

Prof. Viral Bhatt

Curriculum Vitae

Principal Appointment



Director – Karnavati University, Gandhinagar |

18/06/2024 – Present

- Spearheading academic and administrative operations across Engineering and Management Schools with a strategic focus on curriculum enrichment and industry-aligned outcomes.
- Leading initiatives to identify and bridge skill gaps among students through targeted interventions and advanced skill-building programs.
- Successfully established strategic partnerships with top-tier global and regional industry leaders such as Google, Infosys, Paytm, Gateway Group, IQM, Einfochips, Cygnet One, among others, to integrate real-world exposure into academic delivery.
- Played a key role as a core committee member for NAAC and NIRF accreditation, ensuring institutional quality benchmarks and national ranking compliance.
- Conceptualized and organized flagship industry-academia interface events such as the HR Synergy Meet, Leadership Conclave, and AI Tech Conclave, which have significantly contributed to enhancing student employability and campus placements.
- Actively promoting experiential learning, research orientation, and innovation-driven pedagogy to align with national education objectives and NEP 2020 vision.

Past Appointments

Professor of Management (Quantitative Techniques, Quantitative Finance, Production and Operations Management, Research Methodology & Data Science and Core Expertise in Statistical Analytical Software), SAL Institute of Management (Gujarat Technological University) 2010 – Till date

Professor & Director, Royal Business School 2009 - 2010

Reader & Senior Lecturer, Somlalit Education and Research Foundation 2002 - 2009

Lecturer, C.U.Shah Management College 1996 - 2002

Quality Control Manager, Spect India Industries 1994 - 1996

Contact

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Opp. Science City, Sola Road
Ahmedabad

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Education

- Ph.D., Statistics, 2007, Saurashtra University (India).
- M. Commerce (Gold Medalist), Statistics, 1994, Saurashtra University (India).
- B. Commerce, Statistics, 1992, Saurashtra University (India).
- M. Administration, Marketing, 2010, Indira Gandhi National Open University (India).
- PG Diploma, Marketing, 2009, Indira Gandhi National Open University (India).
- Diploma, Marketing, 2008, Indira Gandhi National Open University (India).

Current Activities

Association with Academic and Professional Bodies

1. Research and Academic Advisor (2022), CQ Technology, USA.
2. Coopt Member of Business Studies (2021) – Department of Statistics in Saurashtra University
3. Member of Doctoral student progress and evaluation committee (2020) – Department of Commerce and Business Studies – Sardar Patel University, Anand.
4. Member of Board of Studies (2020) – For courses under department of business intelligence – B. K. School of Management in Gujarat University.
5. Member of Syllabus Committee (2014 – 2018) – Gujarat Technological University, Ahmedabad.
6. Committee Member at SEBI to monitor private equity education fund in Gujarat
7. Member of IGRC Committee – As Active penal member [Appointed by SEBI]
8. Appointed as Arbitrator in BSE, NSE and MCX.
9. Member of the Advisory Board at :
 - Board of studies – Dr. Subhash Technical Campus.
 - Member of Board of Academic Council – Sabarmati University.
 - Hasmukh Goswami College of Engineering and Management
 - Sarvodaya Kelavani Mandal (Sarvodaya Group of Colleges), Surendranagar

Consultancy Initiative

1. Working as an Independent Director in Rudra Engineering Consultancies Pvt. Ltd.,
2. Working as an Independent Director in Surya Printing Offset Pvt. Ltd. and Surya Skill Development and mapping centre. Rudra Engineering Services.
3. Advisor in Kamlesh Engineering and SAP Valves Ltd.
4. Extensive Market Research is conducted for Apnazone.com and Male Hub Garments
5. Academic and Research Advisor – Skill desk. USA

Initiatives with Gujarat Technological University

Organized International Conference at GTU:

1. 1st International Conference on “ Emerging issues, principles, policies, practices in governments, business and services, corporations, universities, co-operatives society, hospitals and NGOs” in April, 2013
2. 2nd International Conference on “Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment” in March, 2014.
3. 3rd International Conference on “Gujarat Model of Governance: Lesson and Future Scope” in April, 2015.
4. 4th International Conference on Governance in “E-Commerce: Contemporary Issues & Challenges” in 2016.
5. 5th International Conference on “Governance in Indian financial services sector: Reforms and Remedies” in February. 2018.

Working as a Committee Members in National/ International Conferences:

1. International Conference on “Ease of doing Business : Contemporary Issues, Challenges and future scope” in Oct, 2015
2. International Conference on “Developing Indian Economy as an Engine for Job creation “in Oct, 2016.
3. First National Conference on "Business Ethics for Global Success of Indian Businesses"
4. Second National conference – SANKALPA on theme of Business Ethics.
5. Third National Conference on theme of Business Ethics
6. Fifth International Conference on “Impact of Business Ethics, Governance and CSR on Society”
7. First International Conference on “FCBEM 2023” by FPT University, Vietnam.

