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| Name : | Prin.(Dr.) Mehulkumar Prakashchandra Desai |  |
| Contact : | Mobile : 9898065532 Email : mehul_p_desai@yahoo.com | |
| Qualification : | Ph.D.,M.Phil.,NET(Commerce),M.Com | |
| Designation : | Principal at Udhna Citizen Commerce College and SPBCBA and SDHG College of BCA & IT,Surat | |
| Experience | Teaching:21 Yrs. | |
| Research Area : | Accounting and Finance | |
| Subjects Teaching : | Cost and Management Accounting | |
| No. of Papers Published | : 36 | |
| No. of Books Authored | : 03 | |
| No. of Chapters in Edited Books | : 04 | |
| No. of Papers Presented | : 19 | |
| Research Guidance | | |
| Completed Ph.D. | : 07 | |
| Working for Ph.D. | : 08 | |
| M.Phil. | : 02 | |
| List of Published Papers : | | |
| 1. Stress among IT professionals in India : A systemic review of literature, South india journal of social sciences, ISSN- 0972-8945, Vol.-XX, July- Dec.-2022 | | |
| 2. A literature review on stress management of police force, Journal of Asiatic society of Mumbai, ISSN -0972-0766, Vol.-XCV, No.45,2022 | | |
| 3. A comparative study of operating efficiency of selected cement industry using data envelop analysis, Vishleshan (Analysis) Surat, Vol.-48, no-1 &2,Jan-June & July-Dec.,2021,ISSN 0973-6891 | | |
| 4. A Study of disclosure pattern of corporate social responsibility activities and need for social audit in the selected public sector units, IDEES- International Multidisciplinary Research Journal , Vol. 6 Issue-2,July-Dec. 2020, ISSN-2455-4642(Online), pp. 1136-1147 | | |
| 5. A Study on awareness an attitude of people towards swachh survekshan survey in surat city , IDEES- International Multidisciplinary Research Journal , Vol. 6 Issue-2,July-Dec. 2020, ISSN-2455-4642(Online), pp.-1011-1025 | | |
| 6. A Study of profitability, liquidity and working capital of selected automotive companies in India , IDEES- International Multidisciplinary Research Journal , Vol. 6 Issue-2,July-Dec. 2020, ISSN-2455-4642(Online), pp. 198-210 | | |
| 7. A Study on mode of payment preferred by Mutual Fund Investors in Gujarat region, IDEES- International Multidisciplinary Research Journal , Vol. 6 Issue-2,July-Dec. | | |

