



Profile of Faculty (Attached Passport size photo)

	• Name	Dr. Shital Gujarathi
	• Date of Birth	18.07.1985
	• Unique ID	
	• Education Qualifications	Ph.D, MBA (MKT and HR), NET (Management), B.Sc (Agriculture)
	• Work Experience	15 Years
	• Teaching	14 Years
	• Research	6 Years
	• Industry	1 Year
	• Others	-
	• Area of Specialization	Consumer Behaviour, Strategic Management, Integrated Marketing Communications, Digital Marketing, Marketing 4.0 Marketing Management, etc
	• Courses taught at Diploma/ Post Diploma/ Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Post Graduate Degree Level
	• Research guidance (Number of Students)	-
	• No. of papers published in National/ International Journals/ Conferences	16
	• Master (Completed/Ongoing)	Completed
	• Ph.D. (Completed/Ongoing)	Completed
	• Projects Carried out	-
	• Patents (Filed & Granted)	1 Granted
	• Technology Transfer	-
	• Research Publications (No. of papers published in National/ International Journals/ Conferences)	16
	• 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