Appointed as a Committee Members in:

1. Heading the committee of program called Confluence “How to design Innovative Question paper in Management program”
2. Committee member in case center of Gujarat Technological University.
3. One of the key member of syllabus committee during 2014 to 2019 in Gujarat Technological University

Published and Forthcoming Papers

1. Title: Revisiting Tomorrow: Gen Z’s innovation driven destination loyalty through Diffusion of Innovation and Information Processing theory.
Journal: Tourism Recreation Research ABDC-A
2. Title: Predicting behavioral intention of online insurance holders with mediating role of perceived attitude and trust
Journal: International Journal of Electronic Finance ABDC-B
3. Title: Predicting mutual fund investors’ continuous investment intention with integration of behavioural intentions
Journal: Global Business Economic Review ABDC-B
- 4.
5. Title: Investigating and validating the critical risk factors in PPP — Confirmatory Factor analysis of the Indian Road Sector
Journal: International Journal of Critical Infrastructure ABDC-B
- 6.
7. Predicting CRM patronage intentions based on Schwartz’s theory of human values: A large-sample study anchored on male fashion leadership. (International Review on Public and Nonprofit Marketing 22 (1), 135-165. ABDC-B)
8. Unveiling the future: Decrypting mobile investment resistance with multi-stage SEM-ANN-NCA approach. (International Journal of Human–Computer Interaction, 1-18. ABDC-A)
9. DR Viral Bhatt: Click to contribute understanding donation behavior and well being in donation based crowdfunding mobile apps .(international journal of

bank marketing.ABDC-A).

10. DR Viral Bhatt: Predicting online donation intention –based on crowdfunding apps: A multistage SEM-ANN-NCA model integrating anthropomorphism, satisfaction ,trustand privacy concern.(Journal of Non profit marketing .ABDC-B).
11. DR Viral Bhatt : Predicting cause-related marketing patronage intentions based on Schwartz theory of human values : A large scale sample study anchored on female fashion leadership.
12. (ABDC-B) Journal of fashion marketing .
13. Dr. Viral Bhatt, "An integrated SEM-ANN-NCA approach to predict the factors influencing CSR authenticity and CRM purchase intentions: an attribution theory perspective", The Journal of Marketing Theory and Practice – ABDC – B, Scopus Indexed].
14. Dr. Viral Bhatt, " Predicting user loyalty and repeat intention to donate towards fantasy sports gaming platforms: A large-sample study based on a model integrating philanthropic actions, well-being and flow experience", Journal of Philanthropy and Marketing– ABDC – B, Scopus Indexed].
15. Dr. Viral Bhatt, "Predicting cause-related marketing patronage intentions, corporate social responsibility motives and moderating role of spirituality", Social Responsibility Journal – ABDC – B, Scopus Indexed].
16. Dr. Viral Bhatt: “Examining The Factors Influencing Fintech Adoption Behaviour Of Generation Y In India.” [Paper under review Indian Journal of Business research – ABDC– B, Scopus Indexed].
17. Dr. Viral Bhatt: Examining the effect of risk reduction strategies on the construction of Mega Infrastructure Project (MIP) success: A SEM;ANN Approach. [paper under review – Journal of construction management – ABDC – A, Scopus Indexed]
18. Prof. Viral Bhatt, Prof. Hiral Vora and Prof. Twinkle Trivedi (2022): “Examining to digital readiness among the higher education teachers” Inderscience Journal of Innovations and Technology(ABD-CC) Scopus Index.
19. Dr. Viral Bhatt: Predicting the psuchological antecedents (Personality traits) of CRM participation intension and moderating role of subjective happiness A hybrid SEM – ANN approach, published in International Review on Public and Non-profit Marketing indexed in ABDC – B category and Scopus.
20. Prof. Viral Bhatt and Dr. Sujo Thomas (2022): “A neural network approach for predicting sustainable consumption behavior of SNS users' by integrating personality traits and e-mavenism” Academic of Marketing Studies(ABDC-B)”. ISSN No.:1528-267(8).
21. Dr. Viral Bhatt : Investigating The Mediating Role Of Perceived Culture, Role Ambiguity, And Workload On Workplace Stress With Moderating Role Of Education In A Financial Services Organization” Journal of Positive School Psychology having ISSN no: 9233-9246, Q2 and SCOPUS Indexed.
22. Prof. Viral Bhatt and Prof. Farahan Kureshi (2022): “Does any behavioral bias prevails while making investment decision in Mutual Fund?” Journal of Behavioral and Finance, (ABD-CC)., ISSN No.: 1753-1977.
23. Prof. Viral Bhatt, Prof. Priyanka Bhatt and Prof. Farahan Kureshi (2022): “Examining the Statification of Entrepreneurial Intention amongst the working women” Empirical Economics Letters, (ABD-CC), ISSN No: 1681-8997.
24. Prof. Viral Bhatt, Dr. Sujo Thomas and Dr. Ritesh Patel (2022) : “Impact of skepticism on CRM luxury campaign participation intention of Generation Z”,

