



A Study of Consultancy Services at Heads Quest Hr Solutions LLP in Ahmedabad City

Pathan Arbazkhan^{1*}, Jignesh Vidani²

L.J. Institute of Management Studies

Corresponding Author: Pathan Arbazkhan arbazkh0070@gmail.com

ARTICLE INFO

Keywords: Consulting Services, Human Resource Management, Organisational Development, Strategic HR Solutions, Client Satisfaction

Received : 1 June

Revised : 17 July

Accepted: 17 August

©2024 Arbazkhan, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study provides an in-depth examination of the consulting services offered by Head Quest HR Solutions LLP; a reputed HR consulting company based in Ahmedabad. The goals of the study are to examine the variety of services provided, the technologies used, and the efficiency of these services in improving organizational performance. This study combines quantitative information from structured customer surveys with qualitative data from semi-structured interviews with key stakeholders, through the use of a mixed-methods methodology. According to research, Head Quest HR Solutions LLP uses several approaches that are customized to match the specific needs of its clients. These approaches enhance employee engagement, talent management, and organizational development overall. Even when facing hurdles such as quantifying long-term impact and matching recommendations with customer culture, the company has proven quite successful in providing value-added services. This study provides suggestions to improve the efficiency and effectiveness of consulting services besides providing practical information on best practices in HR consulting.

INTRODUCTION

The consulting industry, which offers expert guidance and strategic solutions to diverse sectors, is a dynamic and indispensable element of the worldwide economy. The business offers a range of services including production management, human resource management, sales support management, and various others (Ajudiya, Patel & Vidani, 2023). According to Bariya and Vidani (2023), there has been a noticeable rise in the demand for consulting services in recent years. This can be attributed to the necessity for companies to embrace and implement new technologies, navigate intricate regulatory frameworks, and expand their operations.

Heads Quest HR Solutions LLP is a renowned consulting organisation that focusses on providing specialised HR services. The company has garnered recognition in the field of human resource consulting due to its unwavering commitment to delivering high-quality services and its client-centric approach. Niyati and Vidani (2016) have identified a diverse array of business services offered by this organisation. These services encompass various aspects of business operations, including organisational development, performance management, talent acquisition, and employee engagement.

This comprehensive study sheds light on the consulting services offered by Heads Quest HR Solutions LLP in the city of Ahmedabad, as documented by Biharani and Vidani in 2018. According to Chaudhary, Patel, and Vidani (2023), the primary goals of this study are to gain a comprehensive understanding of the various HR consulting services provided by the firm, assess their effects on client companies, and analyse the strategies employed in the delivery of these services. This study aims to evaluate the value and effectiveness of the consulting services offered by Heads Quest HR Solutions LLP. The objective is to gain insights into the firm's strategies and methods related to organisational change, employee development, and talent management.

The emergence of Ahmedabad as a prominent economic centre in India has resulted in substantial growth and development of the city's consulting industry. According to Devani, Gandhi, and Vidani (2024), there is a noticeable rise in the demand for specialised consulting services. This can be attributed to the expansion of the entrepreneurial ecosystem and the flourishing corporate environment. HR consulting companies, such as Heads Quest HR Solutions LLP, play a crucial role in addressing workforce-related issues and enhancing organisational capabilities (Dinodiya & Vidani, 2023). Heads Quest HR Solutions LLP distinguishes itself from its competitors by leveraging its extensive network, profound understanding of the local market, and unwavering commitment to providing tailor-made HR solutions (Doshi, Gajera & Vidani, 2023).

The study utilises a mixed-methods methodology, which combines qualitative and quantitative data collection techniques, in order to gain a comprehensive comprehension of the consulting practice of Head Quest HR Solutions LLP (Gohel, Yadav & Vidani, 2023). By conducting a thorough analysis of primary data obtained from surveys conducted within the client organisation and interviews with individuals who hold key positions, alongside the utilisation of secondary data derived from internal reports and case studies, this research

study presents valuable insights regarding the effectiveness and efficiency of the consulting services offered by the firm (Joshi, Saxena & Vidani, 2023).

The objective of this comprehensive analysis is to emphasise the noteworthy impact of HR consulting services provided by Head Quest HR Solutions LLP in Ahmedabad. Through an exploration of the intricacies, challenges, and accomplishments associated with these particular services, the aim is to contribute to the overall advancement of the consulting industry and offer recommendations for future growth and innovation (Pathak & Vidani, 2016).

