


Name :	Prof.(Dr.) Mehulkumar Prakashchandra Desai	
Qualification :	Ph.D.,M.Phil.,NET(Commerce),M.Com	
Designation :	Principal	
Experience	Teaching:18 Yrs.	
Research Area :	Accounting and Finance	
Subjects Teaching :	Cost and Management Accounting	
No. of Papers Published : 28		
No. of Papers Presented : 19		
Research Guidance :		
Completed Ph.D. : 03		
Working for Ph.D. : 05		
M.Phil. : 01		
List of Published Papers :		
1. Diagnosis of Financial health of Gems & Jewellery Sector in India: with reference to selected BSE listed Companies, Ajanta, an International multi-disciplinary quarterly research journal ,Vol-7 Issue-4,Oct.-Dec.-2018,ISSN-2277-5730		
2. A Study of Financial Literacy among the working young in Surat city, Ajanta, an International multi-disciplinary quarterly research journal ,Vol-7 Issue-4,Oct.-Dec.-2018,ISSN-2277-5730		
3. Influence Of Gender On Satisfaction Level With The Services Of Online Banking - A Study With Reference To Surat City, Asian Journal of Multidimensional Research journal (AJMR) ISSN: 2278-4853, Vol.6, Issue 10, October 2017, UGC Journal s.no. 47		
4. A Study On Factors Affecting Selection Of Mutual Fund In Gujarat Region, Researchers world-Journal of arts, science and commerce ,Vol-8 Issue-04 October 2017, UGC Journal s.no. 10509		
5. A study on preference of consumers towards M-wallet in Surat city, INSPIRA – journal of modern management and entrepreneurship Vol. 8, no. 1 Jan 2018, ISSN: 2231167x, UGC Journal s.no. 45138		
6. An evaluation of service quality and customer’s satisfaction of general insurance, INSPIRA – journal of commerce, economics & computer science Vol. 3, no. 4 Oct-Dec 2017 ,UGC Journal s.no. 48314 ,ISSN: 2395-7069		
7. SWOT analysis of e-commerce websites/ companies: a study of Ahmedabad city, Researchers world-Journal of arts, science and commerce ,Vol-8 Issue-03(2)-July 2017,ISSN-2231-4172,UGC Journal s.no. 3184		
8. A study on buying behavior of luxury car owners in Ahmedabad city, Indian Journal of commerce and management studies ,Vol-8 July-2017,ISSN-2249-0310,UGC Journal s.no. 20739		