- International Journal of Emerging Markets (ABDC-B)". ISSN No.: 1746-8809
25. Prof. Viral Bhatt and Hiral Vora (2022): "Investigating The Mediating Role Of Perceived Culture, Role Ambiguity, And Workload On Workplace Stress With Moderating Role Of Education In A Financial Services Organization" Journal of Positive School Psychology, ISSN No. : 2717-7564, Scoupes Index
 26. Prof. Viral Bhatt, Dr. Sujo Thomas and Dr. Ritesh Patel (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 (ABDC-B)
 27. Prof. Viral Bhatt, Dr. Sujo Thomas and Dr. Ritesh Patel (2022) : "Private-label grocery buyers' donation intentions and trust in CRM campaigns: an empirical analysis by employing social identity theory", Society Business Review (ABDC-B), DOI: 10.1108/SBR-12-2021-0247, ISSN No. : 1746-5690
 28. Prof. Viral Bhatt and Prof. Malek (2022): "Examine the comparison of CSFs for public and private sector's stakeholders: a SEM approach towards PPP in Indian road sector", International Journal of Construction Management, DOI: 10. 1080 / 15623599. 2022. 2049490.
 29. Prof. Viral Bhatt and Prof. Darshil Shah (2022): "Examine the mediating role of environmental concern and perceived benefit on adoption of Green Accounting with the Emerging Economy Perspective", International Journal of Special Education 37(3):5243-5259.
 30. Prof. Viral Bhatt and Prof. Dhruti Chauhan (2022): "Examining the Impact of Organization Culture – Personal Job Fit and Employee – Engagement and turnover intention an assessment of it sectors forum and emerging market perspective", International Journal of Economics & Business Research, ISSN No. : 1756-9850.
 31. Prof. Viral Bhatt and Prof. Neha Upadhyay (2021): "Applying the Customer Based Brand Equity Model in examining Brand Loyalty of Consumers towards Johnson & Johnson Baby Care Products: A PLS-SEM Approach", ADBU Journal of Engineering Technology (AJET) 10(02):1-8, ISSN No. :2348-7305, WOS and UGC Cares.
 32. Prof. Viral Bhatt, Prof. Keyur Nayak and Prof. Dhaval Jadhav (2021): "Does Experience of Distributor Has Moderating Effect on The Mediating Factors Affecting the Performance of Mutual Fund Distributors?" Turkish Journal of Computer and Mathematics Education (TURCOMAT) 12(12) ISSN No. :1309-4653, Scoupes Index.
 33. Prof. Viral Bhatt and Prof. Dipanti Joshi (2021): "DOES THE ADVERTISEMENT AND SALES PROMOTION HAVE IMPACT ON BEHAVIORAL INTENTIONS OF ONLINE FOOD DELIVERY APPLICATION USERS?" PAL ARCH, Journal of Archarology of Scoupes Index Q3.
 34. Prof. Viral Bhatt, Prof. Keyur Nayak and Prof. Hiteshi Ajmera (2021): "An Empirical Study On Analyzing A User's Intention Towards Using Mobile Wallets; Measuring The Mediating Effect Of Perceived Attitude And Perceived Trust" Turkish Journal of Computer and Mathematics Education (TURCOMAT) 12(10) ISSN No. :1309-4653, Scoupes Index.
 35. Prof. Viral Bhatt and Prof. Dixita Nagar (2021): "An empirical study to evaluate factors affecting customer satisfaction on the adoption of Mobile Banking" Turkish Journal of Computer and Mathematics Education (TURCOMAT) 12(10)

ISSN No. :1309-4653, Scoupes Index.

36. Prof. Viral Bhatt, Prof. Keyur Nayak and Prof. Jigar J. Nagvadia (2021): "Measuring Impact of Factors Influencing to Consumer Buying Intention with Respect to Online Shopping" International Journal of Management, ISSN No. :2321-7278, Scoupes Index
37. Prof. Viral Bhatt, Prof. Hiral Vora and Prof. Dhaval Jadhav (2020): "AN EMPIRICAL STUDY ON EVALUATING AND VALIDATE THE FACTORS AFFECTING TO SATISFACTION OF HIGHER EDUCATION" PAL ARCH, Journal of Archarology of Scoupes Index Q3.
38. Prof. Viral Bhatt, Prof. Animesh Banker and Prof. Dhaval Jadhav (2020): "A CLASSIFICATION OF E-BANKING USERS BASED ON IMPACT OF SERVICE QUALITY PARAMETERS IN BANKING INDUSTRY" PAL ARCH, Journal of Archarology of Scoupes Index Q3.
39. Prof. Viral Bhatt, Prof. Hiral Vora and Prof. Dhaval Jadhav (2020): "AN EMPIRICAL STUDY ON EVALUATING AND VALIDATE THE FACTORS AFFECTING TO SATISFACTION OF HIGHER EDUCATION" PAL ARCH, Journal of Archarology of Scoupes Index Q3.
40. Prof. Viral Bhatt, Prof. Animesh Banker and Prof. Dhaval Jadhav (2020): "A CLASSIFICATION OF E-BANKING USERS BASED ON IMPACT OF SERVICE QUALITY PARAMETERS IN BANKING INDUSTRY" PAL ARCH, Journal of Archarology of Scoupes Index Q3.
41. Prof. Viral Bhatt and Prof. Jigar J. Nagvadia (2020): "A STUDY ON IMPACT OF FACTORS INFLUENCING ONLINE REPURCHASE INTENTION" Sodh Sarita, ISSN No.:2348-2397 – UGC Care
42. Prof. Viral Bhatt and Prof. Jigar J. Nagvadia (2020): "A study on Factors influencing virtual retail store selection criteria among online shoppers" Shodh Sanchar bulletin having ISSN no: 2229 – 3620 – UGC care
43. Prof. Viral Bhatt and Prof. Jigar J. Nagvadia (2020): "A STUDY ON FACTORS INFLUENCING CONSUMER'S ONLINE BUYING BEHAVIOUR" Shodh Sanchar bulletin having ISSN no: 2229 – 3620 – UGC care
44. Prof. Viral Bhatt and Hiral Vora (2020): "An Empirical Study On Evaluating And Validate The Factors Affecting To Satisfaction Of Higher Education" ,Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(12). ISSN 1567-214x.
45. Prof. Viral Bhatt and Bhoomi Parekh (2020): "Factor Influencing overall service quality of online Banking : A comparative study of Indian Public and Private Sector Banks." Journal of Applied Business and Economics, (ABD-CC) , ISSN No.: 1499-691X
46. Prof. Viral Bhatt and Hiral Borikar (2020): "A Classification of Senior Personnel with Respect to Psychographic and Demographic Aspect of Workplace Stress in Financial Services" Test Engineering and Management, ISSN No.: 0193-4120 Indexed in Scopus.
47. Prof. Viral Bhatt and Himanshu Raval (2020): "A study on customers' perceptions towards E service quality dimensions and their satisfaction of online shopping platforms" Mukht Shabd Journal, ISSN No.: 2347-3150.
48. Prof. Viral Bhatt and Dixita Nagar (2020): "Measuring the impact of factors are infusing to service quality on the usage pattern of Mobile banking: An Empirical Study" Alochana Chakra Journal, ISSN No.: 2231-3990, Indexed in ProQuest and UGC Care.
49. Prof. Viral Bhatt and Hiteshi Ajmera (2020): "Factors affecting the consumers' adoption of E-wallets in India: An empirical study" Alochana Chakra Journal,

ISSN No.: 2231- 3990, Indexed in ProQuest and UGC Care.

