2, Issue 12, <b>ISSN:2249-1058. IC value – 5.09</b>
7.	“Industrial Customers Expectations and Satisfaction Towards Identification Products”	National Journal of Research in Management.	Sen M., Rana R. Parmar J., (2011). Industrial Customers Expectations and Satisfaction Towards Identification Products. National Journal of Research in Management. Volume 1, Issue 1, <b>ISSN 2249 –0906.</b>

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8.	"Corporate Social Responsibility – A case of Aditya Birla Group"	ATHENAEUM 2009	Parmar J., Sen M. (2009). Corporate Social Responsibility: A case of Aditya Birla Group. In E-book ATHENAEUM 2009. Chapter 2. ( e-book)- ISBN 978 81 7446 709 6
9.	"Identification of SQ Dimensions Affecting Performance of Retail Banking Industry"	Third International Conference on TRANSCENDING HORIZONS TROUGH INNOVATIVE GLOBAL PRACTICES	Vanpariya B.O., Trada S. & Sen M.S., (2009). "Identification of SQ Dimensions Affecting Performance of Retail Banking Industry", Chapter – 9, Third International Conference on TRANSCENDING HORIZONS TROUGH INNOVATIVE GLOBAL PRACTICES at PIMR, Indore.(ISBN: 978-81-7446-708-9)

### Honors and Awards

Year	Title	Awarding Body
2016	<b>Outstanding</b> LOM officer award for rendering service to Junior Chamber International – Bardoli	Junior Chamber International – Bardoli
2010	Honored by " <b>SANMAN PATRA</b> " for " <b>Excellent Academic Career</b> " from Nizar Village Gram Panchayat, Government of Gujarat, on 06.04.2010 on the occasion of Gujarat Swarnim Jayanti Rathayatra -2010 celebrating 50 years of establishment of Gujarat as a state (Established on 1 <sup>st</sup> May 1960).	Nizar Village Gram Panchayat, Government of Gujarat

### Extension Activities

- Program Coordinator – Integrated MBA
- Training & Placement Activity
- Project Committee
- Soft Skill development
- AIESEC
- Academic Tour
- Member of International Collaboration committee

### Other Activities

- Admission Committee
- Anti Ragging Committee
- Discipline Committee
- Junior Jaycee Wing – Integrated MBA faculty coordinator