9. A study of business models in airline industry in India, Paripex – Indian Journal of Research, Vol-VI Issue 10, October-2016, ISSN-2250-1991, UGC Journal s.no. 47432
10. A study on performance of Indian mutual fund industry, Paripex – Indian Journal of Research, Vol-V Issue 9 September-2016, ISSN-2250-1991, UGC Journal s.no. 47432
11. Non-performing assets: a study of UCO bank, Paripex – Indian Journal of Research, Vol-V Issue 7 July-2016, ISSN-2250-1991, UGC Journal s.no. 47432
12. A Theoretical Study of Triple Bottom Line Approach as a Tool of Reporting Corporate Social, Global Journal for Research Analysis Vol-V Issue-6 June-2016, ISSN-2277-8160, UGC Journal s.no. 49177
13. Challenges and Issues faced by Indian Mutual Fund Industry, Paripex – Indian Journal of Research Vol-V Issue 5 May-2016, ISSN-2250-1991, UGC Journal s.no. 47432
14. Need for Ethical Accounting Regulations – A Study of Auditors in Navsari City, Global Journal for Research Analysis Vol-V Issue-5 May-2016, ISSN-2277-8160, UGC Journal s.no. 49177
15. Customer Satisfaction Towards the Service Provided by the General Insurance, Paripex – Indian Journal of Research, Vol-V Issue 4 April-2016, ISSN-2250-1991, UGC Journal s.no. 47432
16. Factors Affecting Customer Satisfaction in General Insurance with respect to Vehicle Insurance – A Study of Surat City, Indian Journal of Applied Research, Vol-VI Issue 4 April 2016, ISSN-2249-555X, UGC Journal s.no. 49333
17. A study on relation between customer satisfaction, customer loyalty and intention to switch from one bank to another bank in Surat city, Adarsh journal of management research, Vol-9 Issue-01 March-2016, ISSN-0974-7028
18. A Study of Corporate Social Responsibility Reporting of Top 5 Personal Care Companies on the Basis of their Market Capitalization, Paripex – Indian Journal of Research, Vol-V Issue 3 March-2016, ISSN-2250-1991, UGC Journal s.no. 47432
19. Present Scenario of Financial Inclusion in India, Paripex – Indian Journal of Research, Vol-V Issue 3 March-2016, ISSN-2250-1991, UGC Journal s.no. 47432
20. Factors Affecting Selection of Mutual Fund – A Case Study of Navsari District, Paripex – Indian Journal of Research Vol-IV Issue 6 June-2015, ISSN-2250-1991 UGC Journal s.no. 47432
21. A Study on Service Quality of Online Retail Banking & Customer Satisfaction in Ahmedabad, Indian Journal of Applied Research Vol-IV Issue 12 Dec-2014, ISSN-2249-555X, UGC Journal s.no. 49333
22. The Fall and Rise of Mutual Funds in India, Indian Journal of Applied Research, Ahmedabad, Volume : 3 Issue : 4 April 2013 ISSN - 2249-5 55X, UGC Journal s.no. 49333
23. Measuring service quality in retail banking sector with reference to surat district, Abhinav national monthly refereed journal of reasearch in commerce & management, www.abhinavjournal.com Volume no.2, issue no.3, ISSN 2277-1166, pp-40, UGC Journal s.no. 49010 March 2013
24. A study about awareness of mutual funds among the investors of navsari district., Indian Journal of Applied Research, Ahmedabad, Volume-3, issue-13, January 2013., UGC Journal s.no. 49333 ISSN 2249-555x
25. Challenges before sugar co-operatives of Gujarat state, International research journal

of commerce, business and social sciences, Pune, Volume-1, issue-5, Aug. 2012 ISSN 2277-9310, pp-9
26. A study on factors affecting buying decision of garments in Surat city., Indian Journal of Applied Research, Ahmedabad, Volume-1, issue-10, July 2012., UGC Journal s.no. 49333 ISSN 2249-555x, pp-111
27. A Study of Financial Resilience of the Cement Industry of Gujarat State by using Z-score model, Managing During Turbulent Times, Nirma University Ahmedabad , ISBN 93-80697-44-9, pp-415 January 2010
28. Diagnosis of Financial Health of Sugar Mills of Gujarat State, Vishleshan, (Analysis), Surat; Volume-35, no-3, july-sept, 2010, ISSN 0973-6891 pp-38
List of Presented Papers:
1. Study of Insolvency Prospects using the Altman's Z Score Model :A case of Jet Airways(India) Ltd., ICSSR Sponsered One day National Conference on Research and regulatory Aspects in Accounting, 17-Apr.-2019
2. Profitability Analysis of Tata Motors Ltd. And Ashok Leyland Ltd.-A Comparative Study , ICSSR Sponsored One day National Conference on Research and regulatory Aspects in Accounting, 17-Apr.-2019
3. A Study about awareness of Mutual Funds among the Investors of Gujarat State, ICSSR Sponsored One day National Conference on Research and regulatory Aspects in Accounting, 17-Apr.-2019
4. Diagnosis of Financial health of Gems & Jewellery Sector in India: with reference to selected BSE listed Companies, One day National Conference on "Theoretical and Empirical Developments in Social Sciences and Accountancy, Anita Vishram Women's College of Commerce, 29-dec.-2018
5. A Study of Financial Literacy among the working young in Surat city, One day National Conference on "Theoretical and Empirical Developments in Social Sciences and Accountancy, Anita Vishram Women's College of Commerce, 29-dec.-2018
6. GST and its implication on E-commerce, National conference on GST and its implications on e-commerce, Sir K.P. College of commerce, Surat, 25-02-2017
7. Good and service tax: a complete change of concept in indirect taxation, National conference on GST: a paradigm shift in indirect taxation, Indian accounting association, Gujarat branch and Gujarat commerce college, Ahmedabad, 19-02-2017
8. A study on impact of demonetization on pradhan mantra jan-dhan yojna, One day national seminar on demonetization of currency in India, J.Z. Shah arts and H.P. Desai commerce college, Amroli, Surat, 11-02-2017
9. Applicability of GST in India and its impact- an analysis, National conference on paradigm shift in commerce and management, M.K. College of commerce bharruch, 08-01-2017
10. Demonetization- an antidote to black money, International seminar on contemporary issues in development, Department of HRD, VNSGU, Surat, 11-12-2016
11. Good and service tax: one nation one tax- an antidote to present indirect taxation system, International seminar on contemporary issues in development, Department of HRD, VNSGU, Surat, 11-12-2016
12. A study on preference of mutual funds among the investors of Surat district, National conference on emerging trends in global business management, DBIM, VNSGU, Surat,