50. Dr, Viral Bhatt and Hiral Borikar (2020) : “Measuring impact of factors influencing workplace stress with respect to financial services” ” Alochana Chakra urnal, ISSN No.: 2231-3990, Indexed in ProQuest and UGC Care.
51. Prof. Viral Bhatt and Himanshu Raval (2020): “ A study on Impact of E Service quality dimensions of online shopping platforms on overall service experience” Alochana Chakra Journal, ISSN No.: 2231-3990, Indexed in ProQuest and UGC Care.
52. Dr.Viral Bhatt and Kalpesh Prajapati (2019): “A study on Influencing factor in the expansion of brand in road machine market with reference to Heavy machine production company”. Research Journal of Humanities and Social Sciences, ISSN 0975- 6795, Indexed in : Google Scholar, Proquest Central, Indian Citation Index, Directory of Research Journal Indexing, Directory of Science, Science Central Score – 21.14
53. Prof. Viral Bhatt and Kalpesh Prajapati (2019). “A Study on Perception of Brand Extension by FMCG Consumer in Ahmedabad”. Research Journal of Humanities and Social Sciences, ISSN 0975-6795, Indexed in : Google Scholar, ProQuest Central, Indian Citation Index, Directory of Research Journal Indexing, Directory of Science, Science Central Score – 21.14
54. Dr.Viral Bhatt and Jigish Sheth (2019). “A Study on Factors Affecting Distribution Channels of Indian Mutual Fund Industry with Special Reference to No-Entry Load Regime – Post 2009”. Research Journal of Humanities and Social Sciences, ISSN 0975- 6795, Indexed in : Google Scholar, Proquest Central, Indian Citation Index, Directory of Research Journal Indexing, Directory of Science, Science Central Score – 21.14
55. Prof. Viral Bhatt and Farana Kureshi (2019). “Digital Banking- Relation of determined variables related to service quality”. Research Journal of Humanities and Social Sciences, ISSN 0975-6795, Indexed in : Google Scholar, ProQuest Central, Indian Citation Index, Directory of Research Journal Indexing, Directory of Science, Science Central Score – 21.14
56. Prof. Viral Bhatt and Farana Kureshi (2018). “Positive impact of Social media on youth: An empirical study in Ahmedabad city”. International Journal of reviews and research in Social Sciences, ISSN 2347-5145, indexed in: Google Scholar, Directory of Research Journal Indexing.
57. Prof. Viral Bhatt and Dipanti Joshi (2019). “An empirical study on demographic factors influencing consumers’ usage of social media”. Research Journal of Humanities and Social Sciences, ISSN 0975-6795, Indexed in : Google Scholar, ProQuest Central, Indian Citation Index, Directory of Research Journal Indexing, Directory of Science, Science Central Score – 21.14
58. Prof. Viral Bhatt and Dipanti Joshi (2018). “Positive impact of Social media on youth An empirical study in Ahmedabad city”. International Journal of reviews and research in Social Sciences, ISSN 2347-5145, Indexed in : Google Scholar, Directory of Research Journal Indexing.
59. Dr. Viral Bhatt and Shital Shastri (2018). “Classification of factors respect to Microfinance relate to Women Empowerment in women of rural Gujarat”. International Journal of reviews and research in Social Sciences, ISSN 2347-5145, indexed in: Google Scholar, Directory of Research Journal Indexing.
60. Dr. Viral Bhatt and Shital Shastri (2018). “Measuring the impact of Microfinance on women empowerment amongst the women in rural Gujarat”. International Journal of reviews and research in Social Sciences, ISSN 2347-

