


SRES'S, Sanjivani College of Engineering, Kopargaoon
(An Autonomous Institute affiliated to SPPU, Pune)

Staff Profile

Personal Information			
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Education Details			
Qualification	Specialization with Class or Grade	University	Year
UG	B.I.T. & C.A.	Saurashtra University, Rajkot.	2003
PG	MBA	Hemchandracharya North Gujarat University, Patan	2005
Ph.D	Management	Sardar Patel University, Vallabh Vidya Nagar – Anand	2014
Total experience in years:			
Teaching:	14 years		
Industry:	04 years		
Research and Publications			
Author(s), Title of Article, Name of Journal, Volume(Issue), ISSN :xxxx-xxxx, pp:x-x,Month-Year [Download Link]			
International Journal Publication (ABDC ‘A’)			
1] Aw, E. C. X., Thomas, S., Patel, R., Bhatt, V., & Cham, T. H. (2024). Click to contribute: understanding donation behaviour and well-being in donation-based crowdfunding mobile apps. International Journal of Bank Marketing.			

International Journal Publication (ABDC 'B')

- 1] Thomas S., Patel R., & Bhatt V. (2022). Private-label grocery buyers' donation intentions and trust in CRM campaigns: an empirical analysis by employing social identity theory. *Society and Business Review*. <https://doi.org/10.1108/SBR-12-2021-0247>. ABDC 'B'.
- 2] Thomas S., Bhatt V. & Patel R. (2022). Impact of skepticism on CRM luxury campaign participation intention of Generation Z: an empirical study from emerging market perspective. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-10-2021-1568>. ABDC 'B'.
- 3] Bhatt, V. Trivedi, T. Patel, R. Jariwala, H. & Thomas, S. (2022). A neural network approach for predicting sustainable consumption behaviour of SNS users' by integrating personality traits and e-mavenism. *Academy of Marketing Studies Journal*, 26(6), 1-16. ABDC 'B'.
- 4] Patel, R., Thomas, S., & Bhatt, V. (2022). Testing the Influence of Donation Message-framing, Donation Size, and Product Type (Androgynous Luxury: Hedonic Vs. Eco-friendly: Utilitarian) on CRM Participation Intention. *Journal of Nonprofit & Public Sector Marketing*, 1-23. <http://dx.doi.org/10.1080/10495142.2022.2066600>. ABDC 'B'.
- 5] Patel, R., Bhatt, V., Thomas, S., Trivedi, T., & Pandey, S. (2023). Predicting the cause-related marketing participation intention by examining big-five personality traits and moderating role of subjective happiness. *International Review on Public and Nonprofit Marketing*, 1-30. <https://doi.org/10.1007/s12208-023-00371-9>. ABDC 'B'.
- 6] Suryavanshi A.K.S., Bhatt V., Thomas S., Patel R., & Jariwala H. (2023). Predicting cause-related marketing patronage intentions, corporate social responsibility motives and moderating role of spirituality. *Social Responsibility Journal* (<https://doi.org/10.1108/SRJ-12-2022-0564>) ABDC 'B'.
- 7] Pandey S., Thomas S., Bhatt V., Patel R., & Malkar V. (2023). An integrated SEM-ANN-NCA approach to predict the factors influencing CSR authenticity and CRM purchase intentions: An Attribution theory perspective. *Journal of Marketing Theory and Practice* - (<https://doi.org/10.1080/10696679.2023.2241158>), ABDC 'B'.
- 8] Suryavanshi A.K.S., Bhatt V., Thomas S., Patel R., & Trivedi T. (2023). Predicting CRM purchase intention by examining congruence, shopping orientation and mood moderation: Applying congruence theory with SEM-ANN-NCA method. *International Review on Public and Nonprofit Marketing* (<https://doi.org/10.1007/s12208-023-00393-3>) ABDC 'B'.
- 9] Suryavanshi A.K.S., Thomas S., Trivedi T., Patel R., & Bhatt V. (2023). Predicting user loyalty and repeat intention to donate toward fantasy sports gaming platforms: A large-sample study based on a model integrating philanthropic actions, wellbeing and flow experience. *Journal of Philanthropy and Marketing* (<https://doi.org/10.1002/nvsm.1819>), ABDC 'B'.
- 10] Thomas S., Suryavanshi A.K.S., Bhatt V., Malkar V., Pandey S., & Patel R. (2023). Predicting cause-related marketing patronage intentions based on Schwartz's theory of human values: A large sample study anchored on female fashion leadership.

International Journal Publication (ABDC 'C')

- 1] Bhatt V., Thomas S., Chauhan, D. & Patel R. (2022). Investigating the impact of organization culture, personal-job fit and employee engagement on turnover intention: An assessment of IT sector from an emerging market perspective. *International Journal of Economics and Business Research*. DOI: 10.1504/IJEER.2023.10044389. ABDC 'C'.