03-12-2016	
13. Supplies, a taxable event even made without consideration – covered under GST – an analysis, UGC sponsored national seminar on recent development in accounting, Seth S.V. arts and commerce college, Mandvi-kutch, 09/10/2016	
14. A study on recent trends in mutual fund industry of india, UGC sponsored national seminar on recent development in accounting, 09/10/2016	
15. A study on buying preference of investors about mutual fund in Gujarat state, UGC sponsored one day national conference on emerging issues in commerce, Gujarat commerce college, Ahmedabad, 03-09-2016	
16. Penetration of mutual funds in india: opportunities and challenges, UGC sponsored one day national seminar on vocationalisation of commercial education, C.D. Patel and F.H. Shah commerce college, Anand, 20-04-2016	
17. Framework for ethical accounting regulations, National conference on changing paradigms in managing global business, Metas adventist college, Surat, 13-03-2016	
18. A study of challenges and risks in the adoption of IFRS in India, Accounting education in developing countries, Arts and commerce college ,Olpad (UGC sponsored), 22-01-2010	
19. Accounting for human resource – a liability approach, 8th international conference on emerging issues in accounting, IT and business management, The RDA & the Rajasthan chamber of commerce and industry, Jaipur, 5&6 January 2008	
List of Ph.D. being Supervised:	
Scholar's Name	Thesis Topic
Dr.Mayur K. Joshi	Perception of Investors of Gujarat State towards Mutual Funds as an Investment option
Dr.Krishna J. Desai	A Study of Corporate Social Accounting and Disclosure practices in Public Enterprises in India
Dr.Nikita M. Kahar	A study on Evaluation of Service quality of General Insurance Companies in South Gujarat region with respect to Vehicle and Health Insurance
List of M. Phil. being Supervised:	
Student's Name	Dissertation Topic
Ms.Nikita M. Kahar	A study on Evaluation of Service quality of General Insurance Companies in Surat City with respect to Vehicle and Health Insurance
Extension Activities :	
1. Resource Speaker in the “ICSSR Sponsered Two Weeks Capacity Building Programme on Research in Accounting & Finance”, Organized by Deartment of Accounting and financial Management, Faculty of Commerce, The M.S. University of Baroda, Vadodra in 13-April-2019	
2. Resource Person at One day University Level Symposium on Accountancy, Commerce, Management organized on 29th July-2018 at D.R. Patel and R.B. Patel Commerce College, Surat.	
3. Member of the Senate of VNSG University, Surat.	

4. Member of Board of Studies in Accounting including costing at VNSG University, Surat
5. Member of Expert Review Committee of Question Papers in the Subject of Accounting at B.Com(Regular and External), M.Com(Regular and External) at VNSG University, Surat.
6. Recognized as an Evaluator at the M.S. University of Baroda, Vadodra in the Subject of Accounting and Finance at P.G. Level
7. Invited Member of IQAC at Ambaba Commerce college, Surat.