- 5145, Indexed in: Google Scholar, Directory of Research Journal Indexing.
61. Prof. Viral Bhatt and Falguni Prajapati (2018). "An empirical study on consumer's securitization and faith on online payment in Gujarat". International Journal of reviews and research in Social Sciences, ISSN 2347-5145, Indexed in : Google Scholar, Directory of Research Journal Indexing.
 62. Prof. Viral Bhatt and Falguni Prajapati (2018). "Impact of various Business structure and export behavioural of SME industries in Gujarat : An empirical study". International Journal of trade and global business perspectives, ISSN 2319-9059, Impact factor 8.924
 63. Dr.Viral Bhatt and Bindiya Baxi Chhaya (2018). "A comparative analysis of financial performance indicators between Punjab national bank and HDFC bank". International Journal of Entrepreneurship and Business Environment perspectives, ISSN 2279-0918, Impact factor 8.924.
 64. Prof. Viral Bhatt and Bindiya Baxi Chhaya (2018). "An exhaustive comparison on selected public sector and private sector banks with respect to various parameters related to profitability Index". International Journal of Applied Financial Management perspectives, ISSN 2279-0896, Impact factor 9.021
 65. Dr.Viral Bhatt and Hiral Vora (2018). "Exploring the various factors influencing the readiness for the organizational changes at work place with respect to banking sector of Gujarat". International Journal of Applied service marketing perspectives, ISSN 2279- 0977, Impact factor 8.980
 66. Dr.Viral Bhatt and Dixita Nagar (2018). "Classification of satisfaction level with respect to factors infusing to digital banking services : An empirical study". IAETSD- JARAS : Journal for advanced research in applied science, ISSN 2394-8442, Thomson Reuters' Research ID : H-4404-2017, SCOPUS SUGGESTED JOURNAL ID: 40K4CF07B9886F83, Impact factor: 5.8
 67. Prof. Viral Bhatt and Hiteshi Ajmera (2018). "Role of social media as an Antagonist in Youth life: An empirical study". IAETSD- JARAS : Journal for advanced research in applied science, ISSN 2394-8442, Thomson Reuters' Research ID : H-4404-2017, SCOPUS SUGGESTED JOURNAL ID: 40K4CF07B9886F83, Impact factor 5.8
 68. Prof. Viral Bhatt and Ishan Patel (2018). "Classification of factors affecting overall service quality and customer satisfaction for digital banking service in Ahmedabad". ROOTS: International Journal of Multidisciplinary researchers, ISSN 2349-8684, Impact factor 3.4
 69. Dr.Viral Bhatt and Bhoomi Parekh (2018). "Empirical analysis of Non performing assets of Microfinance institutions in Gujarat". ROOTS: International Journal of Multidisciplinary researchers, ISSN 2349-8684, Impact factor 3.4
 70. Dr.Viral Bhatt and Dipanti Joshi (2018). "A study on factors influencing consumer's preference while making purchase decision of first own cars in Ahmedabad city". ROOTS: International Journal of Multidisciplinary researchers, ISSN 2349-8684, Impact factor 3.4
 71. Prof. Viral Bhatt and Twinkle Trivedi (2018). "A study on job satisfaction of bank employees with respect to readiness to change in work environment in major cities of Gujarat". ROOTS: International Journal of Multidisciplinary researchers, ISSN 2349-8684, Impact factor 3.4
 72. Prof. Viral Bhatt and Twinkle Trivedi (2018). "A study on relationship amongst designation and change readiness within employees of banking sector in Gujarat".

ROOTS: International Journal of Multidisciplinary researchers, ISSN 2349-8684, Impact factor 3.4

73. Prof. Viral Bhatt and Maaz Saiyed (2018). "An empirical study on brand switching behaviour of consumers in the FMCG industry with reference to Ahmedabad". ROOTS: International Journal of Multidisciplinary researchers, ISSN 2349-8684, Impact factor 3.4
74. Dr. Viral Bhatt and Shakunt Jadav (2015) "Influence of Social media on academic performance of management students in Ahmedabad" Indian Journal of Applied Research, ISSN 2249-555X
75. Prof. Viral Bhatt and Prof. Nilesh Patel (2013) "Capital Structure and Profitability: Case of National Stock Exchange" Indian Journal of Applied Research, ISSN 2249-555X.
76. Prof. Viral Bhatt (2016) "A study in various banking service factors influencing to HNI/Premium customer behaviours" AAGAM – International Journal of Humanities, Social science, Management and technology, ISSN: 2454-1567.
77. Prof. Viral Bhatt and Mr. Jigish Sheth (2018) "A study on investor pattern and perception towards mutual fund in Ahmedabad city" SANYOJAK – International Journal of Commerce and management, ISSN: 2348-3032.
78. Dr. Viral Bhatt and Ishan Patel (2018). "Impact of quality of service on customer satisfaction with respect to banks in Ahmedabad". International Journal of Applied service marketing perspective, ISSN 2279-0977.
79. Dr. Viral Bhatt and Virag Shah (2016) "Consumer perception about Mr. Amitabh Bachchan's Advertisement of Maggi" RESEARCH HUB – ISSN 2349-7637 (online).
80. Prof. Viral Bhatt (2015), "A study of classification of employees in IT Companies on how they perceived impact of HR Practices. – Journal of Emerging Technologies and Innovative Research [JETIR] – ISSN 2349-5162.
81. Prof. Viral Bhatt (2015) "A study on impact of FII on Indian Stock Market" RESEARCH HUB, ISSN: 2349-7637 (online).
82. Prof. Viral Bhatt (2015) "A study on consumers adoption and awareness of net banking in Ahmedabad city" RESEARCH HUB – , ISSN: 2349-7637 (online).
83. Prof. Viral Bhatt (2015) "A study on impact of popular social media marketing on people of Gujarat" RESEARCH HUB – , ISSN: 2349-7637 (online).
84. Prof. Viral Bhatt (2015) "The export behaviour of small and medium sized manufacturing firms in context of Gujarat" RESEARCH HUB – , ISSN: 2349-7637 (online).
85. Prof. Viral Bhatt and Virag Shah (2015) "Quality determinants and brand perception: A review of brand building approach for higher management educational institution" RESEARCH HUB –, ISSN: 2349-7637 (online).
86. Dr. Viral Bhatt and Jigar Nagvadia (2015) "Deepika padukone – Impact of celebrity endorsement on consumer buying behaviour with respect to Ahmedabad city, Gujarat" RESEARCH HUB – , ISSN: 2349-7637 (online).
87. Prof. Viral Bhatt (2016) "A study on customer preference and various services provided by private bank in Ahmedabad city" RESEARCH HUB –, ISSN: 2349-7637 (online).
88. Dr. Viral Bhatt (2016) "A study on performance of mutual fund and investor's behaviour in Ahmedabad" RESEARCH HUB – , ISSN: 2349-7637 (online).
89. Prof. Viral Bhatt (2016) "A study on awareness of low income group for microfinance institutions in Ahmedabad city" RESEARCH HUB – , ISSN: 2349-7637 (online)