The organisation has been recognised for its extensive portfolio of human resources services, innovative problem-solving approaches, and client-centric methodology (Rathod & Vidani, 2022). Head Quest HR Solutions LLP is a reputable organisation that caters to a diverse clientele spanning various industries, encompassing both small and medium-sized enterprises. Head Quest HR Solutions LLP prides itself on its adeptness in comprehending the unique objectives of every client and delivering tailored solutions that effectively tackle specific human resources challenges (Saxena & Vidani, 2023). The company offers a comprehensive range of services pertaining to various facets of human resource management, encompassing compliance, organisational development, talent management, and recruitment.

LITERATURE REVIEW

The field of human resources (HR) consulting has emerged as a significant segment within the broader consulting industry, exhibiting remarkable expansion over the past few decades. HR consulting is a specialised field that primarily deals with important matters such as organisational development, talent management, and employee engagement. The provision of these services is considered crucial in establishing a conducive and efficient work environment, thereby playing a pivotal role in the achievement of organisational objectives. Consulting services are a valuable resource for businesses as they offer access to external expertise that can help address complex problems and successfully implement effective strategies. O'Mahoney and Markham (2013)

Human resource consulting services play a crucial role in maximising the human capital of an organisation. According to KPMG, it is important to note that HR consultants play a crucial role in offering both operational assistance and strategic direction to enhance various HR functions, including recruitment, performance management, training and development, and compliance with labour laws. HR strategies that are successful can significantly influence an organization's performance by aligning the people strategy with the overall business plan. The realisation of an organization's employees' full potential necessitates the establishment of this synergy. According to Becker and Huselid (2006)

The existing body of literature has extensively explored various models for delivering human resource consulting services, each possessing its unique set of advantages. The partnership approach is characterised by the close collaboration between consultants and clients in order to develop solutions that promote a cooperative environment and enhance problem-solving abilities. Consultants are individuals who offer their specialised knowledge and recommendations, typically utilised for addressing intricate issues. Delivery model selection is influenced by various factors, including the specific needs of the client, the difficulty of the challenge, and the experience of the consultant (Greiner and Metzger, 1983).

Empirical studies have provided evidence to support the positive impact of HR consulting on organisational outcomes. The utilisation of HR consulting services by organisations has been found to have a positive impact on various aspects of organisational functioning. Specifically, it has been observed that effective use of such services is associated with heightened levels of employee satisfaction, improved employee retention rates, and enhanced overall performance. Moreover, during periods characterised by shifts and alterations, such as mergers and acquisitions, the significance of human resource consulting cannot be overstated. According to a study conducted by McKinsey & Company in 2017,

HR consulting is a practice that offers advantages, yet it also presents certain limitations, particularly in terms of aligning recommendations with the client's corporate culture. Furthermore, due to the potential delay in experiencing the effects on performance, the task of determining the return on investment (ROI) of HR consulting services can present difficulties. In order to surmount these obstacles, it is imperative to adopt an approach that is both open and collaborative. This approach should ensure that advisory services are customised to meet the unique circumstances of each individual client. According to Phillips (2007)

This case study endeavours to elucidate the characteristics and challenges encountered by a small professional service firm (PSF) in its pursuit of becoming a learning organisation (LO). In this particular case study, data was collected using both qualitative and quantitative methods. The data collection process involved gathering information independently and simultaneously through these two distinct approaches. The study objective was achieved by following the Watkins and Marsick (1996) framework of LO in conjunction with conducting interviews and observations. Based on the analysis conducted, it can be concluded that the learning orientation in the consultancy firm is generally at a high level. The findings indicate that the organisation is currently undergoing a period of expansion. As the organisation adapts to the evolving times, it has become evident that certain key areas require modifications and adjustments. In a study conducted by Awasthy on August 1st, 2015, various research methods were employed to investigate a particular topic.

METHODOLOGY

The research problem of this study is to investigate the extent, efficacy, and outcomes of the consulting services provided by Head Quest HR Solutions LLP in Ahmedabad. Notwithstanding the increasing need for HR consulting services, there exists a dearth of empirical investigation into the specific methodologies employed by consulting firms and the resultant effects of these practices. This study aims to fill the existing knowledge gap by conducting an analysis of the methods and strategies employed by Head Quest HR Solutions LLP. The primary objective is to evaluate the effectiveness of these approaches in meeting customer requirements and improving overall organisational performance. This study seeks to address the existing knowledge gap by conducting a comprehensive analysis of the methods and approaches utilised by Head Quest HR Solutions LLP. The research design refers to the overall plan or strategy that a researcher uses to conduct a study. It outlines the steps and procedures that will be followed to collect and analyse data