Refereed Journal Paper Publication (International)

- 1] Patel, Ritesh (2012), "Attribute based perceptual mapping of retail marts based on service quality & its impact on customer's satisfaction in Ahmadabad city, India", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 3, No. 1, January, New Delhi, pp. 693-706, ISSN: 0976-7193.
- 2] Patel, Ritesh (2012), "Marketing in Turbulence Time with Innovative Branding", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 3, No. 2, April, New Delhi, pp. 793-804, ISSN: 0976-7193.
- 3] Patel, Ritesh (2012), "A Study on Factors Affecting Customer Loyalty & its Impact on Customer Satisfaction in Retail Banking", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 3, No. 3, July, New Delhi, pp. 877-890, ISSN: 0976-7193.
- 4] Patel, Ritesh (2012), "A Study on Factors Affecting Customer Loyalty & its Impact on Customer Satisfaction in Retail Banking", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 3, No. 4, October, New Delhi, pp. 1041-1055, ISSN: 0976-7193.
- 5] Patel, Ritesh (2012), "Dimensions of Corporate Brand Personality: An Empirical Study on the Leading Bank Brands Operating in Gujarat State of India", PARADIGM: The Research Journal of IMT Gaziabad, Vol. XVI, No. 2, July-December, 2012, pp. 24-37, ISSN: 0971-8907.
- 6] Shah, Nehal & Patel, Ritesh (2013), "A Study on Consumer Preferences for Private Label Products in Ahmedabad City of India", IJSR - International Journal of Scientific Research, Volume: 2, Issue: 2, February, pp. 212-213. ISSN No.: 2277 – 8179.
- 7] Patel, Ritesh (2013), "Consumer Brand Adoption Process in Services: An Empirical Study On Retail Banking", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 4, No. 1, January, New Delhi, pp. 23-41, ISSN: 0976-7193.
- 8] Patel, Ritesh (2013), "Attributes Based Perceptual Mapping Of Brands Using 7ps Of Services Marketing: An Empirical Study On Retail Banking Services", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 4, No. 2, April, New Delhi, pp. 105-115, ISSN: 0976-7193.
- 9] Patel, Ritesh (2013), "A Study on Consumer Preferences Towards Purchase of Electronic Consumer Durables from Retail Malls", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 4, No. 3, July, New Delhi, pp. 211-240, ISSN: 0976-7193.

- 10] Patel, Ritesh & Shah Nehal (2013), "Consumer Preferences Towards Tablet PCs in Ahmedabad City of Gujarat-India", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 4, No. 4, October, New Delhi, pp. 364-370, ISSN: 0976-7193.
- 11] Patel, Ritesh (2014), "A Study on Consumer Behaviour and Opportunities for Nokia Smart-Phones In India", GALAXY International Interdisciplinary Research Journal (GIIRJ), Vol.2 (3), January, pp. 12-29, ISSN: 2347-6915.
- 12] Patel, Ritesh (2014), "Indian Detergent Industry : Need for New Variant to Tap Potential Gaps", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 5, No. 1, January, New Delhi, pp. 01-17, ISSN: 0976-7193.
- 13] Patel, Ritesh (2014), "A Conjoint Analysis Of Consumer Preferences For Fairness Creams Among Small Towns Located Near Ahmedabad City", GALAXY International Interdisciplinary Research Journal (GIIRJ), Vol.2 (3), March, pp. 12-29, ISSN: 2347-6915.
- 14] Patel, Ritesh (2014), "Product Positioning and Opportunity Analysis for a New Product Line of Carbonated Fruit Juices for PepsiCo in India", GALAXY International Interdisciplinary Research Journal (GIIRJ), Vol.2 (3), March, pp. 35-58, ISSN: 2347-6915.
- 15] Patel, Ritesh (2014), "A Study on Attribute Preferences for Milk Chocolates among Youth in Ahmedabad City", International Journal of Applied Services Marketing Perspectives, Pezzottaite Journals, Vol. 3, No.: 3, July – September, pp. 1125-1137 Print ISSN: 2279-0977, Online ISSN: 2279-0985.
- 16] Patel, Ritesh (2014), "Validating the SERVQUAL Scale and Its Effect on Brand Loyalty: A study in India Retail Banking Context", International Journal of Retailing and Rural Business Perspectives, Pezzottaite Journals, Vol. 3, No. 3, July – September pp. 1098-1109, Print ISSN: 2279-0934, Online ISSN: 2279-0942.
- 17] Patel, Ritesh & Patel, Rajnikant (2014), "Brand Management in Banking Industry with Special Focus on Corporate Branding of Banks: A Case Study of Corporate Banks Operating in Gujarat State", International Journal of Trade and Global Business Perspectives, Pezzottaite Journals, Vol. 3, No. 2, Apr-June, pp. 1080-1090, Print ISSN: 2319-9059, Online ISSN: 2319-9067.
- 18] Patel, Ritesh (2014), "Case Study: Honda – A New Hero Of Indian Scooter Industry", ELK Asia Pacific Journal of Marketing & Retail Management, Vol. 5, No. 2, APRIL, New Delhi, pp. 56-72, ISSN: 0976-7193.
- 19] Patel, Ritesh (2014), "Analysis of the Key Product Attributed and the Optimal Positioning Strategy for a Full Meals Product in the Ready-To-Eat Market in India", Journal of Humanities Social Science & Management, Kadi Sarva Vidyalaya, Vol. V, Issue. 1, Jan-June, pp. 05-18, ISSN: 0974-9772.
- 20] Patel, Ritesh (2014), "Analysis of Indian Powdered Concentrates Market for Entry of Tropicana", GUJJARISSH (Ganpat University Journal of Applied Research in Social Sciences & Humanities), Vol.:03, No: 01, January – June, pp. 64-86, ISSN: 2319-8923.
- 21] Patel, Ritesh (2014), "Positioning Gaps in Mouth Was Segment of Oral Care Market and Opportunities for Listerine Brand in India", Journal of Humanities Social Science & Management, Kadi Sarva Vidyalaya, Vol. V, Issue. 1, July-Dec, pp. 26-38, ISSN: 0974-9772.
- 22] Patel, Ritesh & Raval, Krutika (2015), "Tourist Profiling Using Tourist Flow Information System at Tourism Corporation of Gujarat Limited (TCGL): A Case

Study”, GUJJARISH (Ganpat University Journal of Applied Research in Social Sciences & Humanities), Vol. 3 & 4, No. 2 & 1, Jul-Dec, 2014 & Jan-June, 2015, ISSN: 2319-8923.

