

## Personal Information

1	Name	Modi. Ketankumar. Chandulal																																									
2	Address (Residence)	Shri.V.R.Patel college of commerce, Mehsana.																																									
3	Qualification	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Degree</th> <th>University</th> <th>Year of Passing</th> <th>Class</th> </tr> </thead> <tbody> <tr> <td>Ph.D</td> <td>S.P.University</td> <td>2006</td> <td>-</td> </tr> <tr> <td>M.Phil</td> <td>Gujarat University</td> <td>1995</td> <td>second</td> </tr> <tr> <td>M.Com</td> <td>M.S.University</td> <td>1984</td> <td>second</td> </tr> <tr> <td>B.Com</td> <td>M.S.University</td> <td>1982</td> <td>first</td> </tr> <tr> <td>LL.B</td> <td>M.S.University</td> <td>1987</td> <td>second</td> </tr> <tr> <td>D.I.P.M.M</td> <td>B.P.C</td> <td>1985</td> <td>second</td> </tr> </tbody> </table> <p style="text-align: center;">Title of Ph.D. Thesis : “A Study on Continuous Relationship Marketing [CRM] practices of Banking Sector in Gujarat</p>						Degree	University	Year of Passing	Class	Ph.D	S.P.University	2006	-	M.Phil	Gujarat University	1995	second	M.Com	M.S.University	1984	second	B.Com	M.S.University	1982	first	LL.B	M.S.University	1987	second	D.I.P.M.M	B.P.C	1985	second								
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4	Date of Birth	6-1-1962																																									
5	Phone No.	9427082481																																									
6	E-mail	<a href="mailto:modiketankumar@yahoo.com">modiketankumar@yahoo.com</a>																																									
7	Designation	Associate Professor																																									
8	Teaching Exp.	27 years																																									
12	Visiting faculty	-																																									
14	Seminars/ Conferences attended	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Local Level</th> <th colspan="2">State Level</th> <th colspan="2">National Level</th> <th colspan="2">International Level</th> </tr> <tr> <th>A</th> <th>P</th> <th>A</th> <th>P</th> <th>A</th> <th>P</th> <th>A</th> <th>P</th> </tr> </thead> <tbody> <tr> <td>15</td> <td></td> <td>18</td> <td>8</td> <td>10</td> <td>9</td> <td>2</td> <td>2</td> </tr> </tbody> </table>						Local Level		State Level		National Level		International Level		A	P	A	P	A	P	A	P	15		18	8	10	9	2	2												
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19	Member of committee	1.Chairman of the Board of Studies of Business Management 2.Member of Academic Council of Hemchandracharya North Gujarat University, Patan																												
20	No. of Refresher and Orientation courses attended	<table border="1"> <thead> <tr> <th data-bbox="515 322 826 353">Course</th> <th data-bbox="834 322 1145 353">Place</th> <th data-bbox="1153 322 1433 353">Duration</th> </tr> </thead> <tbody> <tr> <td data-bbox="515 365 826 421">Orientation Course</td> <td data-bbox="834 365 1145 421">IGNOU</td> <td data-bbox="1153 365 1433 421">23<sup>rd</sup> December 1990</td> </tr> <tr> <td data-bbox="515 432 826 465">Orientation Course</td> <td data-bbox="834 432 1145 465">IGNOU</td> <td data-bbox="1153 432 1433 465">11-12 March 1991</td> </tr> <tr> <td data-bbox="515 477 826 555">Orientation Course</td> <td data-bbox="834 477 1145 555">Saurashtra University Rajkot.</td> <td data-bbox="1153 477 1433 555">6-4-1992 to 3-5-1992</td> </tr> <tr> <td data-bbox="515 566 826 667">Refresher Course</td> <td data-bbox="834 566 1145 667">Sardar Patel University. Vallabh Vidyanagar.</td> <td data-bbox="1153 566 1433 667">1-3-1999 to 20-3-1999</td> </tr> <tr> <td data-bbox="515 678 826 745">Refresher Course</td> <td data-bbox="834 678 1145 745">Saurashtra University. Rajkot.</td> <td data-bbox="1153 678 1433 745">2-11-2000 to 19-11-2000</td> </tr> <tr> <td data-bbox="515 757 826 891">Refresher Course</td> <td data-bbox="834 757 1145 891">North Gujarat University Patan.</td> <td data-bbox="1153 757 1433 891">31-3-2001 to 17-4-2001</td> </tr> <tr> <td data-bbox="515 902 826 1039">Orientation Course</td> <td data-bbox="834 902 1145 1039">Dr. Babasaheb. Ambedkar Open University. Ahmedabad.</td> <td data-bbox="1153 902 1433 1039">17<sup>th</sup> March 2002</td> </tr> </tbody> </table>					Course	Place	Duration	Orientation Course	IGNOU	23 <sup>rd</sup> December 1990	Orientation Course	IGNOU	11-12 March 1991	Orientation Course	Saurashtra University Rajkot.	6-4-1992 to 3-5-1992	Refresher Course	Sardar Patel University. Vallabh Vidyanagar.	1-3-1999 to 20-3-1999	Refresher Course	Saurashtra University. Rajkot.	2-11-2000 to 19-11-2000	Refresher Course	North Gujarat University Patan.	31-3-2001 to 17-4-2001	Orientation Course	Dr. Babasaheb. Ambedkar Open University. Ahmedabad.	17 <sup>th</sup> March 2002
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**List of seminars/conferences****attended**

