

## FACULTY PROFILE



1. **NAME** : Dr. Chitralekha Harishkumar Dhadhal
2. **GENDER** : Female
3. **EDUCATIONAL QUALIFICATION:** M.Com. Ph.D.
4. **SPECIALIZATION** : (i) Business Management (ii) Marketing
5. **DESIGNATION** : Professor, Department of Commerce & Business Administration,  
Saurashtra University, Rajkot.
6. **EXPERIENCE** : (1). At Under Graduate Level: 07 Years. (2). At Post Graduate Level: 20 Years.
7. **CONTACT DETAILS:** E-mail : [chdhadhal@sauuni.ac.in](mailto:chdhadhal@sauuni.ac.in), [chitralekha5@rediffmail.com](mailto:chitralekha5@rediffmail.com)  
Mobile: +91-9427253246
8. **TRAINING COURSES, TEACHING-LEARNING-EVALUATION TECHNOLOGY PROGRAMS, FACULTY DEVELOPMENT PROGRAMS PARTICIPATED IN:** 15
9. **ACADEMIC ACHIEVEMENTS:**
  - 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- September 2011.
  - Awarded the Best Research Paper at 1<sup>st</sup> International Conference on Trans generational Entrepreneurship, Economy and Innovation Dynamics for Sustainability held at Christ Institute of Management. Rajkot on 24-25<sup>th</sup> January 2014
  - Best Paper Award for Research Paper Titled: A Bibliometric Analysis of Fintech with reference to Digital Payment: An Empirical Investigation.” In International Conference - Shifting Locus of Business Dynamism for Resilience and Sustainability, organized by Adarsh Institute of Management & Information Technology, Bengaluru, Karnataka on 24<sup>th</sup> January 2025
10. **ACADEMIC RESEARCH CONTRIBUTION:**
  - PhD Scholars guided– 05, Ph.D. Scholars working - 03
  - M. Phil Scholars guided – 26
  - M.Com Research Projects guided – 144

**11. CONFERENCES AND SEMINARS ATTENDED AND PRESENTED PAPER:**

- International Level – 15 ; National Level – 15

**12. PUBLICATIONS:**

- 05 Books published in the area of Marketing and Microeconomics
- 27 Papers/Articles have been published in International Journals /Books
- 05 Papers have been published in National level Journals.
- 02 Papers have been published in State level Journals.
- 05 Articles / Chapters published in Books
- 02 Full Papers in Conference Proceedings

**13. EXTENSION LECTURES DELIVERED:**

- 10 Lectures as Resource Person in various Colleges, ASCs of various Universities of the State.