90. Prof. Viral Bhatt (2016) "A study on opportunities and challenges of financial inclusion in India with current perspective" RESEARCH HUB –, ISSN: 2349-7637 (online).
91. Prof. Viral Bhatt (2016) "A study on various banking service factors influencing to HNI/premium customers behaviours" RESEARCH HUB –, ISSN: 2349-7637 (online).
92. Prof. Viral Bhatt (2016) "An analytical study of Non-performing assets of Nationalized banks in India" RESEARCH HUB –, ISSN: 2349-7637 (online).
93. Prof. Viral Bhatt (2015) "A study on opportunity and challenges of net banking services in Ahmedabad" RESEARCH HUB –, ISSN: 2349-7637 (online).
94. Prof. Viral Bhatt (2016) "A study on customer preference and various services provided by private bank in Ahmedabad city" RESEARCH HUB –, ISSN: 2349-7637 (online).
95. Prof. Viral Bhatt , " Expectation of High Net Worth of Individual clients of Private Banks." – ISSN no: 2349-7637.
96. Prof. Viral Bhatt (2015) "The export behavior of small and medium size, manufacturing firm in context of Gujarat". – ISSN No: 2349-7637

Published Papers in Conference

1. Predicting employee performance integration of organizations and supervisor support: Mediating role of employee engagement, IIT- Conference
2. Bhatt V., examine the willingness to adopt electric vehicles: an integrated sem-ann-nca approach anchored on indian consumers, Global Cleaner Production Conference 2023, Marriott Parkview, Shanghai, China | 9-12 November 2023
3. Bhatt V., 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
4. Bhatt V. Integrating e-mavenism and personality traits of SNS users to predict sustainable consumption behaviour. Academy of Marketing Conference 2022, Hosted by University of Huddersfield, West Yorkshire, United Kingdom, July 5-7
5. Bhatt V., Prediction of sustainable consumption behaviour by integrating personality traits and e-mavenism. AIB Conference 2022, West Chapter, United States, April 21-23.
6. Bhatt V., Predicting sustainable consumption behaviour of SNS users' by examining e-mavenism and big-five personality traits. AMA Summer Academic Conference 2022, Chicago, Illinois, United States, August 12-14.
7. Bhatt V. 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.
8. Bhatt V. 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.
9. Bhatt V. 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 – Virtual Conference, Veszprém – Hungary, July 5-7.
10. Bhatt V. 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. (Accepted for Presentation)
 11. Bhatt V. Investigating CRM patronage intentions by integrating human values and fashion leadership. Association of Business Communication – ABC 2023: 88th Annual International Conference, Reaching New Heights: The Future of Business Communication, Virtual Conference – Denver, Colorado, Oct 18-20.
 12. Prof. Viral Bhatt, Hiteshi Ajmera, Dr. Keyur Nayak (2021) “An Empirical Study On Analyzing A User's Intention Towards Using Mobile Wallets; Measuring The Mediating Effect Of Perceived Attitude And Perceived Trust” - International E- Conference on Advances in Business & Management Organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, India on 4th to 6th March 2021.
 13. Prof. Viral Bhatt, Hiral Vora, Hiral Borikar Dhal (2021) – “Does the culture, environment, Policies affect occupational stress? An Empirical Study on Financial Services.” - International E-Conference on Advances in Business & Management Organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, India on 4th to 6th March 2021.
 14. Prof. Viral Bhatt and CA Dixita Nagar (2021) – “An Empirical Study to Evaluate Factors Affecting Customer Satisfaction on The Adoption of Mobile Banking” - International E-Conference on Advances in Business & Management Organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, India on 4th to 6th March 2021.
 15. Prof. Viral Bhatt (2019). “Classification of factors influencing brand extensions in soap division of FMCG industry of Gujarat”. 7th AIM-AMA Sheth Foundation Doctoral Consortium and Conference, MICA.
 16. Prof. Viral Bhatt and Prof. Shakunt Jadav (2013). “Effective analysis of issues and challenges concerned with governing social media: Indian Perspective”. International Conference on Good Governance, ISBN: 9789380983202.
 17. Prof. Viral Bhatt and Prof. Virag Shah (2013). “In depth procedural analysis of steering higher education towards skill drive society”. International Conference on Good Governance, ISBN: 9789380983202.
 18. Prof. Viral Bhatt & Prof. Jigar Nagvadia (2013) “Celebrity Endorsements : Effect of gender on different consumer age group” International Conference on Challenges for Industrial Survival Growth in Indian & Global Perspective organized by Pacific Institute of Business Studies, February 2013.
 19. Dr. Viral Bhatt and Dr. Ramkumar Jha (2012) “Statistical Estimation of Gap of Decomposability of the General Poverty Index” National Conference, Ganpat University, Mehsana.
 20. Dr. Viral Bhatt and Mr. Param Shah (2012) “Role and Challenges of Emerging Economics: Possibilities in SME Sector” National Conference, Pacific University, Udaipur, 2012
 21. Prof. Viral Bhatt and Dr. Anand Kumar (2011) “An Evolutionary approach to find Shortest Route Courier Delivery System using Genetic Algorithms” International Conference on Applied Mathematics & Statistics organised by the

Department of Statistics and Mathematics, Gujarat University, Ahmedabad, ICAMPMS-2011.

