





Prof. Mrunal Jagdish Mehta
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 **Designation:** Assistant Professor at JG College of Commerce

 **Educational Qualification:** M.com(management), M.phil (management),
NET(management), Ph.d (pursing in Marketing Management)

 **Subject Taught (UG):** Marketing management , Human resource management ,Production
management, Financial management, International Business,
Organizational behaviour. Forms of Business

 **Subject Taught (PG):** Human resource management, Strategic HRM, OD&HRD, BE,
Marketing management, Management Principles and Practices.
Consumer behaviour, Stores Management.

Books (Authored / Co-Authored / Edited):

As a Co-Author for books of M.com in Kumar Prakashan

- 1) Marketing Management Sem :1 English medium edition : 2019-20
ISBN: 13-978-93-82617-36-5.
- 2) Business Management Sem:1 English medium edition : 2019-20
ISBN: 978-9384432-72-7.
- 3) Strategic Management Sem:3 English medium edition: 2019-20
ISBN: 978-9384432-84-3
- 4) Strategic Management Sem:3 Gujarati medium edition: 2019-20
ISBN: 13-978-93-82617-39-6.
- 5) Financial Services Sem:3 Gujarati medium edition: 2019-20 ISBN 978-9384432-85-2

Research Paper/ Publications:

- 1) “Female foeticide”(presented at state level seminar on Female Foeticide and Gender
Violence: Bhartiya perspective held at Gujarat Vidyapith in September 2012)
- 2) “Changing role of women in corporate world” (presented at Gujarat university, U.G.C
sponsored National level seminar on Gender and Development held in March 2015)

- 3) “Dynamics of Development” – A study on Adani foundation as a social entrepreneur.(Joint paper with Dr. Knadarp Chavda published by S.D.School of Commerce, Gujarat University in Entrepreneurship Conclave held in December 2018.ISBN: 978-81-929833-6-3.)
- 4) “ A Study of Rural marketing strategies for women – case of Hero Moto Crop”
(Presented in in National Seminar- Revisiting Gandhi: Women’s perspective held in March 2019)
- 5) “The study on impact of marketing communication by selected automobile companies in rural area of Ahmedabad district.”(presented in Dr. BabaSaheb Ambedkar Open University, in the International Conference “Ample Opportunities and Growth Prospects in Economy of India” held in December 2019).

Conferences / Seminars / Workshops Attended:

- 1) Seminar on Contemporary Issues in Human Relations (organised by IBMR & NHRD Network held on 17th April 2010)
- 2) UGC sponsored Interdisciplinary National Workshop on Empowering Youth through Law organised by S.L.U Arts and H.&P Thakore Commerce College for women & International Women’s Wing, Vishwa Gujarati Samaj held in September 2011.
- 3) International conference on Symbols and theories of world democracies and world cultures.(organised by Bharatiya Vidhya Bhavan on 30th December 2012)
- 4) International Symposium on Connecting Girls- Inspiring Futures(jointly organised by S.L.U Arts and H.&P Thakore Commerce College for women & International Women’s Wing, Vishwa Gujarati Samaj in March 2012)
- 5) State level Conference on Human Right and Development in present scenario (organised by Gujarat Vidhyapith in March 2012)
- 6) State level seminar on Role of Human resource in CSR(organised by Gujarat vidyapith in march 2017)

 **Courses / FDPs Attended:**

- 1) FDP organised by N.R Institute of Business Administration & GLS centre for Research & development in December 2014.

2) FDP organised by S.L.U Arts and H.&P Thakore Commerce College for women on Research and Publication held in October 2013.

3) FDP organised by S.L.U Arts and H.&P Thakore Commerce College for women on Communication skills & Voice Culture.

4) PGDM in Industrial Relation and Personnel management from Bhavans HBICM

 **Invitations / Guest Lectures and Other Details:**

AS a guest speaker:

1) All India radio for Udhog Jagat Programme as a speaker on 9/11/15

2) All India radio for Udhog Jagat Programme as a speaker on 23/08/17

- Self-Employment in Rural area.
- Importance of Human relation in Industry.

3) Member of course development for Masters in Human resource Development at Gujarat vidyapith.