- 23] Srivastava, Shirish, & Patel, Ritesh (2017), “A Study on Prevention of Mother to Child Transmission: Ending Paediatric HIV and Keeping Adolescent and Young Migrant Women HIV Negative”, International Journal of Organization Behaviour and Management Perspectives, Pezzottaite Journals, Vol. 6, No. 2, April to June, pp. 3161-3167, ISSN (Print) 2279-0950, ISSN (Online) 2279-0969.
- 24] Patel, Ritesh & Raval, Krutika (2017), “A Study on the forms of Ayurveda Medicines Preferred by Consumers”, International Journal of Entrepreneurship And Business Environment Perspectives, Pezzottaite Journals, Vol. 6, No. 3, July to Sept, pp. 3617-3627, ISSN (Print) 2279-0918, ISSN (Online) 2279-0926.
- 25] Gandhi Pervin, Thomas Sujo & Patel, Ritesh (2018), “An Exploration into the Role Of Corporate Environmental And Financial Performance As A Frontier Of Growth: Corporate Governance Perspective”, Towards Excellence, UGC-Academic Staff College Gujarat University, Feb, pp. 10-121, ISSN: 0974-035X.
- 26] Patel, Ritesh & Nayak, Keyur (2018), “A Study on Testing Weak Form of Efficiency Hypothesis for National Stock Exchange Nifty Fifty Index”, International Journal Of Research Culture Society, Special Issue: 7, Feb, pp. 48-51, ISSN: 2456-6683.
- 27] Srivastava, Shirish & Patel, Ritesh (2019), "A study on identification and treatment of Clubfoot patients among Rural and Marginal population of Uttar Pradesh", Journal of Emerging Technologies and Innovative Research (JETIR), Vol. 6, No. 2, February, pp. 56-86, ISSN-2349-5162.

Management Case Study Development (The Case Centre, U.K.)

- 1] Sujo Thomas, Sudhir Pandey, Vinod Malkar, Ritesh Patel, and Dipashri Pawar (2022), A case study on Organic well- Capturing Lemongrass Tea Market, Reference no. 522-0077-8, <https://www.thecasecentre.org/>
- 2] Sujo Thomas, Susmita Suggala, Ritesh Patel, Prakash Manoharan, Vivek wankhede (2022), A case study on Titan Company Limited: Trends, Competitive Landscape and Scope Ahead, Reference no. 522-0078-1, <https://www.thecasecentre.org/>
- 3] Sudhir Pandey, Sujo Thomas, Ritesh Patel, Harsha Jariwala (2022), A case study on Bennett, Coleman & Co Limited (The Times of India): Market Research for Readership Development and Customer Engagement, Reference no. 522-0099-1, <https://www.thecasecentre.org/>
- 4] Vishal Tidake, Ritesh Patel, Sudhir Pandey, Sujo Thomas (2022), A case study on IBCC Industries India Pvt. Ltd- Expanding the Customer Base, Reference no. 522-0101-1, <https://www.thecasecentre.org/>
- 5] Sujo Thomas, Sudhir Pandey, Jayraj Javheri, Ritesh Patel (2022), Juggernaut Sports Entertainment Private Limited: Formulating the Problems Statement and Research Design, Reference no. 522-0084-1, <https://www.thecasecentre.org/>
- 6] Sujo Thomas, Sudhir Pandey, Pooja Kawle; Ritesh Patel (2022), Juggernaut Sports Entertainment Private Limited: Monetizing Footfalls, Reference no. 522-0093-1. <https://www.thecasecentre.org/>

