

FACULTY PROFILE



1. **NAME:** Dr. Chitralekha Harishkumar Dhadhal
2. **DESIGNATION:** Assistant Professor, Department of Commerce & Business Administration, Saurashtra University, Rajkot.
3. **SPECIALIZATION:** (i)Business Management (ii) Marketing
4. **EXPERIENCE:** (1). At Under Graduate Level: 07 Years. (2). At Post Graduate Level: 17 Years.
5. **CONTACT DETAILS:** E-mail- : chitralekha5@rediffmail.com Mobile: +91-9427253246
6. **ACADEMIC ACHIVEMENT:**
 - Completed One Minor Research Project on “*A Study of Brand Loyalty and Its Effect on Buying Behaviour in Case of Selected Cosmetics Products in the State of Gujarat.*” funded by U.G.C. Rs. 70,000 in the year March 2010-September2011.
 - Awarded the Best Research Paper at 1st International Conference on Trans generational Entrepreneurship, Economy and Innovation Dynamics for Sustainability held at Christ Institute of Management. Rajkot on 24-25th January 2014
7. **ACADEMIC RESEARCH CONTRIBUTION:**
 - 06 Research Scholar are pursuing Ph. D Degree
 - 24 Research Scholar have got M. Phil Degree and 01 M. Phil Research Scholar is working for their M. Phil Degree at present.
8. **CONFERENCES AND SEMINARS ATTENDED AND PRESENTED PAPER:**
 - International Level – 15(02+13) ; National Level – 19(05+14) ; State Level – 01, Local -05
9. **PUBLICATIONS:**
 - 05 Books published in the area of Marketing and Microeconomics
 - 25 (18+07) Papers/Articles have been published in International Journals /Books
 - 05 Papers have been published in National level Journal.
10. **EXTENSION LECTURES DELIVERED:**
 - ❖ 08 Lectures as Resource Person in various Colleges, ASCs of various Universities of the State.