



## **Bridging Knowledge Landscapes: Unveiling the Nexus Between Educational Backgrounds and Professional Development Interest Among Generation Z in Ahmedabad City**

Purvi Patil<sup>1\*</sup>, Prachi Singh.<sup>2</sup>, Chandni J. Vidani<sup>3</sup>

Narayana Business School

**Corresponding Author:** Purvi Patil [Chandnisomyani1209@gmail.com](mailto:Chandnisomyani1209@gmail.com)

---

### ARTICLE INFO

*Keywords:* Generation Z, Educational Backgrounds, Professional Development Interest, Knowledge Landscapes, Ahmedabad City

*Received :* 5 April

*Revised :* 23 May

*Accepted:* 23 June

©2024 Patil, Singh, 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 looks at the intricate relationship between Generation Z's interests in professional growth and their educational backgrounds in Ahmedabad. The study takes a thorough approach to identifying the factors that shape young people's knowledge landscapes. The research used a mixed-methods strategy, combining quantitative surveys and qualitative observations to create a deeper view. The findings aim to close the knowledge gap about how educational backgrounds influence Generation Z's desire for professional development, providing significant insights for educators, legislators, and employers

---

## INTRODUCTION

Amidst a backdrop of rapid technological advancements and sweeping societal changes, the Generation Z cohort is poised to shape the future workforce. Gen Z individuals possess unique qualities and perspectives that set them apart, reflecting their upbringing in the digital age. Understanding the dynamics that shape the career paths of this generation is crucial in navigating the ever-changing landscape of today. Understanding the correlation between their educational backgrounds and professional development interests is of utmost significance.

Ahmedabad, a bustling city with a rich cultural and economic tapestry, takes centre stage in this study. Studying the intricate patterns of Generation Z in Ahmedabad's vibrant urban environment provides a unique perspective. Our study seeks to provide valuable insights into the intricate connections between educational experiences and career aspirations among the youth in Ahmedabad.

Utilising a mixed-methods approach is essential for this study, as it combines quantitative surveys with qualitative observations to provide a comprehensive and strategic methodology. With this dual-method design, a comprehensive analysis can be conducted to examine the various factors that influence the alignment of education and professional development interests within Generation Z. Our study takes a comprehensive approach by incorporating qualitative data, allowing us to gain insight into the real-life experiences, perspectives, and aspirations of individuals.

Our main objective is to gain a deep understanding of how the knowledge landscapes of Generation Z are evolving. Through a comprehensive examination of the intricate connections between educational backgrounds and interests in professional growth, this study aims to provide a well-rounded perspective. The findings will have significant implications for educational institutions, policymakers, and employers, both in terms of academic knowledge and practical application. By gaining a deeper understanding of the inner workings, stakeholders can create an environment that fosters the professional growth and development of Generation Z in Ahmedabad and other locations.

### **Research Objectives**

1. Investigate the correlation between educational backgrounds and interest in professional growth among Generation Z in Ahmedabad City.  
Take a closer look at the professional development preferences of Generation Z, focusing on their educational background.
3. Conduct interviews and open-ended surveys to gain a comprehensive understanding of the factors that impact education and professional development interests.
4. Provide specific recommendations for educational institutions, policymakers, and businesses to align curricula more effectively with the professional development needs of Generation Z.

## LITERATURE REVIEW

It is crucial to understand the unique characteristics of Generation Z. Experts, including Seemiller and Grace (2016), have pointed out the unique traits of Gen Z, such as their familiarity with digital technology, tendency to work well in teams, and preference for hands-on learning. This sets the foundation for examining the way these qualities intersect with educational experiences and professional objectives.

According to Cote and Allahar (2011), one's educational background has a significant impact on the decisions made regarding work. Based on the available evidence, it is clear that curricula, instructional strategies, and extracurricular activities play a significant role in shaping individuals' career interests. It is crucial to conduct a thorough analysis of how these issues impact Generation Z.

In the digital age, Oblinger and Oblinger (2005) and Howe and Strauss (2000) delve into the evolving landscape of professional development. Understanding the preferences of Generation Z in terms of skill development, continual learning, and adaptability is crucial due to their status as digital natives.

Ahmedabad City offers a distinct viewpoint on the issue, thanks to its urban dynamics and educational choices. Research in urban studies has provided valuable insights into the ways in which the environment of a city influences the decisions individuals make regarding their education and career paths. Ahmedabad, being a cultural and commercial powerhouse, offers a distinctive platform for studying these processes.

Research on inter sectionalist (Crenshaw, 1989) emphasises the interconnectedness of education and professional development, showing that educational backgrounds are not independent entities. Gender, social level, and cultural background all play a role in shaping the diverse range of career interests within Generation Z.

It is recommended by Creswell and Plano Clark (2018) to familiarise oneself with mixed methods techniques in the literature. This will allow for the integration of statistical and subjective research strategies. Understanding how these methodologies can be applied effectively in the field of education research adds credibility to the methodology used in this study.

By exploring international perspectives on Generation Z, we can gain a deeper insight into the global trends at play (Elmore, 2017; Twenge, 2017). By examining research conducted in various locations, a wider perspective can be gained when interpreting the findings from Ahmedabad City.

## METHODOLOGY

The research methodology employed in this study integrates primary and secondary data sources. Self-administered questionnaires were distributed online to gather primary data. Our questionnaires included Likert-scale questions to gauge respondents' awareness and understanding of health issues, as well as their reading preferences. The participants in the research were chosen through convenience sampling, which is a non-probability sampling

technique. This strategy was selected because of its practicality and accessibility, making it inclusive for individuals from Gujarat to actively engage. The sample design was created to gather data from individuals who were available and interested in taking part in the study.