- 7] Sudhir Pandey, Sujo Thomas, Ritesh Patel, Vishal Chavan (2022), A case study on Simulations Public Affairs Management Services Pvt Ltd - Market Penetration and Digital Marketing Strategy, Reference no. 522-0085-1. <https://www.thecasecentre.org/>
- 8] Ritesh Patel, Sujo Thomas, Vinod Malkar (2022), Vijay Sales Pvt Limited: Market Growth and Penetration, Reference no. 522-0104-1. <https://www.thecasecentre.org/>
- 9] Niraj Chaudhari, Ritesh Patel, Sujo Thomas (2023), MINISO - Supply Chain Management and Layout Management, Reference no. 523-0120-1, <https://www.thecasecentre.org/>
- 10] Tanaya Patil, Ritesh Patel, Sujo Thomas (2023), Dangee Dums - Retail Management Framework, Reference no. 523-0096-1, <https://www.thecasecentre.org/>
- 11] Rupali Khaire, Ritesh Patel, Sujo Thomas (2023), GAS - Supply Chain Management and Layout Management, Reference no. 523-0104-1, <https://www.thecasecentre.org/>
- 12] Sudhanshu Bhatt, Ritesh Patel, Sujo Thomas (2023), Pantaloons - Phygital Stores and Online Format Engagement, Reference no. 523-0051-1, <https://www.thecasecentre.org/>
- 13] Sudhanshu Bhatt, Ritesh Patel, Sujo Thomas (2023), Reliance Smart - Format and Layout Management, Reference no. 523-0090-1, <https://www.thecasecentre.org/>
- 14] Sudhanshu Bhatt, Ritesh Patel, Sujo Thomas (2023), Jack & Jones - Retail Management Framework, Reference no. 523-0091-1, <https://www.thecasecentre.org/>
- 15] Preeti Kulkarni, Ritesh Patel, Sujo Thomas (2023), Sales India - Social Media Management and Location Decision, Reference no. 523-0093-1, <https://www.thecasecentre.org/>
- 16] Preeti Kulkarni; Ritesh Patel; Sujo Thomas (2023), Osia Hypermarket - Retail Management Framework, Reference no. 523-0098-1, <https://www.thecasecentre.org/>
- 17] Meenatchi Somasundari, Ritesh Patel; Sujo Thomas (2023), Puma: Category Management and Supply Chain Operations, Reference no. 523-0046-1, <https://www.thecasecentre.org/>
- 18] Vinod Malkar, Ritesh Patel; Sujo Thomas (2023), Arvind Store: Promotion Plan, Merchandise Management and Trading Area Analysis, Reference no. 523-0040-1, <https://www.thecasecentre.org/>
- 19] Ghodake Shamrao, Ritesh Patel; Sujo Thomas (2023), Arvind Store: Social Media Engagement, Supply Chain and Choice of Format, Reference no. 523-0033-1, <https://www.thecasecentre.org/>
- 20] Prakash Manoharan, Ritesh Patel; Sujo Thomas (2023), Shoppers Stop - Merchandising Strategic Plan, Reference no. 523-0047-1, <https://www.thecasecentre.org/>
- 21] Ranjita Singh, Ritesh Patel; Sujo Thomas (2023), Nykaa - Website Maintenance and Point-of-purchase Communication, Reference no. 523-0050-1, <https://www.thecasecentre.org/>
- 22] Jaee Jogalekar, Ritesh Patel; Sujo Thomas (2023), Kandoi Bhogilal Mulchand - Retail Management Framework, Reference no. 523-0044-1, <https://www.thecasecentre.org/>
- 23] Anup Jadhav, Ritesh Patel; Sujo Thomas (2023), Jade Blue - Advertising Strategy and Location-based Competitive Analysis, Reference no. 523-0030-1, <https://www.thecasecentre.org/>
- 24] Ritesh Patel, Ghodake Shamrao, Sujo Thomas (2023), Fabindia: Format Cost Management, Supply Chain Issues and Keyword Search Recognition Analysis, Reference no. 323-0017-1, <https://www.thecasecentre.org/>

- 25] Anjali Bhole Desai, Ritesh Patel, Sujo Thomas (2023), Cafe Coffee Day: Merchandise and Promotions, Reference no. 523-0085-1, <https://www.thecasecentre.org/>
- 26] Sanjit Singh, Ritesh Patel, Sujo Thomas (2023), Big Bazaar - Merchandise, Layout Management and Promotional Strategy, Reference no. 523-0029-1, <https://www.thecasecentre.org/>

Publication in Conference Proceeding (Chapters in Book)

- 1] Patel, Ritesh (2012), "Attribute based perceptual mapping of retail marts based on service quality and its impact on customer's satisfaction in Ahmadabad city", 15th Nirma International Conference of Management (NICOM-2012) on Global Recession to Recovery (Epoch Strategies for Marketing, Family Business and Entrepreneurship) at Nirma University - Institute of Management, Ahmedabad, India, Excel India Publishers, Jan 5-7, 2012, New Delhi, pp. 276-289, ISBN: 93-81361-68-1.
- 2] Patel, Ritesh (2013), "Service Quality Dimensions in Retail Services: An empirical study on the Hypermarket Services in the Ahmedabad City", 16th Nirma International Conference of Management (NICOM-2013) on Marketing: Changing Perspectives, Paradigms and Practices at Nirma University - Institute of Management, Ahmedabad, India, Himalaya Publishing House Pvt. Ltd., January, Mumbai, pp. 177-196, ISBN: 978-93-5097-410-0.
- 3] Parmar, Krishna & Patel, Ritesh (2014), "Viability Analysis of New Company Bill 2012 among Selected Listed Firms of Ahmedabad", 17th Nirma International Conference of Management (NICOM-2014) on New Perspectives of Finance and Changing Economic Scenario at Nirma University - Institute of Management, Print Quick, January, Ahmedabad, January 09-11, 2014, pp. 183-200, ISBN: 978-81-923049-3-9.
- 4] Gupta, Kalpesh & Patel, Ritesh (2014), "Corporate Social Responsibility in India now an Obligation", GTU – CGS 2nd International Conference (ICGS-2014) on Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment at Centre for Governance Systems - Gujarat Technological University, Ahmedabad, March 14-15, 2014, pp. 330-336, ISBN: 978-93-5122-000-8.
- 5] Prajapati, Kalpesh, Upadhyaya, Kaumudi, & Patel, Ritesh (2014), "The unprecedented truth in Indian Corporate History: Satyam unveils the most", GTU – CGS 2nd International Conference (ICGS-2014) on Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment at Centre for Governance Systems - Gujarat Technological University, Ahmedabad, March 14-15, 2014, pp. 436-448, ISBN: 978-93-5122-000-8.
- 6] Patel, Ritesh & Thomas, Sujo (2014), "Consumer Preference of Cause in Cause Related Marketing", GTU – CGS 2nd International Conference (ICGS-2014) on Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment at Centre for Governance Systems - Gujarat Technological University, Ahmedabad, March 14-15, 2014, pp. 449-461, ISBN: 978-93-5122-000-8.
- 7] Patel, Ritesh & Raval, Krutika (2014), "BRICS New Development Bank: Concept, Scope and Road Blocks in the Making", GTU-CFS International Conference (CCFS-2014) on Role of Financial Industry in Accelerating Economic Growth at Centre for Financial Services, Gujarat Technological University, Ahmedabad, September 26-27, pp. 508-521, ISBN: 978-81-9237-874-9.