No.	Name of Seminar	Date/ Level	Organized by	Title of Paper presented
1	Creativity	6 <sup>th</sup> April 1997. State level	Guj & N.G.Uni. Commerce & Management Teachers' Association.	
2	Globalization: Challenges of 21 <sup>st</sup> Century and competitive Strategy	12 <sup>th</sup> April 1997. Local	S.K.S.B.M. N.G.University, Patan.	
3	Demat & Export Marketing	24 <sup>th</sup> October 1999 State level.	Guj & N.G.Uni. Commerce & Management Teachers' Association.	
4	Role of Entrepreneurs in the Millennium	27 <sup>th</sup> February 2000. State level	Guj & N.G.Uni. Commerce & State level Management Teachers' Association.	
5	Investment Decision Making in the New Millennium.	17-18 March 2001. Local	PG Department of Business Studies S.P.University, Vallabh Vidyanagar.	
6	Human Resource Development	7 <sup>th</sup> October 2001. State level	Guj & N.G.Uni. Commerce & Management Teachers' Association.	
7	Privatization of Insurance & Investment Protection.	25 <sup>th</sup> August 2002. State level	Guj & N.G.Uni. Commerce & Management Teachers' Association.	
8	Capital Market: Present Scenario & Future Prospects	21 <sup>st</sup> September 2002.Local	B.J.V.M. S.P.University, Vallabh Vidyanagar.	

9	<b>Ethics and Management: Emerging Issues in the New Millennium.</b>	<b>11-12 December 2002. Local</b>	<b>S.K.S.B.M. Hemchandrachrya N.G.University, Patan.</b>	
10	<b>Vision Gujarat 2020</b>	<b>5-6 April 2003. Local</b>	<b>S.K.S.B.M. Hemchandrachrya N.G.University, Patan.</b>	<b>‘The Dynamic Role of Banking for Sustainable Development of Gujarat.</b>
11	<b>Management of Change</b>	<b>28<sup>th</sup> September 2003. State level</b>	<b>Guj &amp; N.G.Uni. Commerce &amp; Management Teachers’ Association.</b>	
12	<b>Workshop On New Syllabus</b>	<b>7-8 August 2004. Local</b>	<b>Hem.N.G.Uni&amp; Idar Anjana Patidar college, Idar.</b>	
13	<b>Accreditation for Ensuring Quality Education &amp; Preparing for NAAC.</b>	<b>9<sup>th</sup> October 2004. Local</b>	<b>S.K.S.B.M. Hemchandrachrya N.G.University, Patan.</b>	
14	<b>Adopting Marketing to the e-Economy Issues, Opportunities, and Challenges.</b>	<b>27<sup>th</sup> March 2004. State level</b>	<b>PG Department of Business Studies, S.P.University, Vallabh Vidyanagar.</b>	<b>‘ A Research Study on Impact of Tele-shopping Network on Student Buying Behavior.</b>
15	<b>Behavioral Aspect of Finance and Power of Attitude</b>	<b>11<sup>th</sup> December 2004. State level</b>	<b>Guj &amp; N.G.Uni. Commerce &amp; Management Teachers’ Association.</b>	
16	<b>57<sup>th</sup> All India Commerce Conference.</b>	<b>26-28 December 2004. National</b>	<b>Shri. M.K.H.S. Gujarati Girls College, Indore.</b>	<b>‘Tele Brands: A Study on Impact of Tele shopping Network on Buying Behavior.</b>
17	<b>National Conference on Environmental</b>	<b>25<sup>th</sup> April 2005 National</b>	<b>Academy of Plant Sciences, India &amp; Municipal. Arts &amp;</b>	

