Ganpat University – V. M. Patel Institute of Management
Research Paper Publications

2026

Sr. No.	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
1.	Role of Culture in Consumer Marketing: Thematic Trajectories and Theoretical Roots	Patel Jayesh, Sharma Anuj, Shukla Yupal, Das Kallol	Journal of Creative Communications	2026	Web of science Impact factor:1.5	0973-2586		
2	Integrating environmental and economic drivers of electric vehicle purchase intention: an extended theory of planned behaviour model	Desai Jaydipsinh, Namrata Khatri, Manish Sidhpuria, Ruchi Singh Maurya, Vinita Ramchandani, Anam Natalwala,	Scientific Culture	2026	Scopus Impact factor:1.603	2407-9529	Q2	13
3	Enabling Block Chain Skills for Transparency in Marketing Channels: Evidence from Food Processing Industry.	Desai Jaydipsinh, Varudhini Chirumamilla, Swaraj Chirumamilla, Bhavesh Sadhu, Dhwani Sharma	European Economic Letters	2026	ABDC - C	2323-5233		

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Research Paper Publications

2025

Sr. No.	Title of the paper	Authors	Name of the journal	Year	ISBN /ISSN Number	Scopus/ WOS/ Referred	Rating
1.	CRM purchase intention toward private label brand and trust: investigating the role of manufacturer brand quality, firm motives and perceived risk	Suraj Shah, Mahendra Sharma, Maurvi Vasavada,	International Journal of Electronic Marketing and Retailing	2025	1741-1033	Scopus	Q3
2	Stakeholder Green Pressure and Enviropreneurial Marketing: Insights from Japanese SMEs	Patel Jayesh, Trivedi Rohit, Kyoko Fukukawa	Business Strategy and the Environment	2025	1099-0836	Scopus Impact factor:13.2 Journal Impact Factor	Q1
3	In-game interactivity, gameful experience and online gamers' purchase intention: a gamification study	Patel Jayesh, Sahu Subrat, Brahmbhatt Pruthvi	Global Knowledge Memory and Communication	2025	2514-9342	Web of science Impact factor: 2.1	
4	Gamer engagement, game-product congruence and online gamers' purchase intention: A study of interactivity	Patel Jayesh, Sahu Subrat, Brahmbhatt Pruthvi	International Journal of Business and Management Invention (IJBMI)	2025	2319 – 8028	Referred journals Impact factor: 4.72	
5	AI Enabled Travel: a MOA-Nificent Journey	Halvadia Nirav, Saxena Sumit, Rahul Pratap Singh Kaurav, Aishwarya Ramasundaram, Kataria Sonia	Asia Pacific Journal of Tourism Research	2025	1099-0836	Scopus Impact factor: 5.2	Q1

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Sr. No.	Title of the paper	Authors	Name of the journal	Year	ISBN /ISSN Number	Scopus/ WOS/ Referred	Rating
6	Information Systems in Indian Dairy Cooperatives: A Case Study of Sabar Dairy	Halvadia Nirav, Patel Prakash	Information Systems for Intelligent Systems	2025	2367-3370	Scopus	Q4
7	Impact of Perceived Risk and Benefits on Intention to Use Mobile Health Applications: Moderating Role of Information Disclosure Intention	Halvadia Nirav, Sharma Anil, Bhatt Kedar, Halvadia Shekha	Information Systems for Intelligent Systems	2025	2367-3370	Scopus	Q4
8	Expectation Confirmation and User Satisfaction in AI-Enabled Mobile Health Apps: Development of Theoretical Framework	Halvadia Nirav, Aarathi Vaitheeswaran	Information Systems for Intelligent Systems	2025	2367-3370	Scopus	
9	Modelling Risk Perception Through Investment Attributes: ACHAID-Based Analysis	Desai Jaydipsinh, Khatri Namrata N., Ramchandani Vinita, Ruchi Singh Maurya	International Journal of Accounting and Economics Studies	2025	2309-4508	Scopus	NA
10	The Future of Corporate Social Responsibility (CSR) and Workplace Behaviour: Understanding the Role of Gender Role Orientation in Employee Citizenship of the Indian Banking Sector	Rani Pooja, Chaturvedi Sourbhi	African Journal of Biomedical Research	2025	1119-5096	ABDC	