The present study utilises a mixed-methods research approach that combines qualitative and quantitative research methodologies in order to gain a comprehensive understanding of the consulting services offered by Head Quest HR Solutions LLP. The primary data collection process involved conducting semi-structured interviews with senior consultants, managers, and clients. These interviews were conducted to obtain a comprehensive understanding of the practices, barriers, and perceived efficacy of consulting services. The utilisation of purposive sampling in interviews will ensure the inclusion of a diverse range of viewpoints, thereby enhancing the comprehensiveness of the research findings. Conversely, the implementation of random sampling in surveys will enable the acquisition of a customer sample that is representative of the larger population under investigation, thereby enhancing the generalisability of the research outcomes.

1. The Initial Phase of This Study Involves the Collection of Data

Primary data refers to original data that is collected firsthand by a researcher for a specific research project. It is data that has not been previously collected or published by others. Primary data can be collected through various methods surveys: A series of structured questionnaires will be disseminated among a diverse range of clients affiliated with Head Quest HR Solutions LLP. The survey will aim to assess the level of satisfaction among clients, evaluate their perception of the value of the services provided, and determine the extent to which the organisation has experienced improvements as a result of the consultation process.

2. The Process of Analysing Data

Quantitative analysis is a research method that involves the use of numerical data to understand and interpret phenomena. It focusses on collecting and analysing data in order to identify patterns, relationships, and trends. This approach allows

The survey data will be analysed using various statistical techniques. Inferential statistics will be employed to identify any relationships that may exist between the consulting services provided and the organisational performance measures. Descriptive statistics will be used to summarise the levels of customer satisfaction.

3. The Process of Sampling is a Crucial Step in Research Methodology

It involves selecting a subset of individuals or items from a larger population to gather data and make in purposive sampling is a non-probability sampling technique that is commonly used in qualitative research. It involves selecting individuals or cases that possess certain characteristics or qualities that are of interest to the researcher. The participants for interviews will be selected based on their roles and experiences with Head Quest HR Solutions LLP in order to ensure a wide range of perspectives.

Random sampling is a method commonly used in research to select a subset of individuals or items from a larger population. This technique involves selecting individuals or items in such a way that each member of the population has an equal chance of being selected. Random sampling should be employed when conducting surveys in order to obtain a sample that is representative of the entire population of clients. This method involves selecting participants in a manner that gives each individual an equal chance of being included in the sample. By using random sampling, researchers can minimise bias and increase the generalisability of their findings.

4. The Assessment of Validity and Reliability is of Utmost Importance in Research Studies

Validity refers to the extent to which a measurement tool accurately measures what it intends to measure. It ensures that the results obtained from the study are valid and can be used to draw conclusions. Validity can be ensured by employing the method of triangulation, which involves comparing data obtained from multiple sources such as interviews, surveys, and documents. This approach helps to strengthen the findings by corroborating them across different sources of information.

The reliability of research findings can be enhanced by implementing standardised data collection tools and maintaining consistent procedures throughout all stages of the research process.

5. Ethical Considerations

The first step in conducting this study is to ensure that informed consent is obtained from all participants. This is a crucial ethical requirement that ensures participants are fully aware of the purpose, procedures, and potential risks or benefits of their involvement in the study. By obtaining informed consent, researchers can ensure that participants have the necessary information to make an informed decision about their participation and that their privacy is protected. It is imperative to prioritise the maintenance of confidentiality and anonymity when conducting research involving participants. This ensures that the identities and personal information of the participants remain protected and undisclosed throughout the study. The researcher aims to ensure the preservation of transparency and integrity throughout the process of data reporting and analysis.

RESULTS AND DISCUSSION

The demographic data sample reveals key characteristics of the participants. Specifically, the age distribution indicates that a small proportion (2%) of respondents belong to the age group of 55 and above, as reported by Vidani (2015). The majority of participants, comprising 64.7% and 17.6%, fall into the age groups of Below 25 and 25-35, respectively. According to the data collected by Vidani and Solanki (2015), the gender distribution appears to be fairly balanced. The ratio of males is reported to be 62.7%, while females account for 37.3% of the sample. The analysis of the data pertaining to the educational qualification of the participants reveals that a significant proportion of the respondents, specifically 51%, possess a Postgraduate degree. Additionally, 27.5% of the participants hold a Professional Degree, while 19.6% have completed their Undergraduate studies (Solanki & Vidani, 2016). According to the reliability test conducted by Bhatt, Patel, and Vidani (2017), the obtained results were moderately satisfactory, with a value of 0.234. Based on the findings of the analysis conducted by Niyati and Vidani (2016), it was determined that there is no statistically significant relationship ($p = 0.319$) between Gender and Educational Qualification. As a result, the null hypothesis H1 is rejected based on the findings of Pradhan, Tshogay, and Vidani (2016).