	<b>Awareness.</b>		<b>Urban bank Science College, Mehsana.</b>	
<b>18</b>	<b>Building Competitiveness in an Inter-Connected World: Opportunities and Challenges.”</b>	<b>16-17 December 2005. Western region</b>	<b>AIMS: Western Region &amp; V.M.Patel Institute of Management. Ganapat University, Kherva.</b>	<b>‘Building Competitiveness in Banking Sector by Improving Performance and Productivity through CRM.</b>
<b>19</b>	<b>58<sup>th</sup> All India Commerce Conference.</b>	<b>27-29 December 2005. National</b>	<b>Mahatma Gandhi Kashi Vidyapith, Varanasi (U.P.) India.</b>	<b>‘A Research Study of Various Sales Promotion Scheme with reference to Mehsana city of Gujarat.</b>
<b>20</b>	<b>The Role of Marketing Management in Tourism: The rising Sector of India</b>	<b>4<sup>th</sup> March 2006. Local</b>	<b>Sardar Patel Commerce College, Boriavi.</b>	<b>‘Gujarat Shining: An Interesting Tourist Place.</b>
<b>21</b>	<b>Balance Score Cases &amp; Corporate Governance</b>	<b>3<sup>rd</sup> September 2006 State level.</b>	<b>Guj &amp; N.G.Uni. Commerce &amp; Management Teachers’ Association.</b>	
<b>22</b>	<b>Emerging Strategies in the new Business Landscape</b>	<b>1-2 December 2006. State Level</b>	<b>S.M.Patel Institute of Management. Ahmedabad.</b>	<b>Ethical Marketing Practices of Banking sector of Gujarat.</b>
<b>23</b>	<b>60<sup>th</sup> All India Commerce Conference.</b>	<b>27-29 December 2007.National</b>	<b>Dept. of Commerce Osmania University. Hyderabad.</b>	<b>Retail Banking In India- Marching on Growth Path.</b>
<b>24</b>	<b>60<sup>th</sup> All India Commerce Conference.</b>	<b>27-29 December 2007.National</b>	<b>Dept. of Commerce Osmania University. Hyderabad.</b>	<b>Retailing in India- General and its challenges.</b>
<b>25</b>	<b>I.P.O. and Retail</b>	<b>6<sup>th</sup> January</b>	<b>Guj &amp; N.G.Uni.</b>	

	<b>Investors.</b>	<b>2008. State level</b>	<b>Commerce &amp; Management Teachers' Association.</b>	
<b>26</b>	<b>Changing face of Marketing in the Era of Globalisation.</b>	<b>6<sup>th</sup> January 2007.Local</b>	<b>C.P.Patel &amp; F.H.Shah Commerce College, Anand.</b>	
<b>27</b>	<b>Security Analysis &amp; Portfolio Management</b>	<b>7<sup>th</sup> January 2007. Local</b>	<b>H.N.G.U. Vanija Vartul.</b>	
<b>28</b>	<b>61<sup>th</sup> All India Commerce Conference.</b>	<b>27-29 December 2008.National</b>	<b>Dhanvate National College. Nagpur</b>	<b>Director's Report: As Index to Corporate Reporting</b>
<b>29</b>	<b>61<sup>st</sup> All India Commerce Conference.</b>	<b>27-29 December 2008.National</b>	<b>Dhanvate National College. Nagpur</b>	<b>A Study of Customer Relationship Marketing Practices with relevance to Banking Sector of Gujarat</b>
<b>30</b>	<b>Accounting, Finance and Management</b>	<b>25<sup>th</sup> August 2007.State</b>	<b>S.M.Patel Institute Of Commerce, Ahmedabad</b>	
<b>31</b>	<b>Corporate Tax Planning &amp; Management</b>	<b>21<sup>st</sup> October 2007.Local</b>	<b>H.N.G.U. Vanija Vartul.</b>	
<b>32</b>	<b>62<sup>nd</sup> All India Commerce Conference.</b>	<b>10-12 October 2008.National</b>	<b>Maharshi Dayanand Saraswati University, Ajmer.</b>	<b>An overview of IFRS</b>
<b>33</b>	<b>Accounting Standards &amp; Project Planning</b>	<b>25<sup>th</sup> January 2009. Local</b>	<b>H.N.G.U. Vanija Vartul. Vadnagar</b>	
<b>34</b>	<b>62<sup>nd</sup> All India Commerce Conference.</b>	<b>10-12 October 2009</b>	<b>Commerce college Ajmer.</b>	
<b>35</b>	<b>63<sup>rd</sup> All India Commerce Conference.</b>	<b>1-3 October 2010.National</b>	<b>Faculty of Commerce, Goa University, Goa.</b>	<b>An Overview of Talent Management</b>

