

RESEARCH SUPERVISORS

School of Business

Prof. (Dr.) Nimeshkumar R Joshi



Dr. Nimeshkumar R Joshi, Professor, School of Business is also Coordinator, Sri Aurobindo Integral Life Centre. His areas of research interest lies in Integral Management, Leadership Lessons from Indian Ethos. Green Marketing and Green Technologies. He is on Board of Studies with Several Reputed Universities of Gujarat. He has to his credit 4 books. 12 Publications in reputed Journal, 18 Conference proceedings. He has chaired 7 Technical Sessions at National level Seminar or Conferences. He has guided more than 300 research reports for MBA and other Post graduate Programmes. Evaluated more than 30 DRC, Examined 4 Candidates for PhD degree.

Domain - School of Business

Thrust Area(S) - Integral Management, Marketing Management, Consumer Behaviour, Green Marketing, Green Technologies

Research Interest(S) - Consumer Behaviour, Green Marketing, Green Technologies, General Management, Spirituality at workplace, Leadership Lessons from Indian Ethos. Entrepreneurship and innovation.

ORCID - <https://orcid.org/0009-0007-5051-616X>

Prof. (Dr.) Vishal Shukla

Dr. Vishal Shukla is a prolific researcher with an extensive portfolio, focusing on contemporary issues across various sectors. His work ranges from analyzing the influence of social media on revenge tourism during the COVID-19 pandemic to exploring the market trends in Electric Vehicles in India. Other significant research includes predictive modelling in the telecom industry, enhancing sentiment analysis using innovative algorithms, and in-depth studies into consumer behaviour, particularly among the Gen Y demographic. His work is widely recognized and published in prominent journals, many of which are Scopus indexed, reflecting a commitment to high-quality, impactful research.

Domain - Marketing

Thrust Area(S) - Business Analytics and Data Science, Marketing and Consumer Behaviour

Research Interest(S) - Tourism Marketing, Service Business, AI and ML in Business

ORCID - <https://orcid.org/0000-0001-7465-3088>



Prof. (Dr.) Meghna Dangi



Dr. Meghna Dangi is a Chartered Accountant and Cost Accountant with a PhD in Behavioral Finance. An ardent Researcher, she possesses 11 research papers indexed in Journals indexed in Scopus, UGC-Care and ABDC. She regularly presents papers in the field of Behavioral Finance in International Conferences organized by reputed institutions including IITs and IIMs. One of her research scholars was awarded PhD and she is presently guiding 3 research scholars. She is presently also offering her services for operationalizing the PhD Program at AURO University and is working as the Chairperson, PhD Cell at AURO University.

Domain - Commerce

Thrust Area(S) - Finance and Accounting

Research Interest(S) - Behavioral Finance, Financial Markets, ESG, Corporate Governance

ORCID - <https://orcid.org/0000-0001-9239-6038>

Dr. Gaurav Ashesh



Dr. Gaurav Ashesh is currently working as an Associate Professor at the School of Business, AURO University, Surat. He has been designing and delivering courses in the domain of Marketing Management, Entrepreneurship and Strategic Management, for all the academic Programmes at the S.o.B. As a knowledge worker and corporate trainer with a cumulative experience of over twenty years, his current research domain includes ethical consumer behaviour, higher education and integral education spread across international journals, conferences (recent one with the 'Best Paper Award' at the International Conference, SDVP-19, at the MDI-M) and book chapter (recent one with the AAP-CRC, Taylor & Francis Group).

Domain - Marketing Management & Strategic Management

Thrust Area(S) - Consumer Behaviour, Business Strategy, Social Media Marketing, Higher Education

Research Interest(S) - Consumer Behaviour, Social Media Marketing, Higher Education, Integral Education

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Dr. Richa Agarwal



Dr. Richa Agarwal is a dedicated researcher with extensive experience in Operations Management and Logistics & Supply chain Management. She has completed her PhD in the field of Public Private Partnership. With a strong background in Research Methodology, she excels in guiding students and fellow researchers through various stages of the research projects. Her expertise also includes conducting thorough literature reviews, mentoring scholars on qualitative and quantitative research. She is a published author in reputed journals. She is committed to excellence and has a keen eye for details, making her a great resource to enhance the research skills and produce high quality scholarly work.

Domain - General Management, Operations Management, Logistics & SCM, Interdisciplinary

Thrust Area(S) - General Management, Operations Management, Logistics & SCM

Research Interest(S) - Public Private Partnership, Logistics, Supply Chain Management, Circular Economy, General Management, interdisciplinary

ORCID - <https://orcid.org/0000-0001-5176-6960>

Dr. Keren Khambhata



Dr. Keren Khambhata is a faculty of General Management and HR at School of Business, AURO University, Surat. She has her doctorate in Management in the domain of Sharing Economy from Veer Narmad South Gujarat University. She is a keen academician and actively participates in workshops, seminars and conferences. She has presented research papers in India and abroad. She is an avid reader and a traveller and also takes active interest in student development activities. She has a rich corporate experience in brand management spanning to more than 12 years. She is closely associated with industry through her affiliations with Indian Society for Training and Development, Strategic Management Forum to name a few.