- 8] Patel, Ritesh (2014), "Brand Management in Retail Banking & Its Impact on Corporate Brand Trust", 3rd International Conference on Parading Shift in Innovative Business Management, at , India, 06 Dec., pp. 123-131, ISBN: 978-93-5110-105-5.
- 9] Thomas, S., Patel R. & Kureshi S. (2015). A framework for sustainable development through the integration of Cause related marketing and Human Resource Management. *18th NIRMA International Conference on Management*, NIRMA University, Ahmedabad, January 8-10.
- 10] Patel, Ritesh & GTU Team of Researchers (2015), "A Case Study on Administrative Sections of Gujarat Technological University", GTU – CGS 3rd International Conference (ICGS-2015) on Gujarat Model of Governance: Lessons & Future Scope at Centre for Governance Systems, Gujarat Technological University, Ahmedabad, co-sponsored by Unan Minzu University, China, April 25-26, pp. 070-081, ISBN: 978-93-85271-13-7.
- 11] Gupta, Kalpeshkumar, Patel, Ritesh (2015), "Right To Information Act in Gujarat: An Appraisal", GTU – CGS 3rd International Conference (ICGS-2015) on Gujarat Model of Governance: Lessons & Future Scope at Centre for Governance Systems, Gujarat Technological University, Ahmedabad, co-sponsored by Unan Minzu University, China during April 25-26, GTU, Ahmedabad, pp. 155-164, ISBN: 978-93-85271-13-7.
- 12] Patel, Ritesh (2015), "Ranking of Indian States and Union Territories on Ease of Doing Business (EoDB): Review and Future Scope", in the International Conference on Ease of Doing Business: Contemporary issues, Challenges & Future Scope, Centre for Financial Services at Gujarat Technological University, Ahmedabad, ISBN: 978-93-5254-009-9.
- 13] Patel, Ritesh (2016), "Framework of Online Medical Retailing in India: Issues & Challenges", Centre for Governance Systems, at Gujarat Technological University, Ahmedabad, September 02-03, pp. 248-255, ISBN: 978-93-5258-984-5.
- 14] Patel, Ritesh (2016), "Examining the Role of Social Media in Healthcare Practices; An Insight into New Avenues and Opportunities for HealthCare Stakeholders", International Conference on Governance in E-commerce: Contemporary Issues & Challenges, Centre for Governance Systems, at Gujarat Technological University, Ahmedabad, September 02-03, pp. 235-247, ISBN: 978-93-5258-984-5.

Non-refereed Journal Paper Publication (National)

- 1] Patel, Rajnikant & Patel, Ritesh (2010), "The application of e-business in today's changing world", Synergy (G H Patel Institute of Management Journal), Vol. 12, No.2, July-December, Anand, pp. 65-74, ISSN: 0973-922X.
- 2] Patel, Rajnikant & Patel, Ritesh (2011), "A Study on Factors Affecting Customer Loyalty and its Impact on Customer Satisfaction in Retail Banking", Synergy (G H Patel Institute of Management Journal), Vol. 13, No.1, January-June, Anand, pp. 34-45, ISSN: 0973-922X.
- 3] Patel, Rajnikant & Patel, Ritesh (2011), "Determinants of Corporate Brand Image in Banking: An Empirical Study On The Leading Bank Brands Operating In Gujarat State", Synergy (G H Patel Institute of Management Journal), Vol. 13, No.2, July-December, Anand, pp. 1-9, ISSN: 0973-922X.

- 4] Patel, Ritesh & Shah, Nehal (2012), “Dimensions of Customer Satisfaction in Services: An Empirical Study on GSM Service Providers”, GIT- Journal of Engineering and Technology (JET), Vol. V, Sr. No. 130, ISSN: 2249 – 6157.
- 5] Patel, Ritesh & Shah, Nehal (2012), “Dimensions of Brand Loyalty in Biscuits”, NICM Bulletin - The Journal Management and Co-operation, Vol.: IX, No.: 2, April- June, pp. 35-44, ISSN: 2249-2275.
- 6] Shah, Nehal & Patel, Ritesh (2013), “Brand Awareness, Preferences and Media Choices for Branded Toys among Schoolers in Ahmedabad City”, GIT- Journal of Engineering and Technology (JET), Vol. VI, Sr. No. 131, ISSN: 2249 – 6157.
- 7] Patel, Ritesh & Patel, Rajnikant (2013), “Consumer Perception Regarding Private Sector and Public Sector Bank Brands: An Empirical Study on leading bank brands operating in Gujarat State of India”, Synergy (G H Patel Institute of Management Journal), Vol. 15, No. 1 & 2, Jan – Dec, pp. 01-08, ISSN: 0973-922X.

