

Shree P.M.Patel Institute of P.G.studies & Research in Applied Science, Anand
Shree P.M. Patel College of Computer Science & Technology, Anand



Ms. Amisha Maheshchandra Desai

Asst. Professor (Dept. of M.Sc (IT) & PGDCAA , BCA)

Research Paper Publication to UGC Notifies / Other Journals					
Sr. No.	Research Paper / Article Title	Name of Journal	Year of Publication	ISBN / ISSN No.	Impact Factor
1	E-Banking – Role of IT with Emerging Challenges Strategies and Future Trends of Marketing for Bank Products	Recent Trends in Marketing Garg Publication – Ahmadabad	March 2012	ISBN No 979-823-202-529-7	
2	“Importance of AI & Big Data in the fight against Coronavirus”	Tathapi (indexed, peer reviewed & listed in UGC Care)	June 2020	ISSN 2320-0693 Vol. 19 Issue 1	5.60
3	“Women in IT sector: Revealing Facts”	“Saarth” e-journal of Research	April 2021	ISSN-2395-339X DOI- 2021/SP01/JAN-MAR/36.	

Publication of Books and Book Chapters

Sr. No.	Position	Title of the Chapter(s) with book name / Title of the Book(s)	Published By	ISBN/ISSN	Year of Publication
1.	Author	“Social Media Marketing – A Concise Study” in “Digital Marketing” Chapter-13 of Challenges of Social Media Marketing	Authorspress	ISBN-10 : 9389110637 ISBN-13 : 978-9389110630	January 2019
2.	Author	Operating System for Novice	Anand People’s Medicare Society, Anand	ISBN No : 978-93-89791-07-5	19 th November 2019 (First Edition)
3.	Co - Author	Basics of Web Designing	Anand People’s Medicare Society, Anand	ISBN No : 978-93-89791-10-5	19 th November 2019(First Edition)
4.	Co - Author	Open Source Programming through PHP	Anand People’s Medicare Society, Anand	ISBN No : 978-93-89791-44-0	19 th November 2019(First Edition)

Other Achievements

1. Invited as a Key Note Speaker to deliver a lecture on “Digital Marketing” at Sardar Patel College of Administration and Management – Bakrol Managed by Tirupati Foundation Trust
2. Served as a Sub editor for publication of “Purushottam Shatabdi Vandana Granth Shreni” published by Anand People’s Medicare Society, Anand.

Paper Presentation, Workshops, Seminars & Webinars, Training Programs and Certification

1. **Paper presented: 01** at National level Seminars and **01** at International Conference
2. **Participation in National / State level Workshops: 08**
3. **Attended International / National / State Level Seminars and Webinars : 12**
4. **Training programs participation: 05**
5. **Certification: Earned 14** certification for successfully completion and participation for various training programs, Quiz / Online Quiz / MyGov Quiz and Online Courses.