

**B.V. Patel Institute of Business Management, Computer & Info. Tech.
UkaTarsadia University**

Personal Information

| | | |
|------------------------------|---|-------------------------------------------------------------------------------------|
| Name | : | Dr.Manisha Manubhai Surti |
| Qualifications | : | Ph.D, UGC NET Qualified (Management & Commerce), MBA (Finance) |
| Date of Birth | : | 21/03/1989 |
| Area of Interest | : | Research Methodology and Financial Management |
| Teaching Experience | : | 6 Year and 6 Months |
| Industrial Experience | : | - |
| Current Position | : | Assistant Professor |
| Subject Taught | : | Research Methodology, Financial Management, Strategic Management, Auditing |
| Contact Information | : | <i>Mobile: 9913853322</i> |
| Contact Information | : | <i>e-Mail: manisha.surti@utu.ac.in</i> |

Contribution in Research

| | | |
|--------------------------|---|---------|
| Research Experience | : | 5 years |
| Research Paper Published | : | 4 |
| Book Published | : | - |
| Research Paper Presented | : | 5 |
| Conferences Attended | : | 5 |
| Seminars Attended | : | 3 |
| Workshop Attended | : | 5 |
| FDP Attended | : | 5 |
| Expert Talk Delivered | : | - |
| Consultancy Project | : | - |

**B.V. Patel Institute of Business Management, Computer & Info. Tech.
UkaTarsadia University**

Details of Seminars, Conferences, Workshop, etc. attended

| Sr. No. | Title of Seminars, Conferences, Symposia, Workshop, etc... | Date | Place |
|----------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------------|
| 1. | A Seminar on "How to start your own company in Rs. 12,000" | 10 th December 2009 | SRIMCA |
| 2. | A workshop on "Power to Win in the Emerging Era of Entrepreneurship" | 30 th November 2012 | IIM Ahmedabad |
| 3. | A workshop on "Overview of Customer Relationship Management" | 30 th November 2012 | IIM Ahmedabad |
| 4. | A Faculty Development Programme on "Econometrics for Researchers" | 12 th and 13 th October 2013 | J.D. Gabani Commerce College, Surat |
| 5. | A Faculty Development Programme on "Voice Modulation and Speech Therapy(Vocal Exuberance)" | 6 th January - 20 th February 2014 | UkaTarsadia University, Bardoli |
| 6. | A Faculty Development Programme (24 days) on "Presentation Skills: Class, Conduct & Command" | 15 th September 2014 | UkaTarsadia University, Bardoli |
| 7. | A workshop on "Perspective on Research Methodology for Doctoral Students in Social Sciences" | 27 th November 2014 | Oxford University Press and Veer Narmad South Gujarat University, Surat |
| 8. | How to Write Thesis using Latex | 10 th January 2015 | UkaTarsadia University, Bardoli |
| 9. | Gujarat Education Conference 2016 – Excellence in Education | 21 th February 2016 | UkaTarsadia University, Bardoli |
| 10. | One Day Symposium on "Innovations and Practices in Teaching Learning Pedagogy" | 26 th March 2016 | UkaTarsadia University, Bardoli |
| 11. | International Faculty Development Programme on Effective Teaching Methodology – A Case Approach | 27 th August 2016 | UkaTarsadia University, Bardoli |
| 12. | Faculty Development Programme | 12 Days (3 rd October to 20 th October 2016) | Centre for Humanities, UkaTarsadia University, Bardoli |
| 13. | Workshop on "Latex for the Beginners" | 18 th May 2017 | Navrachana University, Baroda |

Details of Paper Presented in Conference/Seminars, etc.

| Sr. No. | Theme of Conference/ Seminar | Title of Research Paper | Organizer | Date |
|----------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 1. | National Conference on Finance- Issues and Challenges 2014 | A study on Level of Financial Literacy in Rural Area | Auro University, Surat | 14 th and 15 th November 2014 |
| 2. | Role of Services in Rural Development | A Study on Relationship between Financial Literacy and Investment Behaviour of Rural Area People | G.H. Patel Postgraduate Institute of Business Management, VallabhVidyanagar | 30 th January 2016 |
| 3. | Managing Business through Digital Marketing in the Globalized Era | A Study on Customer Satisfaction towards Flipkart in Bardoli Region | Laxmi Institute of Management, Sarigam | 5 th March 2016 |
| 4. | Emerging Trends in Global Business Management | A Study on Financial Literacy and Investment Behaviour of Rural Area People | Department of Business and Industrial Management, VNSGU | 3 rd December 2016 |
| 5. | National Conference on “Emerging Trends in Human Resource, Commerce, Management and Economics” | A Study on Impact of Implementation of New Technology on Employees of Banking Sector | Krithin Foundation In association with Department of Human Resources Development, Veer Narmad South Gujarat University, Surat | 11 th March 2017 |

List of Articles Published

| Sr. No. | Title of Research paper | Name of Journal/Conference Proceeding /Book | Published by Vol./Year/Page No./No. |
|----------------|-----------------------------------------------------------|----------------------------------------------------|------------------------------------------------------------------------------------|
| 1. | Impact of Increase in Trading Hour on Indian Stock Market | Paripex – Indian Journal of Research | Published in Paripex – Indian Journal of Research, ISSN-2250-1991, Impact Factor - |

**B.V. Patel Institute of Business Management, Computer & Info. Tech.
UkaTarsadia University**

| | | | |
|----|-----------------------------------------------------------|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| | | | 0.3208 |
| 2. | Optimum Portfolio Construction: Sharpe Single Index Model | International Journal of Scientific Research | Published in International Journal of Scientific Research, ISSN- 2277- 8179, Impact Factor - 0.3317 |
| 3. | A study on Level of Financial Literacy in Rural Area | Finance – Issues & Challenges 2014 | Published in the Proceeding of National Conference on “Finance – Issues & Challenges 2014” , Auro University |
| 4. | A Study on Financial Inclusion and Literacy Rate in India | International Journal of Multi Dimensional Research | Published in International Journal of Multi Dimensional Research, ISSN – 2321 – 1784, Impact Factor – 3.25 |

Extension Activities

- Committee Member for all the four Convocation of UTU
- Handling Cultural events under cultural club
- Organized and handle various competition and events under management club
- Organized Management Fest at Institute Level
- Project Coordinator for third year BBA (Summer and Winter both)
- Member and coordinator of various activities at UTU level like Youth fest, NavliNavratri, Inaugral Committee member of library, school etc.

Other Activities

Examination Responsibilities:

- Paper setter and examiner for internal and external examination
- Paper moderation work
- Practical chairman for third year BBA project work

Admission Responsibilities:

- Member of admission committee from 2012 - 2013