Papers presented in conferences:

Author(s), Title of Article, Name of Conference, Place, Month-Year [Download Link]

Conference Paper Presented (International)

- 1] Patel, Ritesh (2014), “Competitor based Product Positioning of Listerine in India: A Need for New Variant to fill current Positioning Gaps”, International Conference on Emerging Management Practices on Emerging Perspectives, Practices, And Research Trends in Global Marketing, Feb 7-8. 2014, Ganpat University, Mehsana, India.
- 2] Patel, Ritesh (2014), “Brand Management in Banking Industry with Special Focus on Corporate Branding of Banks: - A Case Study of Corporate Banks Operating in Gujarat State”, International Conference on Emerging Management Practices on Emerging Perspectives, Practices, And Research Trends in Global Marketing, Feb 7-8. 2014, Ganpat University, Mehsana, India.
- 3] Thomas, S. & R. Patel (2015). The Legal Structure and Framework of Luxury Goods Market in India: Competitive or Restrictive Growth? *International Conference on Law & Economics*, GNLU, IIM Ahmedabad and IIT Kanpur, March 14-15.
- 4] Patel, Ritesh (2016), “Developing Index of Governance for Indian States & Union Territories”, in 5th International Conference on Impact of Business Ethics, Governance & CSR on Society, Centre for Business Ethics at Gujarat Technological University, Ahmedabad, February, 5-6, 2016.
- 5] Patel, Ritesh (2016), “MyGov.in: Empowering Individuals Participation in National Governance”, at the International Conference on Developing Indian Economy as an Engine for Job Creation Role of Make in India, Digital India, Start-up India and Skill India (CCFS-2016), Centre for Financial Services at Gujarat Technological University, Ahmedabad, October 14-15, 2016.
- 6] Patel, Ritesh (2016), “3S of National Skill Development Mission: Opportunities and Road Block in Achieving 3S (Speed, Scale and Standards)”, 9th International Conference on Engineering and Business Education (ICEBE) at Gujarat Technological University, Feb 24-26, 2016.

- 7] Patel, Ritesh (2018), "An Exploration into the Role of Corporate Environment and Financial Performance As A Frontier of Growth: Corporate Governance Perspective", in the International Conference on Governance in Indian Financial Services Sector: Reforms & Remedies, Jointly Organised by Centre for Governance Systems at Gujarat Technological University and B K School of Business Management, Gujarat University (ICGS-2018), Ahmedabad, Feb 16-17, 2018.
- 8] Patel, Ritesh (2018), "Precise Measure of Change in Magnitude and Volume of Selected Scripts Through Tweet Data Analysis", in the International Conference on Governance in Indian Financial Services Sector: Reforms & Remedies Jointly Organised by Centre for Governance Systems at Gujarat Technological University and B K School of Business Management, Gujarat University (ICGS-2018), Ahmedabad, Feb 16-17, 2018.
- 9] Patel, Ritesh (2018), "A Study on Testing Weak form of Efficiency Hypothesis for National Stock Exchange Nifty Fifty Index", in the International Conference on Governance in Indian Financial Services Sector: Reforms & Remedies Jointly Organised by Centre for Governance Systems at Gujarat Technological University and B K School of Business Management, Gujarat University (ICGS-2018), Ahmedabad, Feb 16-17, 2018.
- 10] Patel, Ritesh (2018), "An Empirical Study on Corporate Governance of Financial Performance of Major Private Banks in India", in the International Conference on Governance in Indian Financial Services Sector: Reforms & Remedies Jointly Organised by Centre for Governance Systems at Gujarat Technological University and B K School of Business Management, Gujarat University (ICGS-2018), Ahmedabad, Feb 16-17, 2018.
- 11] Patel, Ritesh (2018), "Relationship Between Human Resource Management Practices, Corporate Governance and Business Performance in Indian Financial Sector: An Analytical Perspective", in the International Conference on Governance in Indian Financial Services Sector: Reforms & Remedies, Jointly Organised by Centre for Governance Systems at Gujarat Technological University and B K School of Business Management, Gujarat University (ICGS-2018), Ahmedabad, Feb 16-17, 2018.
- 12] Thomas S., Bhatt V., Patel R. & Saiyed, M. (2021). Testing the influence of product type, donation message framing and donation size from CRM perspective. *ACR Conference 2021*, Seattle-Virtual Event, United States, October 28-31.
- 13] Thomas S., Bhatt V., Chauhan, D., & Patel R. (2021). Examining the impact of organization culture, personal-job fit and employee engagement on turnover intention: An assessment of IT sector from an emerging market perspective. *AIB Conference 2021*, South East Chapter, United States, October 21-23. (Accepted for Presentation).
- 14] Thomas S., Trivedi, T., Patel R., & Bhatt V. (2022). Is cause-related marketing participation intention driven by personality and subjective happiness? *XXI International Congress on Public and Nonprofit Marketing - IAPNM 2022*, Braga, Portugal, July 7-8.
- 15] Thomas S., Patel R., & Bhatt V. (2022). Predicting sustainable consumption behaviour of SNS users' by examining e-mavenism and big-five personality traits., In *Proceedings of AMA Summer Academic Conference - Light in the Darkness: Marketing's Role in Driving Positive Change*, 2022 AMA Summer Academic Conference, Chicago, Illinois, United States, August 12-14, Vol. 33, pp. 436-440 (ISBN: 978-0-87757-014-1).