36	<b>Management of Higher Education in the Gujarat.</b>	<b>10<sup>th</sup> December 2010. Local</b>	<b>H.N.G.University, Patan</b>	
37	<b>Micro Finance</b>	<b>2<sup>nd</sup> January 2010.state</b>	<b>All India Commerce Association, Gujarat Chapter</b>	
38	<b>Research Methodology- Data Analysis</b>	<b>10<sup>th</sup> January 2010.state</b>	<b>H.N.G.U. Vanija Vartul. Unjha</b>	
39	<b>New Dimension in Management</b>	<b>7<sup>th</sup> February 2010. International</b>	<b>Gardi vidyapith, Rajkot.</b>	<b>Achieving Business Excellence in Banking Sector through CRM</b>
40	<b>Career Induction Camp 2011</b>	<b>18<sup>th</sup> February 2011. Local</b>	<b>H.N.G.University. Patan.</b>	
41	<b>Conflict Resolution</b>	<b>17<sup>th</sup> July 2011</b>	<b>Guj &amp; N.G.Uni. Commerce &amp; Management Teachers' Association.</b>	
42	<b>Preparing Institutional Development plan proposal for Rusa</b>	<b>16<sup>th</sup> January 2014</b>	<b>HNGU, PATAN</b>	
43	<b>Yuvan Jage Brastachar Bhage</b>	<b>6<sup>th</sup> September 2014</b>	<b>Shri. S.M.Shah Law College, Mehsana</b>	
44	<b>Hands on Practice on Business simulation Program</b>	<b>23<sup>rd</sup> January 2016</b>	<b>V.M.Patel institute of Management</b>	
45	<b>LSRM-23</b>	<b>21 anuary 2023</b>	<b>International Conference at ambaji</b>	<b>“Creating win-win relationship situation in the banking sector by improving performance through CRM”</b>

### List of articles published

Sr. No.	Name of Journal	Name and address of publisher	Date, month and year	Title of paper published
1	Gram swaraj	Gram swaraj Ahmedabad	10 <sup>th</sup> February 2004	A study of APMC, Unjha
2	Readers Shelves	Readers Shelves Jaipur	May 2006	Building competitiveness in the Banking Sector by Improving Performance and Productivity Through CRM
3	Anart Vol 13,(2) May-2012 HNGU Patan.	HNGU PATAN ISSN no.2229-4376	May-2012	A Research Study on Customers Satisfaction in Banking Sector of Gujarat

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Sr. No.	Name of Journal	Name and address of publisher	Date, month and year	Title of paper published
1	Journal of PG Dept. of Busi.Studies	PG Dept. S.P.University	27-3-2004	A Research study on Impact of Tele shopping network on student's Buying behaviours.
2	Journal of S.K.Patel Institute	S.K.Patel Institute of Computer & Management Studies.Gandhinagar	25-1-2006	Ethical Marketing Practices of Banking sector of Gujarat
3	Indian journal of Commerce, Vol-6	Indian Commerce Association	Oct-Dec-2008	Retail Banking In India –Marching on Growth Path
4	Indian journal of Commerce, Vol-6	Indian Commerce Association	Oct-Dec-2008	An over View of Indian Retail Industries.
5	Indian journal of Commerce, Vol-6	Indian Commerce Association	Oct-Dec-2008	Welcome to Era of Retailing in India