Domain - Marketing, General Management

Thrust Area(S) - Branding, Advertising, PR, Sustainability, Sharing Economy

Research Interest(S) - Brand Management, Sustainability, SDG Goals, Sharing Economy, Advertising

ORCID - <https://orcid.org/0000-0002-4348-2455>

Dr. Suhel Ahmad



Dr. Suhel Ahmad is presently working as an Assistant Professor in the School of Business, at AURO University, Surat. He has more than 12 years of experience which includes 7.5 years in teaching and 5 years of industry exposure. His research interest comprises customer sentiment, attrition behaviour and customer relationship management. He is an experienced and certified programmer for many market leading software such as SPSS, AMOS, R, Python, SAS and MATLAB. He has published many research articles in the journal of national and international repute and indexed in popular repositories such as Scopus and Web of Science. Also, he has been a resource person in many faculty development programs on data analytics, business intelligence and research methodology.

Domain - Marketing, Finance

Thrust Areas(S) - Data Science, Machine Learning, Text Mining, Sentiment analysis

Research Interest(S) - Social Media Analytics, Behavioral analytics

ORCID - <https://orcid.org/my-orcid?orcid=0000-0002-9851-3837>

RESEARCH SUPERVISORS

School of Law

Dr. Shilpi Sharma



Dr. Shilpi Sharma is working as an Associate Professor in the School of Law at AURO University, Surat. Apart from being an Academician, Dr. Sharma is also a keen researcher. She has completed a funded research Project on the topic "Socio-Political Determinants of Nota: Study with Special focus on the State of Gujarat" and is presently involved in a collaborative re- search project titled "Annual Survey of State Laws" with NALSAR, Hyderabad. She also has to her credit publication of papers in various journals of National and International repute. Her areas of interest include the Substantive Criminal Law, Constitutional law and other Public Laws.

Domain - Law

Thrust Area(S) - Constitutional Law

Research Interest(S) - Comparative Constitution, Constitutional Governance, Human Rights, Electoral laws and reforms, Policy formulation and development, Justice delivery system, Judicial review

ORCID - <https://orcid.org/0009-0002-3500-0919>

RESEARCH SUPERVISORS

School of Information Technology

Dr. Papri Ghosh (Das)



Dr. Papri Das is presently working as an Associate Professor and I/C Head school of Information Technology, AURO University, Surat. She has to her credit a PhD in cloud data security and Masters in Information Technology. Apart from being an Academician, Dr. Das is also a keen researcher. Her research papers are presented in various Journals, Conferences and Seminars. She also has to her credit publication of papers in various journals of National and International repute like IEEE Xplore, ACM, Springer Nature, Elsevier. She has at present two research scholars. She has guided several post-graduate projects and PhD research works. She also has published National and International patents. She is an active and lifetime member of Computer Society of India. Her areas of interest are security, Cloud Computing, Cyber Security and Information Security, Cryptography and Network Security, Security and Privacy Issues in Wireless Sensor Networks (WSN) and Internet of Things (IoT), Cyber Physical System Security.

Domain - Information Technology, Computer Science

Thrust Area(S) - Cybersecurity and Privacy, Internet of Things (IoT) and Cyber-Physical Systems security

Research Interest(S) - security, Cloud Computing, Cyber Security and Information Security, Cryptography and Network Security, Security and Privacy Issues in Wireless Sensor Networks (WSN) and Internet of Things (IoT), Cyber Physical System Security.

ORCID - <https://orcid.org/0000000223133063>

Dr. Sunil Kumar



Dr. Sunil Kumar is currently serving as an Assistant Professor (Sr. Grade) at the School of Information Technology, AURO University, Surat. He is a dedicated and accomplished academician with a PostDoc and Ph.D. in computer science and engineering, along with 18 years of experience in teaching and research. He is a Senior Member of IEEE, a lifetime member of The Institute of Engineers (IE), and Computer Society of India (CSI). His research papers have been published in well-regarded Scopus indexed international conferences (IEEE, Springer, ACM etc.) and UGC-Care listed journals. He has authored numerous textbooks and book chapters that have been published with international publications like IGI Global, CRC Press, Taylor & Francis, and IntechOpen. He has been honored with the Best Paper Award at many conferences and holds 4 patents (1 international and 3 national). He serves as a co-editor and reviewer for several Scopus/SCI international journals. He maintains current knowledge of the best practices in mentoring UG and PG students from diverse backgrounds and possesses skills in motivating teams, resolving conflicts, and fostering a collaborative work environment that promotes innovation and creativity.

