

1	Name of Teaching Staff*	Dr. Sarla Achuthan		
	Designation	Director		
	Department	B. K. School of Business Management		
	Date of Joining the Institution	23-03-1982		
	Qualifications with Class/Grade	B. Sc. (First)	M. Sc. (First)	
	Total Experience in Years	Teaching: 30	Industry: Nil	Research: 10
	Papers Published	National: 20		International: 06
	Papers Presented in Conferences	National: 15		International: 10
	PhD Guide? Give field & University	Field: Management	University: Gujarat University	
	PhDs / Projects Guided	PhDs: 8	Projects at Masters level: 75	
	Books Published / IPRs/ Patents	02 (Reports in the form of books)		
	Professional Memberships	Ahmedabad Management Association, Computer Society of India, Operational Research Society Of India, All India Management India, AIMS International		
	Consultancy Activities	Carried out in limited manner		
	Awards	02		
	Grants fetched	Around 30 lacs in last five years.		
	Signature			
	Thumb Impression (Right Hand)			



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Area of Specialization: Operations Research & Management Information System

Dr. Sarla Achuthan has over thirty years of experience in the field of management education. She is the Director of the School since December 1998. She is also the In-Charge Director of K.S. School of Business Management of Gujarat University, which offers integrated courses in Management and Information Technology. She is associated with several activities regarding management education. She has been the Convener for the Gujarat Common Entrance Test (GCET) for the past two years. She also has a number of publications to her credit and is also associated with a number of professional bodies.

2	Name of Teaching Staff*	Dr. Prateek Kanchan		
	Designation	Associate Professor		
	Department	B. K. School of Business Management		
	Date of Joining the Institution	16-11-2005		
	Qualifications with Class/Grade	B. Sc. (First)	M.B. A. (First)	
	Total Experience in Years	Teaching: 14	Industry: 02	Research: 09
	Papers Published	National: 21		International: 00
	Papers Presented in Conferences	National: 09		International: 10
	PhD Guide? Give field & University	Field: nil	University: nil	
	PhDs / Projects Guided	PhDs: nil	Projects at Masters level: nil	
	Books Published / IPRs/ Patents	01		
	Professional Memberships	AICTE Inspection Committee for new Institutions since 2008,		
	Consultancy Activities	nil		
	Awards	nil		
	Grants fetched	nil		
	Signature			
	Thumb Impression (Right Hand)			



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Area of Specialization : Marketing Management, Integrated Marketing Communications, Consumer Behaviour, International Marketing, Corporate Strategy Management, International Business.

Dr. Prateek Kanchan, Associate Professor in marketing, did his Ph.D. on 'Socio-Economic impact of advertising with special reference to national capital region of Delhi'. He has two years of industrial experience and fifteen years of experience in teaching at PG level. He has also presented around Twenty three papers at national and international conferences..He also has to his credit an edited book on **In-Film Advertising-Brand Positioning Strategy** He has been teaching MBA students for the last fifteen years. He has to his credit twenty two articles and papers published in various souvenirs, journals, newspapers and newsletters. He has presented papers at national and international conferences held at various institutes like IIM-Kolkata, Kozhikode and Indore, to name a few. He has two years of industrial experience. He is also a member in the AICTE inspection committee for new and upcoming institutions.

3	Name of Teaching Staff*	Dr. Neelima Ruparel		
	Designation	Associate Professor		
	Department	B. K. School of Business Management		
	Date of Joining the Institution	18-11-2005		
	Qualifications with Class/Grade	B. Pharm. (First) M.B. A. (Dist.)		
	Total Experience in Years	Teaching: 11	Industry: 01	Research: 07
	Papers Published	National: 09	International: nil	
	Papers Presented in Conferences	National: 10	International: 02	
	PhD Guide? Give field & University	Field: nil	University: nil	
	PhDs / Projects Guided	PhDs: nil	Projects at Masters Level: 45	
	Books Published / IPRs/ Patents	nil		
	Professional Memberships	nil		
	Consultancy Activities	nil		
	Awards	01		
	Grants fetched	Around 4 lacs		
	Signature			
	Thumb Impression (Right Hand)			



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Area of specialisation: Strategic Marketing, Brand Management, Marketing Research and CRM

Dr. Neelima Ruparel, a doctorate in management, has an exposure of both corporate and academic arena. A gold-medalist in marketing specialisation, she has worked with Zydus Cadila- Cadila Healthcare Ltd. in its product (brand) management department. She has a teaching experience of over seven years and has presented several national seminars and conferences.

4	Name of Teaching Staff*	Mr. J. M. Bhatt		
	Designation	Teaching Research Associate		
	Department	B. K. School of Business Management		
	Date of Joining the Institution	15-06-1995		
	Qualifications with Class/Grade	B. Sc. (First)	M.B. A.	LLM
	Total Experience in Years	Teaching: 27	Industry: nil	Research: nil
	Papers Published	National: nil		International: nil
	Papers Presented in Conferences	National: nil		International: nil
	PhD Guide? Give field & University	Field: nil		University: nil
	PhDs / Projects Guided	PhDs: nil		Projects at Masters level: nil
	Books Published / IPRs/ Patents	nil		
	Professional Memberships	Ahmedabad Management Association, National HRD Network		
	Consultancy Activities	nil		
	Awards	nil		
	Grants fetched	nil		
	Signature			
	Thumb Impression (Right Hand)			



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Area of Specialization : Corporate Laws, Labour Laws, Intellectual Property related laws, Human Resource Management.