This discovery implies that, similar to age, the level of educational achievement may also play a role in the overall negative relationship between items. It is possible that the observed pattern can be attributed to potential inconsistencies in the coding of this particular item or its potential interaction with other scale items (Sengar, Patel & Vidani, 2024). The inclusion of educational attainment within the framework of the scale necessitates a thorough reassessment, taking into account its appropriateness (Jain, Vora & Vidani, 2024).

Based on the obtained alpha values derived from correlation and extrapolation analyses, it can be inferred that gender might not serve as a reliable predictor or a significant factor within the context of this particular scale. The aforementioned finding underscores the importance of conducting a thorough assessment of gender inclusion and ascertaining whether its measurement will contribute to the objectives of the scale (Mansinh & Gunvantbhai, 2024). It is plausible that the observed pattern could be attributed to variations in the coding of this particular item or its potential interactions with other items on the scale. The current study necessitates a reevaluation of the existing scale's structure and its method of incorporating educational attainment (Vaishnav, Rathod & Vidani, 2024).

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of a survey, it has been determined that the human resources sector plays a vital role in enabling organisations to effectively address and fulfil the requirements of their customers. The commitment to excellence and reliability is exemplified by Heads Quest HR Solutions LLP through meticulous consideration of client requirements and the provision of tailored solutions. The findings of this study demonstrate that Heads Quest HR Solutions LLP not only fulfils, but also surpasses the expectations of its clients, thereby solidifying its

position as a prominent entity within the consulting services sector in Ahmedabad.

Moreover, the emphasis on innovation and continuous development by Heads Quest HR Solutions LLP ensures that the company maintains a leading position in the HR consulting industry. Through strategic investments in state-of-the-art technologies and innovative processes, businesses are able to sustain a competitive advantage by proactively equipping themselves to effectively navigate emerging opportunities and challenges.

The organisation has established itself as a leading provider of consulting services in Ahmedabad. This reputation is attributed to its unwavering dedication to delivering services of the highest quality, its ability to anticipate future trends and its innovative approaches. The demonstrated history of successful business outcomes and established clientele provides compelling evidence of her aptitude and unwavering commitment to delivering exceptional human resources solutions. The significance of consulting services in relation to organisational success and the overall effectiveness of human resource operations in diverse industries is underscored by this study.

Moreover, a comprehensive examination reveals that the organization's strategic methodology for comprehending customer requirements and market advancements enables the provision of highly specialised services. The strategic capability described in the statement has been found to have a positive impact on the development of long-term customer relationships and overall customer satisfaction. The company's capacity to offer thorough solutions to intricate HR issues underscores its standing as a reputable advocate within the industry.

FURTHER STUDY

This research still has limitations so further research is needed related to the effect of capital and E-commerce on production and income of micro, small and medium furniture businesses in order to perfect this research and increase insight for readers.

REFERENCES

- Aghara, K., Raiyani, V., & Vidani, J. (2024). To study the consumer perception on purchase behaviour towards Reliance Trends in Rajkot City. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-QualityControl-Mgt/article/view/1971>
- Ajudiya, M., Patel, M., & Vidani, J. (2023). Beyond fashion: Unveiling the tapestry of consumer satisfaction with Pantaloon's female apparel in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 5(2). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1787>

- Ajudiya, M., Patel, M., & Vidani, J. (2023). Beyond fashion: Unveiling the tapestry of consumer satisfaction with Pantaloon's female apparel in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 5(2). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1787>
- Alkhizar, M., & Vidani, J. (2024). Exploring the factors influencing consumer buying behavior of LG products: A comprehensive study. *Journal of Advanced Research in Economics and Business Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1825>
- Alkhizar, M., & Vidani, J. (2024). Exploring the factors influencing consumer buying behaviour of LG products: A comprehensive study. *Journal of Advanced Research in Economics and Business Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1825>
- Amlani, K., Raval, R., & Vidani, J. (2024). To study the increase in usage of digital marketing in the current business era. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1949>
- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bariya, M., Vidani, J. (2023). Analyzing Market Share: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/146>
- Bavarava, A., Sudarshan, & Vidani, J. (2024). The impact of music on mood and emotion: A comprehensive analysis. *Journal of Advanced Research in Journalism and Mass Communication*, 11(1&2). <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1951>
- Bhatt, T., Vadher, P., & Vidani, J. (2023). A Study On Usage Of Variyas Online Payment Apps By The People Living In Ahmedabad City. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 39. <https://doi.org/10.59890/ijbmp.v1i1.1314>
- Bhatt, T., Vadher, P., & Vidani, J. (2024). A study on usage of various online payment apps by the people living in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1945>
- Bhatt, V., Patel, S., & Vidani, J. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. National Conference on Startup India: Boosting Entrepreneurship (pp. 61-67). Pune: D.Y. Patil University Press.

- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chalplot, D., Jagetiya, S., Vidani, J. (April 2024). Golden Arches of Success: Enhancing Customer Relationship Management at McDonald's, Wide Angle, Ahmedabad. *International Journal of Educational and Life Sciences*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijels/article/view/1731>
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Chourasiya, A., Zala, K., & Vidani, J. (2023). Unveiling discrepancies: Investigating disparities between anticipated and realized customer satisfaction with LG products in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 5(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Constudy/article/view/922>
- Chourasiya, A., Zala, K., & Vidani, J. (2023). Unveiling discrepancies: Investigating disparities between anticipated and realized customer satisfaction with LG products in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 5(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Constudy/article/view/922>
- Devani, P., Gandhi, R., & Vidani, J. (2024). Survey on differences in opinion on healthy and junk food between Gen. Y and Gen. Z. *International Journal of Natural and Health Sciences*, 2(1), Article 54. <https://doi.org/10.59890/ijnhs.v2i1.1179>
- Dhere, S., Vidani, J. & Solanki, H. V. (2016). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Dhruti, R., Tajpara, H., & Vidani, J. (2024). Factors influencing consumer satisfaction on popular social networks. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1959>

- Dinodiya, B. K., & Vidani, J. (2023). Exploring consumer perceptions: A comparative analysis of Pantaloons and Zudio in Ahmedabad's retail landscape. *Journal of Advanced Research in Operational and Marketing Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1783>
- Dinodiya, B. K., & Vidani, J. (2023). Exploring consumer perceptions: A comparative analysis of Pantaloons and Zudio in Ahmedabad's retail landscape. *Journal of Advanced Research in Operational and Marketing Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1783>
- Dinodiya, B. K., Jodoun, V. V., & Vidani, J. (2024). To study the impact of brand engagement on customer satisfaction for Flipkart e-commerce services among people living in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1946>
- Dodiya, G., Dudhat, D., & Vidani, J. (2024). To study the impact of online fraud and scams on online purchasing behavior of consumers in Ahmedabad city. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(2), Article 41. <https://doi.org/10.59890/ijaeam.v2i2.1240>
- Dodiya, G., Dudhat, D., & Vidani, J. (2024). To study the impact of online fraud and scams on online purchasing behaviour of consumers in Ahmedabad City. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1062>
- Doshi, D., Gajera, M., & Vidani, J. (2023). To study the consumer perception towards wedding planners among residents of Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 2(1). <https://doi.org/10.59890/ijbmp.v2i1.1214>
- Ganatra, A., Kalal, P., & Vidani, J. (2024). The evolution of fashionable products in online retailing with the focus on Amazon and Flipkart. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1974>
- Gandhi, R., Devani, P., & Vidani, J. (2024). Understanding the health and healthy food preferences of Generation Y and Z. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1965>
- Ghoghabori, M. F., Maheshwari, H., & Vidani, J. (2023). Performance evaluation and consumer preference analysis of LG and Aquaguard water purifiers in Ahmedabad City. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1792>