22. Prof. Viral Bhatt and Prof. Jasmin Monpara (2010) "Foreign Direct Investment inflows in Indian opportunities and benefits" International Conference on Financial services by Gujarat Technological University.
23. Dr. Viral Bhatt and Prof. Shashvat Trivedi (2010) "Market efficiency in emerging economies: An empirical analysis of month-of-the-year effect" National conference, Hasmukh Goswami college of Engineering and management.
24. Prof. Viral Bhatt (2008) "Effect of Skewness on optimum portfolio selection" State level conference of Economics and Applied Statistics by SMPIC, GLS, Ahmedabad.
25. Dr. Girish Bhimani and Prof. Viral Bhatt (2008) "Reverse logistics: strategy to achieve total customer satisfaction and enhancing competitive performance" conference organized by Gujarat Statistical Association. Surat
26. Dr. Girish Bhimani and Dr. Viral Bhatt (2006) "LCMS-MS determination and steady – state bioavailability study of ramipril sustain release tables in dogs" conference organised by Gujarat Statistical Association. Rajkot
27. Dr. Girish Bhimani and Prof. Viral Bhatt (2003) "Operational efficiencies of selected co- operative bank in Gujarat" Conference organised by Gujarat Statistical Association, Bhavnagar

Student's Awarded Ph.D.

1. An empirical study to determine factors at workplace stress in financial sector (with special reference to Ahmedabad District) by Hiral Dhal.
2. An Empirical Study on Customer Satisfaction of Mobile Banking Services with respect to Gujarat region. by Dixita Nagar.
3. A Study on factors affecting consumer attitude and intention towards the mobile payment application in Gujarat by Hitesh Ajmera.
4. Assessment of service quality of selected online shopping platforms by Himanshu Raval.
5. Factors influencing consumer's online buying behaviour : An empirical study by Jigar Nagavdiya.
6. A study of impact of capital structure on the profitability of public and private sector banks in India by Bindiya Baxi Chhaya (IU1572000001) in the year 2020
7. A study of Brand extension in fast moving consumer goods sector with respect to soap category by Kalpesh prajapati (Reg no : IU1572000005) in the year 2020
8. Microfinance : A study of the effectiveness of fund flows among women in rural Gujarat by Shital Shastri (Reg no : 119997392032) in year 2019
9. A study to measure the impact of workplace and individual factors on employee readiness for change within banks of Gujarat by Twinkle Trivedi (Reg no IU1372000003) in year 2018
10. Development of model to evaluate service quality gap in the generation of Digital banking by Ishan Patel (Reg no : 139997292003) in year 2018
11. An empirical study in Influence of Social media pertaining to youth by Shakunt Jadav in 2017

12. A Study on Non-performing assets of Micro finance Institutions in Gujarat by Bhoomi Parekh
13. In year 2017 Revitalization of Brand building in higher management education by Virag Shah (Reg. No : 10711426) in year 2015.
14. A study on distribution channels of Indian Mutual fund industry with special reference to no entry load regime by Jigish Sheth (Reg no : 139997292005) in year 2009.

Academic Distinctions / Awards

1. 2020 - Received Best Papers Award for Two Research Papers at International Conference of International Conference (Digital) On “Research and Innovation in Science, Engineering & Technology (ICRISET-2020)” 4 - 5 September 2020 Organized by Birla Vishvakarma Mahavidyalaya (Engineering College).
2. 2020 – Received Principal Excellence Award for “Role of Accreditation in Higher Education in National and International Arena”.
3. 2018 - Gujarat Gaurav Award in the field of education for the contribution of him in research by O.P Kohli (The honourable Governor of Gujarat state).
4. 2017 - Best Professor in Innovation in Teaching Pedagogy in Gujarat by Higher Education Forum.
5. 2014 - National Education Excellence Awards 2014 from Shri Kalraj Mishra, Minister is the Indian Union Cabinet Minister of Micro, Small and Medium Enterprises.
6. 2014 - Best Principal Award in the area of Management Education from Shri Bhupendra Singh Chudasma, Gujarat Education Minister.
7. 2013 - Best paper award in International Conference on Good governance organize by Gujarat Technological University.

Working Papers

1. Dr. Viral Bhatt: Linking Social exclusion to employee turnover propensity in the tourism industry of India: A Moderated Mediation approach. [International Journal of tourism perspective ABDC – A, paper under review.]
2. Dr. Viral Bhatt: “ Investigating the impact of antecedents of crypto currency on investment intension. A SEM – ANN hybrid approach. [Paper under review].

International Level Faculty Development Program

1. Invited by University of Nairobi (Nairobi-Kenya) for the Faculty Development Program (FDP). The entire program is scheduled from 21 - 26 August, 2023.
2. Invited by Chreso University of Africa (Lusaka-Zambia) for the Faculty Development Program (FDP). The entire program is scheduled from 20 - 26 august, 2022.
3. Invited by FPT University, Vietnam for the faculty development program on How to write excellent reseach paper on 8th May 2021.

