

Faculty Mapping with Bank of Thrust Areas of the Research

Identified Thrust Area	Sub Area	Faculty Name
Integrated Financial Management and Innovation	1. Financial Markets & Investments 2. Corporate & Institutional Finance 3. Personal Finance & Financial Planning 4. Financial Innovations & Technology 5. Sustainable & Responsible Finance 6. Behavioural & Applied Finance	Dr. Navjyot Raval Dr. Alpesh Gajera Prof. Chintan Sanghvi Prof. Riddhi Adthakkar Prof. Vatsal Raval Prof. Dhaval Radadiya Prof. Dharmik Vegad Prof. Rutu Padhiyar Prof. Harsh Dave
Marketing Communication and Consumer Engagement	1. Sustainability in Marketing 2. Consumer Behaviour 3. Advertising & Promotion Strategies 4. Digital & Online Marketing 5. Product & Brand Management	Dr. Rhuta Mehta Dr. Dhaval Vyas Prof. Javed Nathani Prof. Zenab Trivedi Prof. Krishna Thakkar Dr. Amar Vijay Gandhi Prof. Smit Vachhani Prof. Prashant Kachhela
Human Capital, Technology, and Organizational Sustainability	1. Human Capital Development 2. HR Technology & Analytics 3. Performance & Reward Systems 4. Organizational Systems & Governance 5. Sustainability & Responsible HRM	Dr. Uma Prof. Bindiya Chauhan Prof. Kinjal Thaker Prof. Hina Chandarana Prof. Bhavin Joshi Dr. Dipam Raval
Accounting, Risk Management, and Sustainable Practices	1. Financial Challenges and Risk Management 2. Forensic and Investigative Accounting 3. Sustainability, CSR, and ESG in Accounting 4. Human Capital and Non-Financial Accounting	Prof. Dhaval Simejiya Prof. Dhaval Vala Prof. Jaydeep Dabhi Prof. Payal Siddhpura Prof. Kishan Jani Prof. Khushboo Ganatra Prof. Bhargav Kuriya
International Business, Trade, and Sustainability	1. Global Trade and Economic Policies 2. Ethics, Governance, and Sustainability in IB 3. Culture and Brand Management in Global Markets 4. India's Global Trade Relations	Prof. Smit Vachhani Prof. Javed Nathani Dr. Dipam Raval Prof. Vatsal Raval Prof. Chintan Sanghvi
Global Supply Chain Systems and Digital Innovations	1. Core Supply Chain Practices 2. Technology and Digital Innovation 3. Risk, Resilience, and Sustainability 4. Global Sourcing and Competitiveness	Dr. Rhuta Mehta Prof. Bhargav Kuriya Dr. Dhaval Vyas Dr. Dipam Raval Prof. Harsh Dave



Identified Thrust Area	Sub Area	Faculty Name
Sustainable Growth and Socio-Economic Policy	1. Macroeconomic Stability and Policy 2. Economic Sustainability and Development 3. Global Trade and Geopolitics 4. Demographics and Social Economics	Prof. Rutu Padhiyar Prof. Bhargav Kuriya Prof. Chintan Sanghvi
Entrepreneurship, Innovation, and Sustainable Development	1. Types of Entrepreneurship 2. Family Business and Succession 3. Entrepreneurship Ecosystem, Policy, and Education 4. Finance, Resources, and Innovation in Entrepreneurship 5. Socio-Cultural, Ethical, and Sustainability Dimensions in Entrepreneurship 6. Entrepreneurial Resilience and Well-Being	Prof. Kinjal Thaker Prof. Prashant Kachhela Dr. Dhaval Vyas Prof. Javed Nathani Prof. Smit Vachhani Dr. Dipam Raval Prof. Rutu Padhiyar
Digital Transformation and Governance in Banking and Insurance	1. Banking Innovation and Digital Transformation 2. Banking Models, Policies, and Performance 3. Risk, Fraud, and Governance in Banking and Insurance 4. Insurance and Risk Management 5. Financial Inclusion and Sustainability in Banking and Insurance	Prof. Prashant Kachhela Dr. Navjyot Raval Prof. Riddhi Adthakkar Dr. Dhaval Vyas Dr. Alpesh Gajera Prof. Vatsal Raval Prof. Rutu Padhiyar



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Faculty of Management