

<b>Name</b>	<b>Dr. Shital Gujarathi</b>	
<b>Date of Birth</b>	18.07.1985	
<b>Designation</b>	Assistant Professor	
<b>Educational Qualifications</b>	Ph.D, MBA (MKT and HR), NET (Management), B.Sc (Agriculture)	
<b>Unique ID (BCUD)</b>		
<b>Work Experience In Years</b>	15 years	
<b>Teaching</b>	14 years	
<b>Industry</b>	1 year	
<b>Area of Specialization</b>	Marketing and Human Resource Management	
<b>Courses taught at Post Graduate Level</b>	Consumer Behaviour, Strategic Management, Integrated Marketing Communications, Digital Marketing, Marketing 4.0 Marketing Management, etc	
<b>Research Guidance</b>	-	
<b>No. of papers published in National/International Journals/Conferences</b>	16	
<b>Papers Published</b>	16	
<b>Papers Presented In Conferences</b>	2	
<b>Case Study/Article Published</b>	2	
<b>Master (Completed/Ongoing)</b>	Completed	
<b>Ph.D. (Completed/Ongoing)</b>	Completed	
<b>Projects Carried out</b>		
<b>Patents (Filed &amp; Granted)</b>	1 published, 1 Granted	
<b>Technology Transfer</b>	-	

No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)

1 - Consumer Behavior, San International Scientific Publications, 978-81-970457-1-4, 2024