- 16] Pandey, S., Thomas S., Patel R., & Bhatt V. (2023). Investigating CRM-based strategy by examining value-profiling, patronage and fashion leadership. India Strategy Conference 2023 - Strategies for a digital and inclusive future – ISC 2023, IIM Bangalore, India - Dec 14-17. (Parented in-person by Pandey, S.).
- 17] Pandey, S., Thomas S., Patel R., & Bhatt V. (2023). Predicting CRM patronage intentions based on female fashion leadership: A hybrid SEM-ANN-MGA approach by employing Schwartz's theory of human values. 54th Decision Sciences Institute Annual Conference – DSI 2023, Atlanta, GA - Nov 18-20. (Accepted for Presentation).
- 18] Pandey, S., Thomas S., Patel R., Bhatt V. (2023). Predicting CRM patronage intentions based on female fashion leadership: A hybrid SEM-ANN-MGA approach by employing Schwartz's theory of human values. British Academy of Management – BAM 2023, University of Sussex Business School – United Kingdom, Sep 5-6. ((Parented in-person by Pandey, S.)).
- 19] Malkar V., Patel R., Bhatt V., Pandey S., & Thomas S. (2023). A hybrid SEM-ANN-NCA approach to predict the factors influencing CSR authenticity and CRM purchase intentions: An Attribution theory perspective. 22nd International Congress on Public and Nonprofit Marketing- IAPNM 2023, Veszprém – Hungary, July 5-7. (Presented in-virtual model by Pandey, S.).

Conference Paper Presented (National)

- 1] Patel, Ritesh (2004), “Policy Management System”, “Srijan - third National Inter Institute Software Contest”, Prestige Institute of Management and Research, Indore, India, Sept 25, 2004.
- 2] Patel, Ritesh (2010), “Marketing in Turbulence Times and Sustainability – The Power of Branding”, TIMS National Conference on Emerging Trends in Management Practices organised by Tolani Institute of Management Studies, Adipur – Kachchh, India, December 4-5, 2010.
- 3] Patel, Ritesh (2010), “The application of e-business in today's changing world”, National Seminar on Management: Current Practices and New Directions, jointly organised by B. J. Vanijya Mahavidyalaya and Indian Commerce Association (Gujarat Chapter), Anand, India, Nov 27.
- 4] Patel, Ritesh & Patel, Rajnikant (2014), “A conjoint Analysis on Consumer Preferences of Fairness Creams for Brand, Additional Features, Price, Packaging & SKUs among Consumers of Small Towns Located Near Ahmedabad City”, UGC Sponsored National Seminar On Consumer Research in Rural Areas, organised by Post-Graduate Department of Business Management, , Sardar Patel University, Anand, India, Jan 25, 2014.

Research Profile URL	
Google Scholar	https://scholar.google.com/citations?hl=en&user=AL9IUTUAAA
Scopus	https://www.scopus.com/authid/detail.uri?authorId=57658313600
Orcid	https://orcid.org/0000-0001-8670-0769

Other Research Details			
Ph D Guide ?Give field & University:	Management – Gujarat Technological University (GTU), Ahmedabad		
Ph Ds/ Projects Guided:	01 [Awarded] , 01 [enrolled]		
Books Published	06		
IPRs/Patents	NA		
Professional Memberships:			
Interaction with professional institutions	Udaybhansinhji Regional Institute of Cooperative Management, Gandhinagar, Gujarat.		
Consultancy Activities			
Duration	Title of Activity	Issued Organization	Amount
May-2024 To July 2025	Consumer Survey At Vispute Saraf	Vispute Saraf	1.5 Lakh
Grants fetched			
Duration	Title	Issued Organization	Amount
NA	NA	NA	NA
Awards			
<p>1] Patel, Ritesh & Nayak, Keyur (2018), Best Paper Award for the research paper titled “A Study on Testing Weak Form of Efficiency Hypothesis for National Stock Exchange Nifty Fifty Index”, contributed in the 5th International Conference on Governance in Indian Financial Services Sector: Reforms & Remedies, Jointly Organised by Centre for Governance Systems at Gujarat Technological University and B K School of Business Management, Gujarat University (ICGS-2018), Ahmedabad, Feb 16-17, 2018.</p> <p>2] Patel, Ritesh (2015), Best Paper Award for the research paper on “Ranking of Indian States and Union Territories on Ease of Doing Business (EoDB): Review and Future Scope”, contributed in the International Conference on Ease of Doing Business: Contemporary issues, Challenges & Future Scope, Centre for Financial Services at Gujarat Technological University, Ahmedabad, Oct, 09-10, 2015.</p>			
FACULTY DEVELOPMENT PROGRAMMES ATTENDED			
Name of the FDP / Workshop	Organization	Duration	Month-Year

Certificate Course in 'Management of Non-Government Organization',	Gujarat National Law University (GNLU), Gandhinagar.	04 Days	10 to 13 September 2013, Gandhinagar, India.
Global Quality Management & Lean Six Sigma,	organised by Centre for Business Ethics & CSR, Gujarat Technological University, Ahmedabad,.	01 Day	23 rd August 2014
Two-Week National Level Faculty Development Programme on "Advanced Data Analysis for Business Research Using Statistical Packages",	Organised by PG Research Centre for Centre For Governance Systems at Gujarat Technological University, Ahmedabad, India	02 Weeks	during 22 nd June to 05 th July, 2015.
A GUJCOST Sponsored National Level Workshop on "Artificial Intelligence & Machine Learning	Gujarat Technological University, Ahmedabad,	03 Days	March 16-18, 2018.