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Sr. No.	Title of the paper	Authors	Name of the journal	Year	ISBN /ISSN Number	Scopus/ WOS/ Referred	Rating
11	Consumer adoption of mobile shopping applications: empirical evidence from India	Kiran J Patel, Khushbu H Mistri	Lex localis - Journal of Local Self-Government	2025	1581-5374	Scopus Cite Score: 1.2	NA
12	The Impact of AI-Driven Selection Processes on Organizational Attractiveness: A Justice and Anxiety Perspective	Singh Anuradha, Modi Ashwin	European Economic Letters	2025	2323-5233	ABDC	
13	Strategic Ambidexterity in Volatile Markets: How Organizational Learning Mechanisms Enable Simultaneous Exploration and Exploitation	Meet Shah	Advances in Consumer Research	2025	5251-5259	ABDC-B	
21	Book: Management Case Studies from TOP UAE Corporates	Mahendra Sharma, Hiren Patel, Priyanka Pathak, Remi Mitra, Suraj Shah, Nirav Halvadia	Ganpat University - Faculty of Management Studies	2025	978-81-991606-0-6	NA	

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Sr. No.	Title of the paper	Authors	Name of the journal	Year	ISBN /ISSN Number	Scopus/ WOS/ Referred	Rating
22	Book: Future of Work - Proceedings of GCeMP 2k24 16th International Conferecne on Future of Work (Modern Technology|Intelligent Workplace|Experiecne & Value Creation|Workforce transformation)	Mahendra Sharma Hiren Patel Jayesh Patel Nirav Halvadia Karan Radia Jaydipsinh Desai	Himalaya Publishing House Pvt. Ltd	2025	978-93-6557-596-5	NA	
23	Name of Journal- Ganpat University-Faculty of Management Studies Journal of Management and Research (GFJMR)	Mahendra Sharma, Hiren Patel, Jayesh Patel, Nirav Halvadia	Ganpat University - Faculty of Management Studies	2025	2229-4651 Vol. 27	NA	
24	Name of Journal- Ganpat University-Faculty of Management Studies Journal of Management and Research (GFJMR)	Mahendra Sharma, Hiren Patel, Jayesh Patel, Nirav Halvadia	Ganpat University - Faculty of Management Studies	2025	2229-4651 Vol. 28	NA	

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Research Paper Publications

2024

Sr. No.	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
1.	The Role of Data-Driven Decision Making in Enhancing HR Analytics Effectiveness in the BFSI Sector.	Jolly Joseph, Mahendra Sharma, Suraj Shah	Frontiers in Health Informatics	2024	Scopus	2676-7104	NA	12
2.	CRM purchase intentions and attitude toward the brand: exploring fit, longevity, firm motives, brand attractiveness and moderating role of WOM	Suraj Shah, Maurvi Vasavada, Mahendra Sharma	International Journal of Economics and Business Research	2024	Scopus	1756-9869	Q4	17
3.	Effectiveness of Hyper Localized Data Driven Advertisements in India.	Suraj Manoj Kumar Shah, Maurvi Vasavada, Mahendra S Sharma	AIMS International Journal of Management	2024	Referred Journal	1939-7011		
4.	Does My School Teach Me Entrepreneurship? School Entrepreneurship Curriculum and Students' Entrepreneurial Intention: A Serial Mediation-Moderation Analysis	Patel Jayesh, Vanani Sanjay, Dasani Vikrant, Sharma Mahendra	International Journal of Social Economics	2024	Scopus Impact factor:1.7	0306-8293	Q2	60
5.	Understanding Underdog Brand Positioning Effects Among Emerging Market Consumers: A Moderated Mediation Approach	Patel Jayesh, Trivedi Rohit, Malhotra Svablum, Jagani Khyati	Journal of Product and Brand Management	2024	Scopus Citescore:6.4	1061-0421	Q1	117

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Sr. No.	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
6.	Exploring Factors Influencing Online Shopping Behaviour for Luxury Goods in the Indian Market	Thakkar Soniya, Halvadia Nirav, Chouhan Usha	Journal of Advanced Research in Applied Sciences and Engineering Technology	2024	Scopus	2462-1943	NA	24
7.	Study of Adoption of Ride-hailing Services: Moderating Role of Consumer Frugality and Status Consumption in Collaborative Consumption	Halvadia Nirav, Bhatt Kedar, Shah Priyanka	Research in Transportation Business & Management	2024	Scopus Citescore:8.7 Impact factor:4.4	2210-5395	Q1	65
8.	Expectation Confirmation and User Satisfaction in AI-Enabled Mobile Health Apps: Development of Theoretical Framework	Nirav Halvadia, Aarathi Vaitheeswaran	World Conference on Information Systems for Business Management	2024	Scopus Indexed Conference proceeding	978-981-96-1744-9		
9.	Impact of Perceived Risk and Benefits on Intention to Use Mobile Health Applications: Moderating Role of Information Disclosure Intention	Nirav Halvadia, Anil Sharma, Kedar Bhatt, Shekha Halvadia	World Conference on Information Systems for Business Management	2024	Scopus Indexed Conference proceeding	978-981-96-1744-9		

