



Prof Darshana Dave

E-mail: darshanadave@spuvvn.edu

Profile URL :

<https://vidwan.inflibnet.ac.in/profile/221332>

Orcid Id: 0000-0002-3179-6078

Phone: 02692248463, 9978388111

Address: Anand ,Gujarat,India - 388120

Expertise

Management

Communication, Research and Marketing Management

Work experience

1. Sardar Patel University 1993 — Present
Professor

Education

1. PhD - 2003

Sardar Patel University

Honours and Awards

1. Sardar Patel Research Award - 2021

Sardar Patel University, Vallabh Vidyanagar

Research Project

Managing Transformation of Rural Economy

Role: Co-coordinator
Year 2018, Amount 5300000

Post Project Evaluation of SPM RURBAN Mission-Gujarat and Rajasthan”

Role: Member
Year 2020, Amount 4400000

A Study of skill and capabilities of Rural youth in Gujarat

Role: Co-investigator
Year 2016, Amount 390000

Endline Survey of Knowledge, Attitude and Practices (KAP) of Electors in Gujarat

Role: Co-coordinator
Year 2018, Amount 1395000

Post-project Evaluation Study of Sansad Adarsh Gram Yojana (SAGY) Zone – 2 (Gujarat and Rajasthan)

Role: Member
Year 2018, Amount 3678400

KAP Baseline Survey

Role: Co-coordinator
Year 2017, Amount 2895000

Consumer Research in Rural Areas

Role: Co-coordinator
Year 2011, Amount 3300000

Consumer Behaviour and Impulse Buying for organized retail stores in Gujarat

Role: Principle Investigator
Year 2012, Amount 694000

Marketing of Pharmaceutical Products

Role: Principle Investigator
Year 1999, Amount 11500

Distribution of Cement: Problems and Prospects

Role: Principle Investigator
Year 1996, Amount 7000

Publication

- 1. A research study on the impact of social network sites on Rural Youth in Anand- A empirical Research**
Darshana Dave and Komal Shukla and Shivangi Shukla
Utkal Historical Research Journal, Volume 34, Year 2021, Pages
- 2. New initiatives for managing development in India: Possibilities and challenges in rural area development**
Yogesh C Joshi, and Darshana R. Dave, and Brijesh M. Patel
Journal of Research: THE BEDE ATHENAEUM, Volume 12, Year 2021, Pages 43--51
- 3. A Study on the Effect of COVID-19 on the Lifestyle \& Mindset of People after Lockdown in Gujarat State**
Shukla, Komal K and Dave, Darshana R and Shukla, Shivangi K
International Journal of Engineering and Management Research, Year 2021
- 4. Lives and livelihoods in COVID- 19 era: Explore outside from inside**
Darshana Dave
COVID 19 Impact: Multidisciplinary Academic Perspective, Volume , Year 2020, Pages
- 5. Social Media consumption habits during Covid 19 lockdown**
Abdul Rahim Munshi, Darshana Dave and Anna Sabu
International Journal of Business and management Invention, Volume 9, Year 2020, Pages 24-29
- 6. Skilling of car Mechanics and car sales Consultants: Need to Re-skill and Up-skill**
Ravi Menaria and Darshana Dave
Indian Journal of Training and Development, Volume 50, Year 2020, Pages
- 7. ANTECEDENTS AND CONSEQUENCES OF UNIVERSITY BRAND IMAGE, AN INTEGRATED MODEL FROM THE PERSPECTIVE OF STUDENTS IN GUJARAT**
Munshi, Abdul Rahim and Dave, Darshana and Chakrabarti, Prasun and Poddar, Sandeep
Journal of Critical Reviews, Volume 7, Year 2019, Pages 2020
- 8. PERCEPTION OF LGBT ASIAN INDIAN COMMUNITY TOWARDS ENTERTAINMENT IN USA**
Abani, Shilpa and Dave, Darshana
PERCEPTION, Volume 7, Year 2019
- 9. A study on the sustainable development of Education in India- A**

conceptual paper

Komal Shukla and Darshana Dave

KAAV International Journal of Economics, Commerce and Management, Volume 5, Year 2018, Pages

10. **A study on the impact of social media on consumer decision making process in Anand and Vallabh Vidyanagar**
Komal Shukla and Darshana Dave
Synergy, Volume 20, Year 2018, Pages
11. **Skill Development Programmes: Issues and Challenges in Rural Gujarat**
Yogesh C. Joshi and Darshana Dave
Quarterly Journal of Management Development, Volume 49, Year 2018, Pages 37-45
12. **Prevailing Tenor for Ayurveda in Views of Ayurvedic Practitioners**
Amrutia, Poonam and Dave, Darshana
Asian Journal of Management, Volume 8, Year 2017, Pages 1029--1036
13. **Impact of advertising and marketing strategies on consumption of Ayurvedic Medicines**
Poonam Amrutia and Darshana Dave
International research Journal of Marketing and Economics, Volume 3, Year 2016, Pages 69-77
14. **A study of consumer behaviour towards ayurvedic medicines and treatments**
Darshana Dave and Poonam Amrutia
SEMCOM Management & Technology Review, Volume 3, Year 2016, Pages 75-84
15. **Role of Higher Education in transforming India: Challenges with reference to Management Education**
Yogesh Joshi & Darshana Dave
University News- A weekly Journal of Higher education, Volume 54, Year 2016, Pages 215-222
16. **A study of Green marketing initiatives and Government's intervention in consume durables industry in India**
Swati Joshi and Darshana R. Dave
Synergy, Volume 18, Year 2016, Pages
17. **Employee Branding: A research study on Indian Banking sector**
Mohit Parekh and Darshana Dave
VNSGU Journal of Management and Administration, Volume 7, Year 2015, Pages
18. **Factors influencing adoption of smartphone application in selected cities of Gujarat**
Deepa kesari and Darshana Dave
Journal of national Development, Volume 28, Year 2015, Pages
19. **Factors affecting patients's saifsaction and health care service quality: A study on selected private hospitals of Gujarat**

