



**NAVRACHANA
UNIVERSITY**

a UGC recognized University

Assistant Professor

Dr. Anupama Chirag Dave

School of Business and Law



Qualifications

MBA, MCom, PhD

Areas of Interest

Marketing Management, Consumer Behaviour, Strategic Brand Management, Organisational Behaviour and Strategic Management

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Profile

Dr. Anupama Chirag Dave holds a PhD from Gujarat University. Her thesis examined 'Brand Equity Dimensions impact on buying behaviour for cell phone'. Certified under UGC NET she has pursued her MBA (Marketing) from Hemchandracharya North Gujarat University (HNGU) and Master's in Commerce from Gujarat University. With more than a decade of experience, her contribution in previous institutes like Marwadi Education Foundation's Group of Institution (MEFGI), Rajkot and Global Institute of Management has been eminent in not only academics but also across wide areas of all-round development of students & institutes.

Not limiting herself to teaching she has even contributed her knowledge in marketing domain through various research publications and presentation and has also participated in numerous FDP on regular instances. She is a recipient of Young Women Achiever Award 'NIRUPAMA 2018' from Aishwarya College of Education Sansthan, Udaipur Rajasthan. Dr. Dave is significantly associated with GTU as Doctoral Process Committee Member (DPC) also acting as editorial board member of two reputed journals. She has been a guiding light by sharing her insights with faculties & industry associates as resource person at various universities. She has been rendering her services as subject expert & presenter for development of e-content for MOOC in the area of consumer behaviour and branding.

Research and Publications

Dr. Anupama Chirag Dave has published papers in several major international and national referred journals, few of her research papers received best paper award. She has presented several research papers in international and national conferences; besides this, she has penned books in the area of her thesis. Her current area of research interest is branding, consumer behaviour and strategic management.

List of Publications (Selected)

- Predicting Youngster's Attitude towards Online Food Delivery, International Research Journal of Business Studies | Vol. XII no. 03 (December 2019 - March 2020). ISSN: 2089-6271 | e-ISSN: 2338-4565 | <https://doi.org/10.21632/irjbs>.
View link here: <http://www.irjbs.com/index.php/jurnalirjbs/article/view/1597>
- E3 Model for social media a web 2.0 innovation, International Journal for Research in Engineering Application & Management (IJREAM), Vol-05, Issue-01, April 2019, ISSN: 2454-9150. DOI: 10.18231/2454-9150.2019.0342.
View link here: <http://ijream.org/papers/IJREAMV05I0149209.pdf>
- Tata I-Shakti: Pulses Saga of Empowering Customers With Quality, ROOTS - International Journal of Multidisciplinary Researches, ISSN: 2349-868, Vol. 04, Issue 06, February 2018.
- Brand Equity Models & Dimensions: A Comparative Assessment of Literature, ROOTS - International Journal of Multidisciplinary Researches, ISSN: 2349-868, Vol. 04, Issue 06, February 2018.
- Attention on Grievances through Application of Technology (SWAGAT): Vision for excellence at e-Governance initiative by Gujarat, International journal of advance research in computer science and management studies, ISSN 2321-7782, Vol. 04, Issue 01, January 2016. Can be accessed from: <https://rb.gy/w07otd>
- Factors affecting the choice of mobile phones: A factor analysis based on pilot study, International journal of advance research in computer science and management studies, ISSN 2321-7782, Vol. 03, Issue 12, December 2015.
- Brand personality and brand personality scale: A review to assess reliability across countries & products, Radix International Journal of Research in Social Science, ISSN: 2250 - 3994, Volume 3, Issue 12, December 2014.
- A Critical Review on MDM Scheme: A Case Study of Gujarat, India, International Journal of Business Management & Research (IJBMR), ISSN(P): 2249-6920, Vol. 4, Issue 5, October 2014. (Received Best Paper Award) Can be accessed from: <https://rb.gy/5s5wdw>
- To Explore Influencing Dimensions of Brand Equity: A Conceptual Framework, ZENITH International Journal of Business Economics & Management Research, ISSN 2249- 8826, Vol.4 (9), September 2014.
- 3Ns Analysis of: Nano, Nirma & Nokia, Indian Journal of Applied Research, ISSN - 2249-555X, Vol. 4, Issue 3, March 2014.
- Analysis of Line extension done by various competing brands in Toothpaste segment & its impact on consumers' mindset, Saaransh RKG Journal of Management, ISSN 0975-4601, Vol. 5, Issue 2, January 2014.
- Changing Buying Behaviour Patterns of Indian Consumers: A Study towards Instant Food Products with Special Reference to Ahmedabad City, Journal of Humanities, Social Science and Management, ISSN:0974-9772, Vol-III, Issue-1, Jan-July 2012.

Book Publication

- Brand Equity Dimension & Buying Behaviour: Concepts - Empirical Relevance published by Lambert Academic Publishing. ISBN: 978-620-2-06871-0.

