



Ms. Vimla Virparia
Assistant Professor, BBA, SOM

Education Qualification:

Phd (Management) (Pursuing),
UGC - NET (Management)
MBA (Finance) - VNSGU Surat
M.Com (Marketing) - VNSGU Surat

Research Interest:

Banking and Risk Management

Publications:

1. **“ Corporate Governance in Banks”** published in Book “ Corporate Performance and Governance”.
2. **“ Study on Factors affecting Customer Choice of retail banking”** Published in International Journal “ Global Research Thoughts”.

Industry Experience:

1 year experience as Account Executive at Atharva Enterprise Ankleshwar

Academic Experience:

9 years of academic experience as an Assistant Professor in MBA

Courses Taught:

Financial Management

Security Analysis and Portfolio Management

Management of Financial Institutions and Services

Cost and Management Accounting

Financial Accounting

Conference & Seminar:

- ▶ Paper Presentation on Rural Customers perception and usage of banking services”at G. H. Patel (MBA Dept), Vallabh Vidyanagar.
- ▶ Participated in workshop at SVIT Vasad on “Statistical Analysis on Research Methodology”
- ▶ “Educational & Research Conference” at IIM Indore.
- ▶ Paper presentation on “Global Recession – its Impact & causes” at State level seminar organized by H.D. Gardi College, Rajkot.
- ▶ Paper presentation on “Mutual Fund in India & Customer Preference for selection of Mutual Fund” at International Conference held at Gardi Vidhyapith, Rajkot.

Awards& Honors:

- University gold medalist in MBA
- Gold Medalist in M.Com

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