FACULTY DEVELOPMENT PROGRAMMES ORGANIZED

Name of the FDP / Workshop	Organization	Duration	Month-Year	Capacity
Conference Convener in 2nd International Conference on Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment (ICGS-2014),	organised by Gujarat Technological University (GTU), Centre for Governance Systems (CGS)	02 Days	on 14-15 March, 2014 at GTU, Chandkheda Campus, Ahmedabad.	Conference Convener
Seminar Convener in one day seminar on Mars Orbiter Mission (MOM) - Spacecraft & Mission Overview and a workshop	organised by Gujarat Technological University, Centre for Governance Systems in Association with SAC	01 Day	15th November, 2014.	Seminar Convener

on Research Opportunities at SAC (ISRO),	(ISRO), at GTU, Ahmedabad,			
Conference Convenor in 3rd International Conference on Gujarat Model of Governance: Lessons & Future Scope (ICGS-2015)	organised by Gujarat Technological University (GTU), Centre for Governance Systems (CGS), co-sponsored by Yunnan Minzu University, China,	02 Days	on 25-26 April, 2015 at GTU, Chandkheda Campus, Ahmedabad.	Conference Convenor
Organizing Committee Member in International Conference on Governance in E-commerce: Contemporary Issues & Challenges.	Centre for Governance Systems, at Gujarat Technological University, Ahmedabad,	02 Days	September 02-03, 2016	Organizing Committee Member
Convener in One Week National Level Faculty Development Programme on “Data Analysis using Open Source Statistical Package R”,	Organised by Centre for Governance Systems, Gujarat Technological University, Ahmedabad, India,	01 Week	during Feb 20-26, 2017.	Convener
Organizing Committee Member in A GUJCOST Sponsored National Level Workshop on “Artificial Intelligence & Machine Learning” jointly organised by Centre for Mobile Computing & Wireless Technologies (MCWT) &	Centre for Governance Gujarat Technological University, Ahmedabad,	03 Days	March 16-18, 2018.	Organizing Committee Member
Organizing Committee Member in the 5 th International Conference on Governance in Indian Financial Services Sector: Reforms & Remedies,	Jointly Organised by Centre for Governance Systems at Gujarat Technological University and B K School of Business Management, Gujarat	02 Days	Feb 16-17, 2018.	Organizing Committee Member

	University (ICGS-2018), Ahmedabad,			
INVITED LECTURES IN CONFERENCE/SEMINAR				
Title of Lecture/ Academic Session	Title of Conference/ Seminar etc.	Organized By		
Technical Session Chair	International Conference on Accelerating India's Growth Engine,	Organised by Shanti Business School, Ahmedabad, Jan 06, 2018.		
Technical Session Chair	ICGS-2018, 5th International Conference on Governance in Indian Financial Services Sector: Reforms & Remedies,	Jointly Organised by Centre for Governance Systems Gujarat Technological University and B K School of Business Management Gujarat University, Ahmedabad, Feb 16-17, 2018.		
Technical Session Chair,	4 th International Conference on Governance in E-commerce: Contemporary Issues & Challenges,	Gujarat Technological University Centre for Governance Systems, Ahmedabad, September 2-3, 2016.		
Resource Person	in A National Level Faculty Development Programme on Data Analysis Using Open Source Statistical Package R	Gujarat Technological University, Ahmedabad, Feb 20-26, 2017.		
Resource Person in Faculty Orientation Programme	on "Business Analytics: The Future of Competitive Business among influx of information",	Gujarat Technological University, Ahmedabad, Jan 25, 2018.		
Resource Person	in "Supervised Vs UnSupervised Learning" GUJCOST Sponsored National Level Workshop on "Artificial Intelligence & Machine Learning",	Gujarat Technological University, Ahmedabad, March 16-18, 2018.		
Resource Person in Workshop	on "Business Analytics"	at Shri Jayshukhlal Vadhar Institue of Management Studies,		

		Jamnagar, March 25, 2018.
Resource Person in Workshop	“Hands-On Experience to Advanced Statistical Tools”,	Organised by Sh. M M Patel Institute of Science of Science and Research, Gandhinagar, K S Vishwavidyalaya, 30 Nov. - 01 Dec. 2017.
Invited a Lecture as key-note speaker	at “Two Week National Level Faculty Development Programme on Advanced Data Analysis for Business Research Using Statistical Software”,	organised by PG Research Centre for Governance Systems at Gujarat Technological University, Ahmedabad, India, during June-22 to July-05, 2015

OTHER Professional URLs	
Personal Website	https://www.researchgate.net/profile/Ritesh-Patel-26
Linked In Profile	https://in.linkedin.com/in/ritesh-patel-6178a617/
YouTube Channel	https://www.youtube.com/@ritesh_k_patel
Other	https://www.webofscience.com/wos/author/record/IYJ-6749-2023