National Level Faculty Development Program

1. Invited by Symbiosis Institute of management, Indore for the FDP on Advanced structural equation modeling for publishing higher impact factor journals on February, 2025.
2. Invited by Sabarmati University for Doctoral research program on developing scale and questionnaire designing July 2024.
3. Invited by Mumbai University for Doctoral research program on multivariate analysis April, 2024.
4. Invited by Nirma University for Doctoral research coursework on structural equation modeling VBSEM 7th June 2023.
5. Invited by Sardar Patel University to conduct the workshop on structural equation modeling with CBSEM on 23rd April 2023.
6. Invited by GLS UNIVERSITY to conduct the workshop on how to write the research paper on 16th and 17th November 2022.
7. Invited by Marwadi University for on week Faculty Development Program on Research Methodology and Data Analysis from 26th July 2022, to 30th July 2022.
8. Invited by Karnavati University to conduct the workshop on research workshop : ‘Research-o-pedia’ from 24th September to 27th September 2022.
9. Invited by Dharamsinh Desai University for the workshop on “Statistical Data analysis – techniques, applications and interpretation for research.”
10. Invited by Pandit Madan Mohan Malviya National Mission on Teachers and Teaching (PMNMNMTT) and Ministry of Human Resource Department (MHRD) for Webinar on One week online Research Methodology Workshop on BFSI Sector for Faculty in Universities, Colleges and Institutes of Higher Education.
11. Invited by Shri Guru Govind Singh University, for conducting one day research workshop for Doctoral Students.
12. Invited by Sabarmati University, for conducting two days research workshop for Doctoral Students.
13. Invited by Parul University, or conducting a sessions on Research Methodology for Doctoral Students.
14. Invited by Research Culture Society, for conducting two days workshop on Advance Statistics, only for Doctoral Professor.
15. Invited by Gujarat State Forensic Science University, Gandhinagar, Gujarat for conducting two days faculty development workshop for Doctoral Students
16. Invited by S. P. University, Anand, and Gujarat for conducting two days faculty development workshop for Doctoral Students.
17. Invited by Lovely Professional University, Jalandhar, Punjab, Conducted two days faculty development workshop for Doctoral Faculties.
18. Invited by Prestige Institute of Management, Indore for Advance Research one day workshop. Topic taught are data analytics with multivariate technique.
19. Invited by Department of Statistics, Saurashtra University for Basic Research design
20. Invited by Commerce and Business Studies Department, Sardar Patel University, Vallabh Vidhyanagar, Anand for Basic Research: Tools and Techniques.
21. Invited by INDUS University, Ahmedabad, and Gujarat for conducting One day workshop for Doctoral Students.
22. Invited by Mumbai University in one week FDP in which 3 days delivered by me and topics taught are Basic research design, Questionnaire design, Interface with

SPSS and Parametric, Non-parametric Inferential Analysis and Testing of Hypothesis.

23. Conducted one day session on Multi Variate Analysis at Karnavati University.
24. Invited by Marwadi University, Rajkot for 1 day FDP on Multiple Regression
25. Invited by Noble Group of Institutions, Junagadh Gujarat for SPSS and Research Methodology workshop.
26. Conducted one day session on cluster sampling in one week FDP at GTU.
27. Conducted one day session on data analysis in 1 day FDP at C K Shah Vijapurwala, Vadodara.
28. Conducted Session of topics of Discriminant analysis and logistic regression in FDP organized by Department of Statistics.
29. Taught qualitative research design in the refresher program of faculty at Gujarat University.
30. Taught Multivariate techniques at refresher program of faculty at S P University.
31. Taught Advance research data analysis at Director of science and Technology at Dharmasinh Desai University.

Books Edited for Conference Proceeding

1. 2020 – A study on Brand extension in fast moving consumer goods [FMCG] sector with respect to soap category co-authored by Dr. Kalpesh Prajapati. ISBN no: 939008407-5.
2. 2020 – Measuring the Impact of social media on youth: An Empirical study, co-authored by Dr. Shakunt Jadhav. ISBN no.: 939008403-2.
3. 2020 – Corporate Social Responsibility from an Internal Stakeholder Perspective, co-authored by Krutika Raval. ISBN no: 939008420-2.
4. 2020 – A study on impact of capital structure on profitability of banks in India, co – authored by Dr. Bindiya Baxi Chhaya. ISBN no:
5. 2018 - Business Statistics for Gujarat Technological University Co-authored by: J. Joseph Francis and Kerav Pandya ISBN no.: 978-93-866-5096-2 and ISBN no: 93-866-5096-7.
6. 2018 – Gujarat Technological University – International Conference - Governance in Indian financial services sector : Reforms and Remedies
7. 2016 – Gujarat Technological University – E-Commerce: Contemporary Issues & Challenges.
8. 2015 – Gujarat Technological University – Gujarat Model of Governance: Lesson and Future Scope. ISBN: 978-93-85271-13-7.
9. 2014 – Gujarat Technological University – Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment
10. 2013 – Gujarat Technological University – Emerging issues, principles, policies, practices in governments, business and services, corporations, universities, co-operatives society, hospitals and NGOs. ISBN : 938098320-4.

Technical Session Chair

1. 1st International Conference on “ Emerging issues, principles, policies, practices in governments, business and services, corporations, universities, co-operatives society, hospitals and NGOs” in April, 2013 at GTU.

2. 2nd International Conference on “Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment” in March, 2014 at GTU.
3. 3rd International Conference on “Gujarat Model of Governance: Lesson and Future Scope” in April, 2015 at GTU.
4. 4th International Conference on Governance in “E-Commerce: Contemporary Issues & Challenges” in 2016 at GTU.
5. 5th International Conference on “Governance in Indian financial services sector : Reforms and Remedies” in February. 2018 at GTU.
6. International Conference on “Ease of doing Business: Contemporary Issues, Challenges and future scope” in Oct, 2015 at GTU.
7. International Conference on “Developing Indian Economy as an Engine for Job creation “in Oct, 2016 at GTU.
8. National Banking Conclave on “Indian banking Industry: The changing Panorama” in Feb, 2017 at Sal Institute of Management.