

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
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 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
 - 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 24th 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.