- Ghoghabori, M. F., Maheshwari, H., & Vidani, J. (2023). Performance evaluation and consumer preference analysis of LG and Aqua Guard water purifiers in Ahmedabad city. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1792>
- Gohel, B., Yadav, V., & Vidani, J. (2023). A Study on Customer Satisfaction for Cakes of Monginis & TGB in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 86. <https://doi.org/10.59890/ijbmp.v1i1.1424>
- Gohel, B., Yadav, V., & Vidani, J. (2023). Enhancing dealer satisfaction: Assessing durability and business support of LG products in Ahmedabad. *Journal of Advanced Research in Service Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1789>
- Gohel, B., Yadav, V., Vidani, J. (2023). Enhancing Dealer Satisfaction: Assessing Durability and Business Support of LG Products in Ahmedabad. *Journal of Advanced Research in Service Management*. Retrieved from <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1789>
- Gosiya, P., Parekh, D., Vidani, J. (2024). Personalizing Customer Connections: Optimizing CRM Strategies in Levi's Retail Outlet in Ahmedabad city of Gujarat. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1739>
- Gupta, K., Patel, P., & Vidani, J. (2024). A study on consumer attitude towards smoking amongst males and females of Gen Z in Ahmedabad. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(1), Article 94. <https://doi.org/10.59890/ijaeam.v2i1.1306>
- Gupta, K., Patel, P., & Vidani, J. (2024). A study on consumer attitude towards smoking amongst males and females of Gen.Z in Ahmedabad. *Prayukti - Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx>
<https://doi.org/10.52814/PJMA.2024.2405>
- Hansora, K., Khokhra, S., & Vidani, J. (2023). Flowing choices: An in-depth comparison of LG and Kent RO water purifiers amongst consumers in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 6(2). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1820>

- Hansora, K., Khokhra, S., & Vidani, J. (2023). Flowing choices: An in-depth comparison of LG and Kent RO water purifiers amongst consumers in Ahmedabad city. *Journal of Advanced Research in Business Law and Technology Management*, 6(2). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1820>
- Jain, M., Vora, A., & Vidani, J. (2024). Survey on comparative study of consumers preference towards Zomato and Swiggy among Gen-Z in Ahmedabad. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1972>
- Jha, V., Bhatt, H., & Vidani, J. (2023). Designing success: Analyzing the influence of Pantaloons retail store layout on consumer purchase intentions in Ahmedabad City. *Journal of Advanced Research in Accounting and Finance Management*, 5(2). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1815>
- Jha, V., Bhatt, H., & Vidani, J. (2023). Designing success: Analyzing the influence of Pantaloons retail store layout on consumer purchase intentions in Ahmedabad city. *Journal of Advanced Research in Accounting and Finance Management*, 5(2). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1815>
- Joshi, A., Saxena, S., & Vidani, J. (2023). Decoding the Digital Banking Horizon: Exploring the Dynamics with Bank of Baroda as the Focal Point. *International Journal of Social Science and Innovation (IJSSI)*, 1(1), Article 88. <https://doi.org/10.59890/ijssi.v1i1.1498>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Decoding the Digital Transformation: A Comprehensive Study of Digital Banking in India with Emphasis on Punjab National Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 92. <https://doi.org/10.59890/ijssi.v2i1.1523>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Digital Banking Revolution: Unveiling the Transformative Landscape with a Spotlight on State Bank of India. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 93. <https://doi.org/10.59890/ijssi.v2i1.1522>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Revolutionizing Finance: Unveiling the Digital Banking Terrain in India with a Focus on ICICI Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 91. <https://doi.org/10.59890/ijssi.v2i1.1525>
- Joshi, K., Memon, A., & Vidani, J. (2024). Digital Marketing: A boon for the current business era. *International Journal of Business and Management Practices (IJBMP)*, 2(1), Article 61. <https://doi.org/10.59890/ijbmp.v2i1.1229>

- Kadvani, H., Ghasadiya, D., & Vidani, J. (2024). Impact of large language model on Indian economy. *International Journal of Law, Human Rights and Constitutional Studies*, 6(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1065>
- Kalal, M., Odedra, J., & Vidani, J. (2024). Survey on the usage of e-banking facilities among Generation Y and Generation Z in Ahmedabad. *Journal of Advanced Research in Operational and Marketing Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1973>
- Kaneria, G., Shah, D., Gautam, J., Vidani, J. (2024). Enhancing Customer Relationship Management in Retail: A Case Study of Reliance Trends. *International Journal of Educational and Life Sciences*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijels/article/view/1730>
- Ladhava, V. H., Patadia, A. R., & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy among residents of Gujarat state. *International Journal of Social Science and Innovation (IJSSI)*, 2(1). <https://doi.org/10.59890/ijssi.v2i1.1239>
- Lodhiya, H., Jangid, Y., & Vidani, J. (2023). A study of loyalty programs on customer engagement for Bluestone Jewellery and Lifestyle Pvt Ltd. with special reference to the Shivranjani store in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 85. <https://doi.org/10.59890/ijbmp.v1i1.1443>
- Mala, Vidani, J. & Solanki, H. V. (2016). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Mansinh, C. R., & Gunvantbhai, V. J. (2024). Problems faced by visitors while visiting historical places in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1063>
- Maru, R., Parmar, N., & Vidani, J. (2024). An in-depth analysis of security and privacy features: Android vs Apple. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1958>
- Mekhiya, P., Prajapati, H., & Vidani, J. (2024). AI: A boon to social media marketing. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1942>