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Sr. No.	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
10.	Impact of Financial Socialization, Financial Knowledge, Parent-Child Relationship and Self-Esteem on Financial Behavior of Young Adults: From an Indian Perspective	Nelson K Macwan, Kiran J Patel	IPE Journal of Management	2024	Referred	2249-9040		
11.	Case Study: Bubble Bee - Building Entrepreneurs	Jha Dhara, Venkatasubramanian L., Bhale Tanmay	AIMS Journal of Management	2024	UGC Care listed	2395-6852		
12.	Mapping Renewable Trajectories: A multidimensional Analysis of India and China's Energy Landscape	Geethalakshmi Kochi, Gokul K	GFJMR	2024	Referred	2229-4651		
13.	Advancing Sustainability in Cosmetics: A Comprehensive Review	Jaydipsinh Desai	International Journal of Multidisciplinary Research	2024	Peer reviewed	2455-0922		
14.	Linking Engagement to Citizinship: How will being shapes Gen Z Employees' workplace Behaviours	Parikshita Singh Tanwar, Anuradha Singh Moaman Mohamadsalim Pawar	GFJMR	2024	Referred	2229-4651		
15.	Corporate Identity Management and its impact on corporate identity attractiveness and turn over Intention: A cross industry study	Anuradha Singh , Parikshita Singh Tanwar, Jay Priyadarshini	GFJMR	2024	Referred	2229-4651		

Ganpat University – V. M. Patel Institute of Management
Research Paper Publications

Sr. No.	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
16.	Navigating Management Challenges- Case Studies from Indian Organizations	Mahendra Sharma, Hiren Patel, Priyanka Pathak, Jayesh Patel	Ganpat University - Faculty of Management Studies	2024	Peer reviewed	978-81-969483-1-3		
17	High-Quality Education and Research Collaboration Play a Key Role in the Success of University-Integrated Hubs: Case Study of Kenyatta University – Chandaria Centre for Innovation	Pascal Nyiringango	African Journal of Education and Practice	2024	Referred	2519-0296		

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2023

Sr. No	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
1.	Role of Entrepreneurship Education Program Triggers & Perceived Social Support in Student's Entrepreneurship Intention Formation	Sharma Mahendra, Mitra Remi, Purohit Rajen	NMIMS Management Review	2023	UGC Care listed	0971-1023		
2.	Creativity in Marketing: Examining the Intellectual Structure Using Scientometric Analysis & Topic Modeling	Patel Jayesh, Das Kallol, Sharma Anuj, Shukla Yupal	Journal of Business Research	2023	Scopus Citescore:25.5 Impact factor: 10.5	0148-2963	Q1	322
3.	Drivers of eWOM Engagement on Social Media for Luxury Consumers: Analysis, Implications & Future Research Directions	Patel Jayesh, Pangarkar Aniruddha, Kumar Sampath	Journal of Retailing and Consumer Services	2023	Scopus Citescore:11.4 Impact factor: 13.1	0969-6989	Q1	190
4.	Purchase Intention for Energy-Efficient Equipment Appliances: Extending TPB with Eco-Labels, Green Trust, and Environmental Concern	Patel Jayesh, Shah Rupa, Modi Ashwin, Muduli Ashutosh	Energy Efficiency	2023	Scopus Citescore:5.3 Impact factor:13.4	1570-646X	Q2	68

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Sr. No	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
5.	Role of Culture in Consumer Marketing: Thematic Trajectories and Theoretical Roots	Patel Jayesh, Sharma Anuj, Shukla Yupal, Das Kallol	Journal of Creative Communications	2023	Scopus Citescore:3.4	0973-2586	Q2	22
6.	Social Entrepreneurship Education in Social Work Colleges in Gujarat: Evaluation of Curriculum, Pedagogy & Teaching Practices	Patel Hiren J., Vanani Sanjay	Liberal Studies Journal	2023	UGC CARE	2455-9857		
7.	Process Framework for Nurturing Innovative Culture in Organisation in Commercial Motor-Vehicle Sector	Halvadia Nirav, Umashankar U., Savarimuthu, Ajitha, Mevada Jignesh	Empirical Economics Letters	2023	ABDC - C	1681-8997		
8.	The Impact of Environmental, Social and Governance Score on Shareholder Wealth: A New Dimension in Investment Philosophy	Parikh Abhishek, Divya Kumari, Johann Maria, Mladenovic Dusan	Cleaner and Responsible Consumption	2023	Scopus Citescore:7.3 Impact factor:10	2666-7843	Q1	33
9.	Study on Wealth Management During Crisis: An Empirical Study Using Downside Risk Approach in India	Parikh Abhishek, Kumari Divya	Indian Journal of Research in Capital Markets	2023	Peer reviewed	2394 - 3459		