- Brand Personality & Mobile Handsets: Research Insights published by Lambert Academic Publishing. ISBN: 978-613-9-82983-5.
- A study on impact of Brand Equity Dimension on Buying Behaviour of cell phone published by L ORDINE NUOVO Publication. ISBN: 978-93-86782-64-9

Seminar and Conference Participations (Selected)

- Digital Payment System - Customers Perspectives on Factors of Sustenance, International Conference On Sustainable Business Management Practices And Social Innovation, organised by Center for Management Studies, JAIN (Deemed-to-be University), Bangalore on 30th January 2021.
- Resurgence of EXIM Scenario in Indian Context: Post COVID-19, International Online Conference on Impact of COVID-19 on Indian Economy, organised by Department of Economics and Centre for Research in Economics Madurai, Tamil Nadu, India on 23rd November 2020.
- 4P's of Green Marketing: Ways of influencing Potential & Latent greens. GTU Multidisciplinary International Conference, organised by Gujarat Technical University on 14th March 2019.
- Applied behavioral science for excellence in corporate governance: Literature comprehension & realistic evidences - 5th International Conference on Governance System, organised by GTU on 16 - 17 February 2018.
- A Study on Customers Opinion about Influence of Brand Equity Dimensions for Cell Phones - A Pilot Study, A National Conference on Management and Research Practices in Emerging Markets, organised by B.K. School of Business Management, Ahmedabad on 11-12 January 2016.
- A Review of Brand Equity & Its influence on Buying Intentions - International conference on 'Management of Globalized Business; Emerging Perspectives' organised by Marwadi Education Foundation's Group of Institution, Rajkot in affiliation with GTU on 22-23 February 2014.
- A study on Animated Advertisements Impact on Brand Awareness - National Conference on contemporary issues in Management & Co-operation: Prospects & Challenges organised by NICM, Gandhinagar on 4-5 May 2013.
- Challenges of Agriculture Sector and Ethical Responsibilities of Parliament. National Seminar on 'Role of Parliament in Enacting Business Laws in the Globalised World' organised by Department of Commerce, Govt. Arts College, Thiruvananthapuram on 23-24 March 2012.
- Ethical Challenges of Financial Services Industry. Finance Conference on 'Contemporary Issues in Finance', organised by GTU on 26 - 27 August 2011.
- 'Factors affecting ethical decision making of employees in an organisation', National conference on Business Ethics for Global Success of Indian Business, organised by GTU in September 2010.

Awards and Recognitions

- Received 'Best Paper Award' in International Online Conference titled 'Impact of COVID-19 on Indian Economy' organised by Department of Economics and Centre for Research in Economics Madurai, Tamil Nadu, India 23rd November 2020.
- Recipient of Young Women Achiever Award 'NIRUPAMA 2018' on 22 November 2018 by Aishwarya College of Education Sansthan, Udaipur Rajasthan.
- Acknowledged with 'Best Paper Award' for the paper titled 'A Critical Review on MDM Scheme: A Case Study of Gujarat, India' from International Journal of Business Management & Research (IJBMR) in 2014.
- Research paper titled - 'Factors affecting ethical decision making of employees in an organization' was selected among best 12 research papers and won 1st prize (Cash) in the conference.
- Participated in the National Level Summer Project Contest 'PRATIBHA - 2009' held on 20-21 November 2009 at V. M. Patel Institute of Management & Center for Management Studies (Ganpat University), Kherva and won 1st prize.

Membership and Affiliations

- Working in the capacity of subject expert (DPC member) for two research scholars of Gujarat Technical University (GTU).
- Associated as PhD Co-Supervisor for one research scholar of Marwadi University, Rajkot.
- Editorial Board Member at Research India Publication - Global Journal of Marketing Management and Research (GJMMR) & International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS).

Invited Sessions

- Received invited to act as reviewer in 'Multidisciplinary International Research Journal of Gujarat Technological University' Volume 3 Issues 1 (January 2021).
- Invited to act as Resource person for Online Short-term Course in Quality in Higher Education organised by UGC HRDC, Gujarat University conducted from 07/12/2020 to 13/12/2020. Session was conducted on the title 'Pedagogical Practices in Teaching-Learning process - Uplifting the Quality in HEI'.
- Acted as a Resource Person in a Faculty Development Program - Emerging Trends in legal Education: Issues, Challenges & Innovative Responses. Session was delivered on 25th September 2020 titled - 'E2 approach to develop E-content: Role of educator.'
- Served as Resource Person for Online Refresher Program organised by UGC HRDC, Gujarat University conducted from 7th September 2020 to 27th September 2020. Session was conducted on the title 'Craft of developing a Case: Research Orientation' it was scheduled on 7th September 2020.
- Conducted an Online Webinar on the title 'Strategies Used by Various Corporate Giants Admist COVID-19 - Marketing Perspective' on 12th July 2020 for Navrachana University.
- Invited to conduct 'Pre-Synopsis Examination' of Ph.D. Research Scholars in the Faculty of Management Studies, C U Shah University.
- Conducted a guest session at Graduate School of Management Studies (GSMS), GTU on the topic 'Motivation a Consequence of Diversity', on 20th September 2018.