Darshana Dave & Rina Dave
SECOM Management and technology Review, Volume 2, Year 2015, Pages

20. **A study on Mobile phone usage habits among students from Rural areas of Anand District**

Darshana Dave & Komal Mistry
Synergy, Volume 17, Year 2015, Pages 24-29

21. **Impulsive buying behaviour in organized retail stores-with specific reference to FMCGS in Gujarat**

Dave, Darshana R and Patel, Brijesh M
Prestige International Journal of Management and Research, Volume 8, Year 2015, Pages 21

22. **Service Quality in Healthcare Sector in North and South Zones of Gujarat**

Dave, Darshana and Dave, Rina
Indira Management Review, Volume 9, Year 2015, Pages 52--64

23. **Bank selection process of rural consumers: A study of selected rural areas of Panchmahal District**

Darshana Dave and Suresh Machhar
Synergy, Volume 16, Year 2014, Pages

24. **A study on Service quality and customer satisfaction of selected Private hospitals of Vadodara City**

Dave, Dharsana R and Dave, Reena
Pacific Business Review International, Volume 6, Year 2014, Pages 7--12

25. **A study on usage pattern and satisfaction level of banking services in selected rural areas of Dahod district**

Darshana Dave and Suresh Machhar
Synergy, Volume 15, Year 2013, Pages

26. **Empirical study of factors affecting investment decision making towards Mutual funds: Evidence from Gujarat State**

Chetna Chapadia and Darshana Dave
Synergy, Volume 15, Year 2013, Pages 22-31

27. **Permission Marketing-Awareness, Perceptions and Preferences in Gujarat,**

Chaitnya Vyas and Darshana Dave
Permission Marketing-, Volume , Year 2012, Pages

28. **Organisation Effectiveness in Higher Education”: An Iraq Perspective,**

Maysoon Abdul Kareem and Darshana Dave
Organisation Effectiveness in Higher Education”: An Iraq Perspective,, Volume , Year 2012, Pages

29. **Incubation Centers and Development of Techno - entrepreneurship Indian Scenario**

P K Priyan and Darshana Dave

Incubation Centers and Development of Techno - entrepreneurship Indian Scenario, Volume , Year 2012, Pages

30. **Corporate Social Responsibility: Communication through Sustainability Reports by Indian and Multinational Companies**

Tewari R.;Dave D.

Global Business Review, Volume 13, Year 2012, Pages 393-405

31. **Publishing in High Impact Management Journals Tips for Beginners**

Chaitnya Vyas and Darshana Dave

Publishing in High Impact Management Journals Tips for Beginners, Volume , Year 2012, Pages

32. **Permission marketing: Customers' awareness, perceptions, and preferences in the state of Gujarat**

Vyas, Chaitanya and Dave, Darshana

, Year 2011

33. **User's perception of quality of health care in rural areas of Anand and kheda district**

Sujatha Krishnamurthy and Darshana Dave

Synergy, Volume 13, Year 2011, Pages 64-69

34. **Mobile Number Portability: Challenges and Opportunities for Network Service Providers**

Dave, Darshana and Vyas, Mr Chaitanya

Journal of marketing vistas, Volume 1, Year 2011, Pages 1--20

35. **Marketing Of Pharmaceutical Products in India**

Darshana Dave

Marketing Of Pharmaceutical Products in India, Volume , Year 2011, Pages

36. **Regional trends and pattern in milk production and drivers for future growth in Gujarat state**

Shah, Jignesh and Dave, Darshana

Agricultural Economics Research Review, Volume 23, Year 2010, Pages 295--302

37. **A Shift from Crop-Mixed Traditional Dairying to Market-Oriented Organised Dairy Farming--Plausible Factors Responsible for Structural Transformation in Indian Dairy Sector**

Shah, Jignesh and Dave, Darshana

Indian Journal of Agricultural Economics, Volume 65, Year 2010

38. **The impact of No Entry Load Structure on the Indian Mutual Industry**

Mohit Parekh and Darshana Dave

VNSGU Journal of management and Administration, Volume 2, Year 2010, Pages

39. **Impact of size, environment and strategy on Organisational effectiveness: An Iraq Perspective**

