

C U Shah University

Faculty of Management Studies

Faculty Research Seminar on dated 06/02/2016

To promote the research culture and inter discipline understanding, an initiative 'Faculty Research Seminar' was proposed wherein each faculty member will present its working paper / published paper / literature review / article of their domain to the group of faculty members from various fields.

The First FRS (Faculty Research Seminar) in this series was conducted by Dr. Tejash Pujara, Dean, Faculty of Management Studies on 6th February 2016 at PG Computer Lab. He presented his published research paper 'Role of Life Style in Apparel Store Selection: Experience of Indian youth'.

He explained in detail the need of the study and rationale for adopted research methodology. He further discussed analysis of data and implication for marketer. He concluded with limitation and further scope of research.

Dr. Kalpesh Wandra, Principal, CCET, Faculty members from various department of Engineering & Technology and Management were present. Good follow up discussion took place on various aspects of research paper. Faculty members were found this initiative worth pursuing.

FRS ended with thanks to Dr. Ved Vyas Dwivedi Sir, Dr. Kalpeash Wandra, faculty members and staff of Computer Lab who helped in the arrangement.