Prof. J. M. Bhatt has over twenty-four years of teaching experience. He is associated with professional bodies like Ahmedabad Management Association and Ahmedabad Chapter of National HRD Network as a life member. He is also involved in training programmers held by reputed companies.

5	Name of Teaching Staff*	Mrs. Margie Parikh		
	Designation	Teaching Research Associate		
	Department	B. K. School of Business Management		
	Date of Joining the Institution	17/11/97		
	Qualifications with Class/Grade	B. Com	M.B. A.	
	Total Experience in Years	Teaching: 15	Industry: 5	Research: nil
	Papers Published	National: nil	International: 2	
	Papers Presented in Conferences	National: 1	International: 2	
	PhD Guide? Give field & University	Field: nil	University: nil	
	PhDs / Projects Guided	PhDs: nil	Projects at Masters level: 36	
	Books Published / IPRs/ Patents	01		
	Professional Memberships	nil		
	Consultancy Activities	nil		
	Awards	nil		
	Grants fetched	nil		
	Signature			
	Thumb Impression (Right Hand)			



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Area of Specialization :The Human Side of the Organizations

Prof. Margie Parikh has been teaching Organisational Theory (OT), Organisational Behaviour (OB), Organisation Development (OD) and Business Communication. Her current work involves effective crossing over of first or second generation start-ups to mid-size. Cross-cultural issues in management are among her favourites. She has several publications to her credit and has presented papers at several national and international seminars.

6	Name of Teaching Staff*	Mr. Vasudev Modi		
	Designation	Teaching Research Associate		
	Department	B. K. School of Business Management		
	Date of Joining the Institution	23/08/05		
	Qualifications with Class/Grade	B. B.A (Higher Second) M.B. A. (First)		
	Total Experience in Years	Teaching: 7	Industry: 1	Research: 4
	Papers Published	National: 1	International: nil	
	Papers Presented in Conferences	National: 5	International: nil	
	PhD Guide? Give field & University	Field: nil	University: nil	
	PhDs / Projects Guided	PhDs: nil	Projects at Masters level: 25	
	Books Published / IPRs/ Patents	Titled as "Business Administration-Paper 3 " as a co-author, published by Sudhir Prakashan.		
	Professional Memberships	nil		
	Consultancy Activities	nil		
	Awards	nil		
	Grants fetched	nil		
	Signature			
	Thumb Impression (Right Hand)			



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Email: vasumodi_2000@yahoo.com

Area of Specialization : Marketing Information Systems

Prof. Vasudev A. Modi has teaching experience of over four years. He has served as a lecturer at V.B.Shah Institute of Management and R.V.Patel College of Commerce, Amroli, Surat. He is also the co-author of a book titled "Business Administration" for T.Y.Bcom. and B.B.A. Students, published by Sudhir Prakashan, Ahmedabad.

7	Name of Teaching Staff*	Mr. P. N. Jobanputra		
	Designation	Teaching Research Associate		
	Department	B. K. School of Business Management		
	Date of Joining the Institution	2-2-1988		
	Qualifications with Class/Grade	B.E (First)	MBA.	LLB(Second)
	Total Experience in Years	Teaching: 25	Industry: 3	Research: nil
	Papers Published	National: nil	International: nil	
	Papers Presented in Conferences	National: nil	International: nil	
	PhD Guide? Give field & University	Field: nil	University: nil	
	PhDs / Projects Guided	PhDs: nil	Projects at Masters level: 25	
	Books Published / IPRs/ Patents	nil		
	Professional Memberships	Institute of Engineers M/E		
	Consultancy Activities	nil		
	Awards	nil		
	Grants fetched	nil		
	Signature			
	Thumb Impression (Right Hand)			



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Area of Specialization : Production and Operations Management, Management Control Systems, Project Management

Prof. P.N. Jobanputra has more than twenty-five years of teaching experience and five years of experience in Industrial Project consultancy. He was a visiting faculty at CEPT, CIPET and NIFT. He is a senior counselor at IGNOU and ICFAI. He has a wide experience in the field of project management in manufacturing industry as well as stock market operations. He has managed several engineering projects on a turnkey basis. The prestigious Bharat Gaurav award was conferred upon him by the India International Friendship Society.

8	Name of Teaching Staff*	Dr. Vilas Kulkarni		
	Designation	Teaching Research Associate		
	Department	B. K. School of Business Management		
	Date of Joining the Institution	24/08/05		
	Qualifications with Class/Grade	B. Sc.	MHRD	
	Total Experience in Years	Teaching: 5	Industry: 1	Research: 2
	Papers Published	National: 4	International: 4	
	Papers Presented in Conferences	National: 7	International: 5	
	PhD Guide? Give field & University	Field: nil	University: nil	
	PhDs / Projects Guided	PhDs: nil	Projects at Masters level: 25	
	Books Published / IPRs/ Patents			
	Professional Memberships	nil		
	Consultancy Activities	nil		
	Awards	Best PhD. Thesis award		
	Grants fetched	Around 4 lac		
	Signature			
	Thumb Impression (Right Hand)			



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Area of Specialization : Human Resorce Managment, Organizational Behavior, Strategic Management two years with IIM, Ahmedabad as a trainee academic associate in personnel and industrial relations area. During his tenure at IIM-A, he had research exposures to projects funded by United Nations Development Programme and Govt. of Netherlands. He has to his credit various articles published in different national & international journals. He is also co-investigator in a major Research & Development project funded by AICTE.