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Sr. No	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
10.	Unlocking the Secrets to Effective Corporate Planning and Strategic Management	Shah Mihir, Sharma Pooja, Barot Pinal, Dave Vrinda	Journal of Research Administration	2023	Scopus Citescore:1.4 Impact factor: 1.2	1539-1590	Q3	7
11.	Investment and Spending Habits of Generation Z and Role of Financial Literacy: Implications under NEP 2020	Jha Dhara, Dave Devanshi, Parikh Abhishek	Liberal Studies Journal	2023	UGC-CARE	2455-9857		
12.								
13.	Impact of Working Environment and Resilience on Turnover Intention and Mediating role of Job Burnout	Shekhawat Nirali, Chaturvedi Sourbhi Patel Vipul	Journal of Research Administration	2023	Scopus Citescore:1.4	1539-1590	Q3	7
14.	mHealth Apps on the Rise: Exploring the Influence of App and Individual Characteristics on Adoption	Nirav Halvadia, Kedar Bhatt, Hiren Patel, Shekha Halvadia	World Conference on Information Systems for Business Management	2023	Scopus Indexed Conference proceeding	NA		
15.	CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE GOLD JWELLERY WITH SPECIAL REFERENCE TO WOMEN	Nirav Halvadia	NIU International Journal of Human Rights	2023	UGC -Care	2394- 0298		

Ganpat University – V. M. Patel Institute of Management
Research Paper Publications

Sr. No	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
16.	Development and validation of multidimensional scale on Indian consumer's acceptance of functional food (FFS) - The sustainable option	Vidhita Sinha	Cleaner and Responsible Consumption	2023	Scopus	2666-7843	Q1	33
17.	A Study on Factors Influencing Rooftop Solar Installation for Electricity Generation in Residential Premises" in conference proceedings - Transforming Business in ESG (Environmental, Social and Governance)	Jaydipsinh Desai, Nirav Halvadia, Sikha Halvadia	Conferecne Procedings	2023	UGC Care/ Peer reviewed	NA		
18.	Transforming Business in ESG(environemental, Social, Governance) Proceedings of GCeMP 2k22	Mahendra Sharma, Hiren Patel, Priyanka Pathak, Jayesh Patel	Himalaya Publishing House Pvt. Ltd	2023	-	978-93-5596-761-9		
19.	Role of Social Network, Mentorship & Experience Sharing Toward the Development of Entrepreneurial Intention Among School Students in Gujarat	Sharma Mahendra, Patel Jayesh, Vanani Sanjay, Dasani Vikrant	South Asian Journal of Participative Development	2023	Peer Reviewed	0976-2701		

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Sr. No	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
20.	Comparative Study on Government Schemes and Policy Frameworks for Promoting Entrepreneurship in the BIMSTEC Region	Patel Hiren J., Vanani Sanjay	Social Work Bulletin	2023	UGC-CARE	2582-7790		
21.	Study of Factors Affecting Online Shopping Behaviour of Consumers with special reference to Luxury Goods in India	Thakkar Soniya, Halvadia Nirav	Acta Biomed	2023	Scopus	0392-4203	Q3	68

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2022

Sr. No	Title of the paper	Authors	Name of the journal/Book	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
1.	Quality Upsurge at India's Largest Cooperative Dairy: Banas Dairy	Patel Hiren J., Patel Nikita, Rathod Nirali, Kumari Divya	Transforming Business in ESG (Environmental, Social, Governance)	2022	NA	978-93-5596-761-9		
2.	Measuring Patient Satisfaction in Emergency Department: An Empirical Test Using Structural Equation Modelling	Patel Jayesh, Bhojak Nimesh, Modi Ashwin, Patel Mahesh	International Journal of Healthcare Management	2022	SCOPUS Citescore:5.1	2047-9700	Q3	36
3.	Consumers' Intention to Use Bicycle-Sharing Services: The Role of Consumer Consciousness	Sharma Mahendra, Halvadia Nirav, Bhatt Kedar, Dash Soumyakant	Cleaner and Responsible Consumption	2022	Scopus Citescore:7.4 Impact factor:10	2666-7843	Q1	33
4.	Impact of Covid-19 on Index Returns of The Country: International Testament	Rathod Nirali, Kiri Rajesh	Journal of Pharmaceutical Negative Results	2022	Scopus Citescore:1.0	0976-9234	NA	13
5.	Measuring Intellectual Capital and Financial Performance of Indian Banks Post and Pre Demonetization: A VAIC Perspective	Jha Dhara, Parikh Vaibhavi, Desai Nikita, Joshi Himani	GFJMR	2022	Refereed Journal	2229-4651		

