



Dr. Abha Kalaiya

Associate Professor, Management
School of Science, Building

abha.kalaiya@gscuniversity.ac.in

Education

PhD: (2020) Tourism Destination development by using marketing Mix for branding of Kachhh”from KSKV Kachchh University,

GSET 2016

MBA 2015(HRM) IGNOU

PGDBM 2008 (MARKETING) Tolani Institute of Management

B.Sc 2005 (Microbiology),Gujarat University, Tolani college of arts and Science, Kach

Key Skills

Teaching and mentoring abilities, leadership and management skills, research skill, Academic and Administrative Skill

1. Teaching and Mentoring: Passinate about teaching and guiding students. Having over 14 years of experience in higher education, including roles as an Assistant Professor, Senior Lecturer, and Head of the Department. Also been involved in enhancing teaching pedagogies and improving the student experience. This highlights their ability to effectively impart knowledge, mentor students, and create an engaging learning environment.
2. Academic and Administrative Skills: Held various academic and administrative roles. Organizational and administrative skills demonstrated through various roles and responsibilities within the university and college.
3. Leadership and Management: Held leadership roles, including Head of the Department(10 Years), University Youth Festival Coordinator(11 years), and SPOC and Mentor under PINUPS. These roles demonstrate my leadership abilities, organizational skills, and capacity to oversee and manage events and initiatives.
4. Research and Publication: participated in conferences and published multiple papers on Marketing and HR topics. This indicates their research skills, ability to contribute to the academic community, and stay up-to-date with the latest developments in their field.
5. Communication and Presentation skills: Delivered guest lectures (Corporate/ED Cell/Colleges/Schools) on various topics, indicating their strong communication and presentation skills. They have covered a wide range of subjects, including stress management, communication, team building, branding, advertising, sales marketing, and career guidance. These skills are essential for effectively conveying information to students and engaging an audience.

6. Cultural and Event Organization: organized various academic and cultural events at the district and college levels. This demonstrates their ability to plan, coordinate, and execute events, as well as their commitment to creating a vibrant and inclusive educational environment

Background

1. Assistant Professor, BBA School of management

Certified International and Corporate trainer

GSFC University, Vadodara

Duration: 10th July 2019- 2023 (Continue)

2. Assistant Lecturer, HoD, BBA

DNV International Education Academy, Gandhidham, Kachchh

Duration : Since 9th July 2009 – 9th July 2019 (10 years)

3 Senior Lecturer (MBA)

International Institute of Learning and Management, Gandhidham, Kachchh

Duration: 11 Mar to 8 July 2009 (03 months)

4 Junior Marketing Manager

XPLORA DESIGN SKOOL, Ahmadabad

Duration : May – June 2008 (02 months)

Scholarship and Accomplishments

1. Certified International trainer , Certified Corporate trainer
2. Winner of Elocution at Gujarat University Youth Festival in 2003.
3. First place in Elocution at Open Gujarat Youth Festival (State level) in 2004.
4. Second place in Elocution at Kachchh University Youth Festival in 2004.
5. Third place in Elocution at Open Gujarat Youth Festival (under 18 category) State level in 2003.
6. Five-time winner of Elocution at Kachchh District school and college competition organized by Aryasamaj Gandhidham in 2000, 2002, 2003, 2004, and 2007.
7. Second place in Mono Acting at Kachchh University Youth Festival in 2003.
8. First place in Mono Acting at Open Gujarat Youth Festival (Taluka level).

BEST paper Award (Management Category) 17-19 March 2023 4th International Conference on multidisciplinary innovation in academic Research (ICMIAR 2023)-Chennai Research Paper titled "Transforming online learning: The role of Artificial Intelligence, Augmented Reality and Virtual Reality in enhancing student centric online education "

BEST paper Award((Management Category) 12-13 May 2023 "4th International Conference on "Sustainable and Innovative Solutions for India @ 75: A Journey Towards Atmanirbhar Bharat" Research Paper titled ""CONSUMER PERCEPTION ON STATE GOVERNMENTS TOURISM APPLICATIONS IN INDIA: AN NLP APPROACH

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Most Three Notable Publications

1..Kalaiya A & Kumar A (2015) research paper entitled” Tourism as a development tool: A study on role of tourism in economic development , employment generation and poverty reduction: Special focus on Kachchh” published in the International Journal of Advance Research in Computer Science and Management Studies , ISSN :2321-7782 (ONLINE) ISSN: 2347-1778(PRINT) Vol 3, July 2015 5.

2.Kalaiya A & Kumar A(2018) “The Role of Psychology and its Impact on tourist Vacation Satisfaction-An analysis of PERMA Model” published in the International Journal of Advance Research in Computer Science and Management Studies, ISSN :2321-7782 (ONLINE) ISSN: 2347-1778(PRINT) Vol 6,Issue 3 &, March 2018

3. Kalaiya A(2013), article entitled “Jaher prasaran seva: Radio dwara sikshan” published in YOJANA, JULY 2013, ISSN Vol. 751,0971-8397