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| 2020, ISSN-2455-4642(Online) ,pp.-127-134 |
| 8. Diagnosis of Financial health of Gems & Jewellery Sector in India: with reference to selected BSE listed Companies, Ajanta, an International multi-disciplinary quarterly research journal ,Vol-7 Issue-4,Oct.-Dec.-2018,ISSN-2277-5730 |
| 9. A Study of Financial Literacy among the working young in Surat city, Ajanta, an International multi-disciplinary quarterly research journal ,Vol-7 Issue-4,Oct.-Dec.-2018,ISSN-2277-5730 |
| 10. Influence Of Gender On Satisfaction Level With The Services Of Online Banking - A Study With Reference To Surat City, Asian Journal of Multidimensional Research journal (AJMR) ISSN: 2278-4853, Vol.6, Issue 10, October 2017, UGC Journal s.no. 47 |
| 11. A Study On Factors Affecting Selection Of Mutual Fund In Gujarat Region, Researchers world-Journal of arts, science and commerce ,Vol-8 Issue-04 October 2017, UGC Journal s.no. 10509 |
| 12. A study on preference of consumers towards M-wallet in Surat city, INSPIRA – journal of modern management and entrepreneur ship Vol. 8, no. 1 Jan 2018, ISSN: 2231167x, UGC Journal s.no. 45138 |
| 13. An evaluation of service quality and customer’s satisfaction of general insurance, INSPIRA – journal of commerce, economics & computer science Vol. 3, no. 4 Oct-Dec 2017 ,UGC Journal s.no. 48314 ,ISSN: 2395-7069 |
| 14. SWOT analysis of e-commerce websites/ companies: a study of Ahmedabad city, Researchers world-Journal of arts, science and commerce ,Vol-8 Issue-03(2)-July 2017,ISSN-2231-4172,UGC Journal s.no. 3184 |
| 15. A study on impact of demonetization on pradhan mantra jandhanyojna, Commerce Window (an international peer reviewed), ISSN 2348 6996,pp-112-114 Issue 6, Jan-June 2017 |
| 16. A study on buying behavior of luxury car owners in Ahmedabad city, Indian Journal of commerce and management studies ,Vol-8 July-2017,ISSN-2249-0310,UGC Journal s.no. 20739 |
| 17. A study of business models in airline industry in India, Paripex – Indian Journal of Research,Vol-V Issue 10,October-2016, ISSN-2250-1991, UGC Journal s.no. 47432 |
| 18. A study on performance of Indian mutual fund industry, Paripex – Indian Journal of Research,Vol-V Issue 9 September-2016, ISSN-2250-1991, UGC Journal s.no. 47432 |
| 19. Non-performing assets: a study of UCO bank, Paripex – Indian Journal of Research,Vol-V Issue 7 July-2016, ISSN-2250-1991, UGC Journal s.no. 47432 |
| 20. A Theoretical Study of Triple Bottom Line Approach as a Tool of Reporting Corporate Social, Global Journal for Research Analysis Vol-V Issue-6 June-2016, ISSN-2277-8160, UGC Journal s.no. 49177 |
| 21. Challenges and Issues faced by Indian Mutual Fund Industry, Paripex – Indian Journal of Research Vol-V Issue 5 May-2016, ISSN-2250-1991 ,UGC Journal s.no. 47432 |
| 22. Need for Ethical Accounting Regulations – A Study of Auditors in Navsari City, Global Journal for Research Analysis Vol-V Issue-5 May-2016, ISSN-2277-8160, UGC Journal s.no. 49177 |
| 23. Customer Satisfaction Towards the Service Provided by the General Insurance, Paripex – Indian Journal of Research ,Vol-V Issue 4 April-2016,ISSN-2250-1991,UGC Journal s.no. 47432 |

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| 24. Factors Affecting Customer Satisfaction in General Insurance with respect to Vehicle Insurance – A Study of Surat City, Indian Journal of Applied Research, Vol-VI Issue 4 April 2016, ISSN-2249-555X, UGC Journal s.no. 49333 |
| 25. A study on relation between customer satisfaction, customer loyalty and intention to switch from one bank to another bank in Surat city, Adarsh journal of management research, Vol-9 Issue-01 March-2016, ISSN-0974-7028 |
| 26. A Study of Corporate Social Responsibility Reporting of Top 5 Personal Care Companies on the Basis of their Market Capitalization, Paripex – Indian Journal of Research, Vol-V Issue 3 March-2016, ISSN-2250-1991, UGC Journal s.no. 47432 |
| 27. Present Scenario of Financial Inclusion in India, Paripex – Indian Journal of Research, Vol-V Issue 3 March-2016, ISSN-2250-1991, UGC Journal s.no. 47432 |
| 28. Factors Affecting Selection of Mutual Fund – A Case Study of Navsari District, Paripex – Indian Journal of Research Vol-IV Issue 6 June-2015, ISSN-2250-1991 UGC Journal s.no. 47432 |
| 29. A Study on Service Quality of Online Retail Banking & Customer Satisfaction in Ahmedabad, Indian Journal of Applied Research Vol-IV Issue 12 Dec-2014, ISSN-2249-555X, UGC Journal s.no. 49333 |
| 30. The Fall and Rise of Mutual Funds in India, Indian Journal of Applied Research, Ahmedabad, Volume : 3 Issue : 4 April 2013 ISSN - 2249-555X, UGC Journal s.no. 49333 |
| 31. Measuring service quality in retail banking sector with reference to surat district, Abhinav national monthly refereed journal of reasearch in commerce & management, www.abhinavjournal.com Volume no.2, issue no.3, ISSN 2277-1166, pp-40, UGC Journal s.no. 49010 March 2013 |
| 32. A study about awareness of mutual funds among the investors of navsari district., Indian Journal of Applied Research, Ahmedabad, Volume-3, issue-13, January 2013., UGC Journal s.no. 49333 ISSN 2249-555x |
| 33. Challenges before sugar co-operatives of Gujarat state, International research journal of commerce, business and social sciences, Pune, Volume-1, issue-5, Aug. 2012 ISSN 2277-9310, pp-9 |
| 34. A study on factors affecting buying decision of garments in Surat city., Indian Journal of Applied Research, Ahmedabad, Volume-1, issue-10, July 2012., UGC Journal s.no. 49333 ISSN 2249-555x, pp-111 |
| 35. A Study of Financial Resilience of the Cement Industry of Gujarat State by using Z-score model, Managing During Turbulent Times, Nirma University Ahmedabad, ISBN 93-80697-44-9, pp-415 January 2010 |
| 36. Diagnosis of Financial Health of Sugar Mills of Gujarat State, Vishleshan, (Analysis), Surat; Volume-35, no-3, july-sept, 2010, ISSN 0973-6891 pp-38 |
| No. of Books Authored : |
| 1. Airline efficiency an Indian perspective, Prism books, surat, 2023, ISBN: 978-93-92575-40-2 |
| 2. Mental health of gradunds an exhibit from survey research at vnsgu, surat, 2023, Veer Narmad South Gujarat University, ISBN: 978-81-856422-0-5 |
| 3. Service tax Margdarshan (in Gujarati), SBD publications, Ahmedabad, 2016. |