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Sr. No	Title of the paper	Authors	Name of the journal/Book	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating	H-Index
6.	Hospital Service Quality and Outpatient Satisfaction in Model Hospitals in India	Patel Hiren J., Patel Nikunj D.	Services Marketing Quarterly	2022	Scopus	1533-2969	Q2	40
7.	Effects of energy management practices on environmental performance of Indian small- and medium- sized enterprises	Patel Jayesh, Shah Raju, Trivedi Rohit	Journal of Cleaner Production	2022	Scopus	0959-6526	Q1	397
8.	Corporate Environmental Marketing and Environmental Competitive Advantage: Investigating Role of Customer Focus in India	Shah Mihir, Yogi Mehul, Gadhavi Dharmesh	GFJMR	2022	Refereed Journal	2229-4651		
9.	Higher Education Institutional Social Responsibility and Rural Community Engagement: Measuring the Practices of Stakeholders for Model Development	Jha Dhara, Ajmeri Rajkamal, Chaturvedi Sourbhi, Vanani Sanjay	Liberal Studies Journal	2022	UGC Care	2455-9857		
10.	Impact of Pre and Post Budget Announcement on Selected Sectoral Indices: Evidence from NSE	Rathod Nirali, Kiri Rajesh	Journal of the Maharaja Sayajirao University of Baroda	2022	UGC Care	0025-0422		
11.	Employee Retention's Effects on Organisational Success	Chaturvedi Sourbhi, Shekhawat Nirali	GFJMR	2022	Refereed Journal	2229-4651		

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Case Studies

Sr. No.	Title of the paper	Authors	Name of the journal	Year	Scopus/ WOS/ Referred	ISBN /ISSN Number	Rating
1	CASE 01: Enhancing Patient Experience through Sensory Branding: The Case of Medcare Royal Specialty Hospital, Dubai	Mahendra Sharma, Remi Mitra, Suraj Shah, P A Jaleel, Arzina Karim, Hemisha Gedia, Usha Gedia	Management Case Studies from TOP UAE Corporates	2025	978-81-991606-0-6	NA	
2	CASE 02: Breaking the Mould: How Ashok Leyland successfully transformed its Brand Image and built a portfolio in the Middle East?	Hiren Patel, Mahendra Sharma Nirav Halvadia, Remi Mitra, Umashankar Umapathy, Gopi Parmar	Management Case Studies from TOP UAE Corporates	2025	978-81-991606-0-6	NA	
3	CASE 03: Ashok Leyland's Success in the Middle East: A Case Study of Successfully Overcoming Brand Trap	Nirav Halvadia, Umashankar Umapathy, Mahendra Sharma Hiren Patel, Maitreyi Vyas	Management Case Studies from TOP UAE Corporates	2025	978-81-991606-0-6	NA	
4	CASE 04: NewRA - An Artificial Intelligence Driven Enterprise Platform for Next-Gen Business Solutions	Mahendra Sharma, Jaydipsinh Desai, Satyen Parikh, Chaitali Shah, Meghna Patel	Management Case Studies from TOP UAE Corporates	2025	978-81-991606-0-6	NA	
5	CASE 05: Transforming Human Resources: Nicgulf's Approach To AI Integration	Mahendra Sharma, Satyen Parikh, Jaydipsinh Desai, Chaitali Shah, Meghna Patel	Management Case Studies from TOP UAE Corporates	2025	978-81-991606-0-6	NA	

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6	CASE 06: Navigating the Influencer Landscape: A Case Study of Jashanmal's Digital Marketing Strategy	Hiren J. Patel, Vipul B. Patel, Mahendra Sharma, Disha Limbhachiya	Management Case Studies from TOP UAE Corporates	2025	978-81-991606-0-6	NA	
7	CASE 07: Rolling Towards Health: The Success Story of Aster DM Healthcare's Mobile Clinics	Remi Mitra, Suraj Shah, P A Jaleel, Mahendra Sharma Arzina Karim, Hemisha Gedia, Usha Gedia	Management Case Studies from TOP UAE Corporates	2025	978-81-991606-0-6	NA	

2023

1	Case Study - Titan to Maple Tech Solutions Journey of Entrepreneurs	Jha Dhara, Fernandes F. M., Daash Annjaan	AIMS Journal of Management	2023	UGC-CARE