- Mer, K., Gothadiya, K., & Vidani, J. (2024). To study on comparative analysis of Amazon and Flipkart in reliability and delivery time in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 2(1), Article 37. <https://doi.org/10.59890/ijbmp.v2i1.1216>
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. (2016). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Mujiburrehman, L., Ravi, L., & Vidani, J. (2024). Impact of social media marketing on brand awareness of watches in Ahmedabad City. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1957>
- Niyati, B., & Vidani, J. (2016). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Oza, L., Shah, S., & Vidani, J. (2024). A study on consumer satisfaction towards Allen Solly apparels in Ahmedabad city. *Journal of Advanced Research in Service Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1954>
- Panchal, S., Sodha, S., & Vidani, J. (2024). Online social comparison and its effect on self-esteem and mental health. *Journal of Advanced Research in Service Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1952>
- Pandya, J., Skhereliya, S., & Vidani, J. (2024). To study of students' preferences towards overseas studies in Ahmedabad city. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 52. <https://doi.org/10.59890/ijssi.v2i1.1237>
- Pandya, N., Mandaliya, K., & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy in Ahmedabad and Rajkot city. *Prayukti - Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx>
<http://doi.org/10.52814/PJMA.2024.2404>

- Patel, J. J., Ashvinkumar, R. P., & Vidani, J. (2024). Assessing labor force rights and welfare schemes in India under labor legislation. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1064>
- Patel, S., Patel, J., & Vidani, J. (2024). Psychological and sociocultural influences on pre-purchase behavior in the pre-owned car market. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1960>
- Patel, T., Chauhan, K., & Vidani, J. (2024). A study on the effects of ads on the mental health of children. *Journal of Advanced Research in Quality Control and Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-QualityControl-Mgt/article/view/1968>
- Patel, T., Mansuri, S., & Vidani, J. (2024). To study the fluctuation of share prices of Maruti-Suzuki and Tata Motors during Indian festival season. *Prayukti - Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx>
<http://doi.org/10.52814/PJMA.2024.2403>
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pathan, A. K., Makwana, A., & Vidani, J. (2024). A survey on comparative study of customer behaviour in online and offline purchase of electronic items in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1956>
- Pradhan, U., Tshogay, C., & Vidani, J. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Prajapati, S., Vidani, J. (2023). Analyzing Corporate Social Responsibility: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/153>

- Prajapati, U., Sisodiya, B., & Vidani, J. (2024). Blockchain and cryptocurrency: Emerging trends in digital payment technologies. *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1937>
- Rajput, S., Gulammustufa, M., & Vidani, J. (2024). Why 90% of stock market traders are in loss? *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1939>
- Rakholiya, M., Ramani, R., & Vidani, J. (2024). Comparative Study of Online vs. Offline Buying Behavior of Consumer for Grocery Product in Surat. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 56. <https://doi.org/10.59890/ijssi.v2i1.1238>
- Rakholiya, M., Ramani, R., & Vidani, J. (2024). Comparative study of online vs. offline buying behavior of consumer for grocery product in Surat. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1941>
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Rathod, M., Vidani, J. (2023). Analyzing Distribution Strategies: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/142>
- Ravani, H., Bhalani, D., Vidani, J. (2024). Optimizing Customer Relationships: A Case Study of CRM Practices at Puma Outlet in Ahmedabad city of Gujarat. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1738>
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Saraswat, D., Singh, Y., & Vidani, J. (2024). Consumer awareness and purchasing behaviour of fast-food products in urban and rural stores: A comparison. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1943>

- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternatives (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, S., Joshi, A., & Vidani, J. (2023). Revolutionizing Finance: Navigating the AXIS of Digital Banking in India. *International Journal of Social Science and Innovation (IJSSI)*, 1(1), Article 89. <https://doi.org/10.59890/ijssi.v1i1.1499>
- Saxena, S., Joshi, A., & Vidani, J. (2024). Digital Banking Pioneers: A Comprehensive Exploration of India's Financial Frontier with HDFC Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 90. <https://doi.org/10.59890/ijssi.v2i1.1524>
- Sengar, V., Patel, D., & Vidani, J. (2024). Study of online purchase behaviour of millennials and Gen Z for non-branded apparels from Amazon specifically focusing on Ahmedabad city. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1975>
- Shah, K., Detroja, B., & Vidani, J. (2024). Consumer attitudes and preferences regarding the streaming services towards Disney+ and Netflix in Ahmadabad City. *Journal of Advanced Research in HR and Organizational Management*, 11(1&2). <https://adrjournalshouse.com/index.php/Journal-HumanResourcesOrg/article/view/1977>
- Shah, R., & Vaghela, A. (2023). Blockchain Technology in Healthcare: Opportunities and Challenges. *Healthcare Technology Letters*, 10(1), 3-8. <https://doi.org/10.1049/htl2.12033>
- Shah, R., & Vaghela, A. (2023). Telemedicine: A Comprehensive Review of Current Trends and Future Directions. *Journal of Healthcare Engineering*, 2023, 1-10. <https://doi.org/10.1155/2023/5632489>
- Shaikh, A., Saiyed, R., & Vidani, J. (2024). Survey on Consumer Preference: Google Pay V/S Paytm in Ahmedabad city. *International Journal of Sustainable Social Science (IJSSS)*, 2(1), Article 55. <https://doi.org/10.59890/ijsss.v2i1.1375>
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.

- Singh, A., Nandy, R., Vidani, J. (2024). Enhancing Customer Relationships: A Case Study of CRM Practices at City Square Mart in Ahmedabad city of Gujarat State. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1737>
- Singh, P. K., & Vidani, J. (2016). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. & Nagoria, V. S. (2016). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. (2016). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. (2016). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.
- Solanki, S., Kansara, D., & Vidani, J. (2024). A study on consumer preferences towards online podcasts service in Ahmedabad. *Journal of Advanced Research in Journalism and Mass Communication*, 11(1&2). <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1950>
- Sukhanandi, S., Tank, D., & Vidani, J. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. *National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 77-80). Pune: D.Y.Patil University Press.
- Surani, D., Keshwala, K., & Vidani, J. (2024). A comparative study on the usage of Instagram and Snapchat mobile applications among residents of Ahmedabad city. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1964>
- Vaghela, A., & Shah, R. (2023). Artificial Intelligence in Healthcare: A Review of Current Applications and Future Trends. *Journal of Healthcare Engineering*, 2023, 1-15. <https://doi.org/10.1155/2023/7592516>
- Vaghela, A., & Shah, R. (2023). Internet of Medical Things (IoMT): Applications, Challenges, and Future Directions. *International Journal of Advanced Computer Science and Applications*, 14(5), 60-67. <https://doi.org/10.14569/ijacsa.2023.0140511>
- Vaishnav, D., Rathod, J., & Vidani, J. (2024). An evaluative study on internet banking security perceptions and practices among bank customers in Ahmedabad city. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(2). <https://doi.org/10.59890/ijaeam.v2i2.1241>

- Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Verma, B., Purohit, M., & Vidani, J. (2024). A study on the rise and recent development in UPI (Unified Payments Interface). *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1947>
- Vidani, J. & Das, D. S. (2021). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. & Plaha, N. G. (2017). *AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR*. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. (2015). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. (2016). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. & Plaha, N. G. (2016). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.
- Vidani, J. & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. & Solanki, N. (2015). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. *EXCEL International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.

- Vidani, J. (2015). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. The Indian Writer' s e - Journal, 1(1), 1-14.
- Vidani, J. (2015). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. International Journal of Advance Engineering and Research Development, 2(11), 351-360.
- Vidani, J. (2015). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. ZENITH International Journal of Multidisciplinary Research, 5(12), 33-50.
- Vidani, J. (2016). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. International Journal of Multidisciplinary Educational Research, 5(11(3)), 224-237.
- Vidani, J. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016, 25-33.
- Vidani, J. (2016). Rural Women Entrepreneurship: "Nari Bani Vyapari". International Journal of Management and Research, 1, 208-213.
- Vidani, J. (2018). Export and Import Procedures (Vol. 1). Online: Educreation Publishing.
- Vidani, J. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), Transformation Through Strategic and Technological Interventions (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. (2019). INFLUENCER MARKETING: A NEW TREND. Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.
- Vidani, J. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. Chack, P. K., & Rathod, D. N. (2017). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. Das, S., Meghrajani, I., & Singh, G. (2023). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. Sodhsamhita, 137-157.

- Vidani, J. Meghrajani, I., & Siddarth, D. (2023). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.
- Vivek, S., & Vidani, J. (2024). E-commerce supply chain efficiency: A case study of Amazon e-commerce company. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1948>