Darshana Dave and Maysoon Abdul Kareem
Synergy, Volume 12, Year 2010, Pages 50-64

40. **Celebrity Endorsement strategies adopted by Coke and Pepsi in India**

Mohit Parekh and Darshana Dave
Synergy, Volume 12, Year 2010, Pages 74-84

41. **A shift from crop-mixed traditional dairying to marketoriented organised dairy farming - Plausible factors responsible for structural transformation in indian dairy sector**

Shah J.;Dave D.
Indian Journal of Agricultural Economics, Volume 65, Year 2010, Pages 298-307

42. **Drivers of agent Preference and satisfaction- study on Life Insurance**

Kunjali Sinha and Darshana Dave
Journal of Marketing Trends, Volume 1, Year 2009, Pages 24-33

43. **Popularizing Artificial Breeding Programme of Milch Animals Among Dairy Farmers through Social Marketing**

Sujatha Krishnamurthy and Darshana Dave
Synergy, Volume 11, Year 2009, Pages 88-93

44. **Truth: The new rules for marketing in a sceptical World by Lynn Upshaw**

Darshana Dave
Nice Journal of Business, Volume 4, Year 2009, Pages 18-29

45. **customers' perception towards life Insurance- A service quality perspective**

Kunjali Sinha and Darshana Dave
Synergy, Volume 10, Year 2008, Pages 18-29

46. **International Charter on ' Space and major Disasters': An assessment of outreach in South Asia**

NK Shrivastav and Darshana Dave
Journal of South Asia Disaster Studies, Volume 1, Year 2008, Pages 197-214

47. **Consumerism: Global and Indian Perspectives**

J S Panwar and Darshana Dave
Consumerism: Global and Indian Perspectives, Volume , Year 2006, Pages

48. **Global Brands in the Emerging Markets: Lessons from their Strategies(with special reference to India)**

J S Panwar and Darshana Dave
Marketing Strategies for Emerging markets, Volume , Year 2005, Pages

49. **Ethical Issues in Pharmaceutical Marketing**

Darshana Dave
Souvenir of National Seminar on Ethics and Management, Volume , Year 2002, Pages

50. **Problem of Customer Information Overload and Interactive Marketing as its Solution**
Vyas, Chaitanya and Dave, Darshana
, Year 2001
51. **Self- Medication: A social problem or a marketing opportunity**
Darshana Dave
Prabandh, Volume , Year 2000, Pages
52. **The Time - based competition and its relevance**
Darshana Dave
Synergy, Volume 3, Year 2000, Pages
53. **Gujarati tourists spread their wings**
J S Panwar and Darshana Dave
International Journal of management and Tourism, Volume 6, Year 1998, Pages
54. **Journal of Marketing Vistas**
Nabi, Mohd Kamalun and Kashif, Mohd and Mathur, Meenu and Gangwani, Sanjivini and Venkatkistareddy, G and Kumar, R Satish and Arora, Nilesh and Singh, Gurkeerat and Grewal, Bani and Soni Pavleen and others
55. **Social Media Consumption habits during Covid-19 lockdown**
Munshi, Abdul Rahim and Dave, Darshana and Sabu Sneha Anna
56. **Prof RK Mishra**
Jain, Abhinandan K and Chaudhary, HC and Miyan, M Alimullah and Gupta, Mukul P and Agnihotri, Prafulla and Davis, John and Khan, Mahmood A and Ghodeswar, BM and Dave, Darshana and Rao SR Subba and others
57. **Livestock consolidation in Gujarat**
Jignesh Shah and Darshana Dave
VNSGU Journal of Management and Administration, Volume 1, Pages 42-55
58. **Use of Natural Resources for Human Development and its Impact on Society**
Joshi, Swati M and Dave, Darshana R
Yogesh C. Joshi and Mukesh Pal 3. Social Media and E-Tail-A Theoretical Perspective 15-22 Akshat Aditya Rao and Rajesh Kothari 4. Millennials ' Perception of Work Environment: A Climate Study Amongst Employees of Hotel Industry 23-30, Pages 38
59. **Outlook of Asian Indians Towards Entertainment in USA**
Abani, Shilpa and Dave, Darshana R
GH Patel Postgraduate Institute of Business Management, Pages 26
60. **A Study of Green Marketing Initiatives And Government 's Intervention In Consumer Durables Industry In India**
Joshi, Swati M and Dave, Darshana R

61. **The Scope and Challenges of Agro-tourism in India**

Shah, Nishma and Dave, Darshana

GH Patel Postgraduate Institute of Business Management, Pages 10

62. **Dairy Cooperatives in India: Structure, Management, and Performance**

Sajja, Srinivas and Dave, Darshana

Postgraduate Department of Business Management, Pages 1

63. **Knowledge Inputs to Disaster Management: An operational perspective based on space technology applications in India**

NK Shrivastav and Darshana Dave

Synergy, Volume 7-8, Pages 82-95

64. **Agricultural Economics Research Review**

Prabakar, C and Devi, K Sita and Selvam, S and Alha, Akhil and Yonzon, Bijoyata and Baba, SH and Wani, MH and Shaheen, FA and Zargar, Bilal A and Kubrevi SS and others