Domain - Information Technology, Computer Science and Engineering

Thrust Areas(S) - Information Security, Web 3.0, Internet of Things(IoT), Artificial Intelligence, Data Science

Research Interest(S) - Cloud Security, Cryptography, Machine Learning, Deep Learning, Computer Vision, Natural Language Processing, Generative AI

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RESEARCH SUPERVISORS

School of Liberal Arts & Human Sciences

Dr. Priya Rajkumar



Dr. Priya Rajkumar has published four articles in peer reviewed journals related to adolescent substance use and personality. She has been project supervisor for five Undergraduate and eleven Postgraduate studies in psychology. She has completed 83 evaluation research projects of community health and development projects in India and Nepal. She has one UGC sponsored minor research project on learning styles and educational preferences among college students completed. Currently she is working on research projects related to behaviour addiction among youth and rehabilitation programs for male prisoners. She has facilitated (unpublished) social action research studies on psychosocial care of people living with HIV/AIDS, leprosy, impact of natural disasters.

Domain - Psychology

Thrust Area(S) - Community mental health interventions, substance use, adolescent personality

Research Interest(S) - Addictive behaviour, community mental health in limited resource settings, project evaluation

ORCID - <https://orcid.org/0000-0001-5557-8334>

Dr. Prachi Patil



Dr. Prachi Patil's research areas include climate change, IT and its impact on gender. Previously her research has explored the intricate intersections of caste, gender, and social justice in contemporary India. Her notable works include "Understanding sexual violence as a form of caste violence" (2016), shedding light on the underexplored relationship between sexual violence and caste-based oppression. Her insightful analysis of Indian theology through the lenses of caste and gender, titled "Jesus's Two Great Commandments" (2016), has offered valuable insights into theological discourse. She has also delved into the feminist legacy in "Reclaiming Ambedkar Within the Feminist Legacy" (2022). Her contributions significantly enrich the understanding of social inequalities and marginalized voices.

Domain - Sociology

Thrust Area(S) - Gender

Research Interest(S) - Gender and Climate Change, Gender and IT, Gender and Sexuality, Gender Equality

ORCID - <https://orcid.org/0000-0001-6373-1052>

Dr. Srinita Bhattacharya

Dr. Srinita Bhattacharya is an Assistant Professor of English in the School of Liberal Arts and Human Sciences at AURO University, Surat. She has earned her MPhil and doctorate degrees from the University of Hyderabad with specialization in Diasporic and Migration Literature. She has presented her research findings in several national and international conferences. She has publications in Scopus indexed as well as peer-reviewed journals. Currently, she is serving as a PhD supervisor at AURO University.

Domain - English Literature

Thrust Area(S) - Literature and Cultural Studies

Research Interest(S) - Human Rights, Subaltern and Vulnerability Studies, Displacement Literature, and Critical Theories.

ORCID - <https://orcid.org/0000-0003-4773-7045>



RESEARCH SUPERVISORS

School of Journalism and Mass Communication

Dr. Dhara Bhatt



Dr. Dhara Bhatt is presently working as an Assistant Professor in the School of Journalism and Mass Communication, at AURO University, Surat. She previously worked as an Assistant Professor with the Department of Extension and Communication at the Maharaja Sayajirao University of Baroda Vadodara. Her areas of interest includes development communication, digital and social media design and marketing, CSR and Development and Entrepreneurship and in specific- Social Entrepreneurship. She has also worked as a corporate trainer for communication and employee engagement and encouragement. She has accumulated 11 years of teaching experience, imparting knowledge at both undergraduate and postgraduate levels. She has been inspiring and mentoring students for entrepreneurship and start-ups. She has taken up several projects of consulting with CSRs and other organizations. She has her specialization Ph.D. research into e-learning for higher education and has developed and e-course on open source for the foundation level. She has published extensively in peer-reviewed and UGC-Care listed journals. Her research portfolio covers a wide array of topics, particularly in technology and learning also covering other domains like social media, social issues and entrepreneurship.

Domain - Journalism & Mass Communication, Social Sciences
Thrust Areas (S) - Development Communication, AD and PR, E-learning, Social Entrepreneurship and CSR

Research Interest(S) – E-learning, Traditional and folk media, Development Communication, Social Entrepreneurship, CSR, Electronic Media, Ad & PR, Film, and New Media

ORCID - <https://orcid.org/0009-0006-0873-1619>

Dr. Sandeep Kumar



Dr. Sandeep Kumar is presently working as an Associate Professor in the School of Journalism and Mass Communication, at AURO University, Surat. He has 8 years of teaching experience and 4 years of media industry experience. He is also making question papers for various universities and is a member of the Board of Study of various other reputed universities. He has to credit a PhD in Electronic Media and also a master's and MPhil in Journalism and Mass Communication. Apart from being an academicians, he is also a keen researcher. His research papers are published in various reputed National/ International research journals like Scopus, ABDC, Web of Science & UGC care. He has published three books. He has delivered many guest lectures, Expert talk shows, and workshops in the field of journalism and mass Communication. He is at present Co-guide of one PhD Research Scholar at Amity University, Gwalior. He has guided several graduate & postgraduate research work. His areas of interest are Electronic Media, Ad & PR, Film, and New Media.

Domain - Journalism & Mass Communication

Thrust Areas(S) - Electronic Media, Ad & PR, Film, and New Media

Research Interest (S) - Electronic Media, Ad & PR, Film, and New Media & Print Media

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