Chapters in Edited Book:

Research and regulatory aspects in accounting Published by : Indian council of social science research and department of accounting and financial management , Faculty of commerce, The Maharaja sayajirao university of Baroda ISBN : 978 – 81 - 951481 – 2 -7

1. Accounting and regulatory aspects of the corporate social responsibility: A case study
2. A study about awareness of mutual funds among the investors of Gujarat state
3. Profitability analysis of TATA motors limited and Ashok Leyland Limited : A comparative study
4. Study of Insolvency Prospects using the Alman's Z Score Model :A case of Jet Airways(India) Ltd.

List of Presented Papers:

1. Study of Insolvency Prospects using the Alman's Z Score Model :A case of Jet Airways(India) Ltd.,ICSSR Sponsered One day National Conference on Research and regulatory Aspects in Accounting,17-Apr.-2019
2. Profitability Analysis of Tata Motors Ltd. And Ashok Leyland Ltd.-A Comparative Study ,ICSSR Sponsored One day National Conference on Research and regulatory Aspects in Accounting,17-Apr.-2019
3. A Study about awareness of Mutual Funds among the Investors of Gujarat State,ICSSR Sponsored One day National Conference on Research and regulatory Aspects in Accounting,17-Apr.-2019
4. Diagnosis of Financial health of Gems & Jewellery Sector in India: with reference to selected BSE listed Companies, One day National Conference on "Theoretical and Empirical Developments in Social Sciences and Accountancy, Anita Vishram Women's College of Commerece,29-dec.-2018
5. A Study of Financial Literacy among the working young in Surat city, One day National Conference on "Theoretical and Empirical Developments in Social Sciences and Accountancy, Anita Vishram Women's College of Commerece,29-dec.-2018
6. GST and its implication on E-commerce, National conference on GST and its implications on e-commerce, Sir K.P. College of commerce,Surat, 25-02-2017
7. Good and service tax: a complete change of concept in indirect taxation, National conference on GST: a paradigm shift in indirect taxation, Indian accounting association, Gujarat branch and Gujarat commerce college, Ahmedabad, 19-02-2017
8. A study on impact of demonetization on pradhan mantra jan-dhan yojna, One day national seminar on demonetization of currency in India, J.Z. Shah arts and H.P.Desai commerce college, Amroli,Surat, 11-02-2017
9. Applicability of GST in India and its impact- an analysis, National conference on paradigm shift in commerce and management, M.K. College of commerce bharuch, 08-01-2017
10. Demonetization- an antidote to black money, International seminar on contemporary issues in development, Department of HRD, VNNGU, Surat, 11-12-2016
11. Good and service tax: one nation one tax- an antidote to present indirect taxation system, International seminar on contemporary issues in development, Department of HRD, VNNGU, Surat, 11-12-2016

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| 12. A study on preference of mutual funds among the investors of Surat district, National conference on emerging trends in global business management, DBIM, VNSGU, Surat, 03-12-2016 | |
| 13. Supplies, a taxable event even made without consideration – covered under GST – an analysis, UGC sponsored national seminar on recent development in accounting, Seth S.V. arts and commerce college, Mandvi-kutch, 09/10/2016 | |
| 14. A study on recent trends in mutual fund industry of india, UGC sponsored national seminar on recent development in accounting, 09/10/2016 | |
| 15. A study on buying preference of investors about mutual fund in Gujarat state, UGC sponsored one day national conference on emerging issues in commerce, Gujarat commerce college, Ahmedabad, 03-09-2016 | |
| 16. Penetration of mutual funds in india: opportunities and challenges, UGC sponsored one day national seminar on vocationalisation of commercial education, C.D. Patel and F.H. Shah commerce college, Anand, 20-04-2016 | |
| 17. Framework for ethical accounting regulations, National conference on changing paradigms in managing global business, Metas adventist college, Surat, 13-03-2016 | |
| 18. A study of challenges and risks in the adoption of IFRS in India, Accounting education in developing countries, Arts and commerce college ,Olpad (UGC sponsored), 22-01-2010 | |
| 19. Accounting for human resource – a liability approach, 8th international conference on emerging issues in accounting, IT and business management, The RDA & the Rajasthan chamber of commerce and industry, Jaipur, 5&6 January 2008 | |
| List of Ph.D. Awarded: | |
| Scholar's Name | Thesis Topic |
| Dr.Mayur K. Joshi | Perception of Investors of Gujarat State towards Mutual Funds as an Investment option |
| Dr.Krishna J. Desai | A study of Corporate Social Accounting and Disclosure practices in Public Enterprises in India |
| Dr.Nikita M. Kahar | A study on Evaluation of Service quality of General Insurance Companies in South Gujarat region with respect to Vehicle and Health Insurance |
| Dr. Avinash Poddar | A study on likely impact of GST on Industry of Gujarat |
| Dr. Nanda Bothra | A comparative study of operational efficiency of airline industry in India |
| Dr. Meghna Motiwala | A comparative study of operational efficiency of cement industry of India |
| List of M. Phil. Awarded: | |
| Student's Name | Dissertation Topic |
| Ms.Nikita M. Kahar | A study on Evaluation of Service quality of General Insurance Companies in Surat City with respect to Vehicle and Health Insurance |
| Mr. Faisal P. Patel | A study of Financial Management in selected companies of automobile sector in India |
| Extension Activities : | |

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| 1. Member of Board of Study (2022-2027) at Savitri bai phule university, pune in the subject of Financial Management |
| 2. Resource speaker at the National Webinar on Financial reporting during covid-19 ,organized by Dept. of Commerece, Metas Adventist College, Surat, d.-14/12/2020 |
| 3. Key-note Speaker at a Webinar on “Covid-19 and Indian Economy organized by Central University of Gujarat, Ghandhinagar, on June-9 to June-11, 2020. |
| 4. Resource Speaker in the “ICSSR Sponsered Two Weeks Capacity Building Programme on Research in Accounting & Finance”, Organized by Department of Accounting and financial Management, Faculty of Commerce, The M.S.University of Baroda,Vadodra in 13-April-2019 |
| 5. Resource Person at One day University Level Symposium on Accountancy,Commerce,Management organized on 29th July-2018 at D.R.Patel and R.B.Patel Commerce College,Surat. |
| 6. Member of the Senate of VNSG University,Surat. |
| 7. Member of Board of Studies in Accounting including costing at VNSG University,Surat |
| 8. Member of Departmental research advisory committee in the Accounting subject at Veer Narmad South Gujarat University,Surat. |
| 9. Served as a Member of Expert Review Committee of Question Papers in the Subject of Accounting at B.Com (Regular and External),M.Com(Regular and External) at VNSG University,Surat. |
| 10. Recognized as an Evaluator at the M.S.University of Baroda,Vadodra in the Subject of Accounting and Finance at P.G. Level |
| 11. Invited Member of IQAC at Ambaba Commerce college,Surat. |
| 12. Invited Member of IQAC at V.T. Poddar Commerce and BCA College,Surat |
| 13. Invited Member of IQAC at Naranlala College of Management and Professional Science Navsari. |