Using inferential statistical techniques, particularly ANOVA, the study will analyse data to explore relationships and differences between variables. Statistical tests will be conducted using the Statistical Package for Social Science (SPSS) programme to ensure efficient and accurate results. Our analysis will centre around exploring hypotheses regarding the interplay between reading preferences, health knowledge, and awareness among the individuals studied in Ahmedabad City.

Nevertheless, it is important to recognise the notable constraints of the study. Time constraints can potentially limit the thoroughness and scope of the investigation. In addition, it is worth noting that the findings of this study may have limited generalizability beyond Ahmedabad City due to its specific geographical scope. It is worth noting that the sample size of 105 responders from Ahmedabad City may have some limitations in terms of generalising the results. It is important to consider the limitations of the study when interpreting and implementing the results.

### **Testing for Reliability**

The reliability study of the questionnaire items evaluating the professional development preferences of Ahmedabad City's Generation Z residents yielded an impressive Cronbach's Alpha coefficient of 0.897. It is evident that the ten survey items demonstrate an outstanding level of internal consistency, which confirms the reliability of the measuring instrument. As a skilled analyst, I can confidently affirm that the survey has successfully captured the genuine preferences of all respondents without any cases being eliminated. This demonstrates the survey's strong and coherent ability to gather accurate data. With the improved Cronbach's Alpha value, there is a sense of confidence in the reliability of the data, which in turn validates the accuracy and trustworthiness of the analysis' findings. This measuring tool is reliable for providing researchers with precise and consistent information on the professional development preferences of Generation Z in Ahmedabad City.

## **RESULTS AND DISCUSSION**

### **Providing an Overview of Demographics**

The study's participant demographics provide valuable insights into the population being investigated.

1. The respondents indicated a wide range of ages, from 15 to 29. The participants' ages span from 21 to 23 years old, as evident from their average age of 3.29. It is worth noting that a significant portion, 60.0%, of the responses come from individuals in their early 20s, specifically between the ages of 21 and 23. The wide range of ages represented in the poll highlights the diverse population of Generation Z in Ahmedabad City.

2. Gender: The respondents' genders were evenly distributed, with 46.7% identifying as male and 53.3% as female. The gender diversity we observed can be attributed in part to the slightly higher number of females, as evidenced by

the mean gender value of 1.53. With a response rate of 2.00, it's clear that femininity is the dominant category among participants in the sample, indicating a slightly higher percentage of female participants.

3. Education: The majority of individuals hold graduate degrees (42.9%), followed by postgraduate (24.8%) and master's (24.8%) degrees. Based on an average education level of 2.81, it is evident that the individual possesses advanced graduate and postgraduate training. A response of 2.00 is commonly associated with graduate-level training.

4. Occupation: The sample consists mostly of students (64.8%), followed by individuals from the service industry (15.2%) and those who are self-employed (9.5%). The average occupation score of 1.724 demonstrates a diverse array of job opportunities. One common response, 1.0, pertains to students, who constitute the majority of the employment within the examined population.

### **Examining Hypotheses**

Examining the correlation between the interest levels of Generation Z individuals and their educational backgrounds is the focus of Hypothesis 1. The study examines this relationship by evaluating participants' level of interest in professional development programmes across different educational categories, using a rating scale of 1 to 5. Based on the data, it is evident that there are variations in the mean interest scores among different groups of students. Undergraduates have an average interest score of 3.20, while graduates have a slightly higher score of 3.44. Postgraduates show even greater interest with a mean score of 3.77.

Master's students have a similar level of interest as graduates, with an average score of 3.46. Lastly, the "others" category stands out with the highest mean interest score of 4.00. Levene's test indicates that there are no significant differences between the educational categories ( $p = 0.079$ ). Upon conducting ANOVA, the analysis produced a p-value (Sig.) of 0.613 and an F-statistic of 0.672. Given that the p-value exceeds the conventional significance level of 0.05, it indicates that there is no substantial connection between interest levels and educational backgrounds among Generation Z participants. Consequently, the null hypothesis ( $H_0$ ) is upheld. Based on the provided statistics, it appears that the interest in professional development programmes among the surveyed population was relatively consistent across different educational categories.

The data analysis reveals fascinating findings about the factors that impact the motivation of Generation Z individuals to participate in professional development programmes in Ahmedabad City. The reliability study reveals a remarkably high Cronbach's Alpha coefficient of 0.897, indicating excellent internal consistency among the survey items that measure professional growth desires. With its unwavering reliability, the measurement tool inspires confidence in its robustness, thereby ensuring the validity of the analysis's conclusions.

The demographic summary offers a comprehensive overview of the respondents, highlighting that most fall within the 21 to 23 age range, and there is an equal distribution of genders. The participants have a wide range of educational backgrounds, with most of them having earned doctoral degrees. Additionally, there is a significant number of students among them. Understanding Generation Z's professional development preferences in Ahmedabad City requires a thorough analysis of these demographic facts.

Now let's delve into the specific variables being studied. We're exploring the level of interest in professional development programmes among individuals with different academic backgrounds. Based on the ANOVA findings, it appears that the alternative hypothesis (H1) is not supported. This is because the p-value (0.613) is higher than the significance level of 0.05. Therefore, based on the data analysis, it can be concluded that there is no significant correlation between the educational backgrounds and interest levels of Generation Z members in the community being studied.

## **CONCLUSIONS AND RECOMMENDATIONS**

Finally, this study sheds light on the patterns of professional development among the young adults in Ahmedabad. The measurement instrument's exceptional reliability instills a strong sense of confidence in the data collected. The demographic profile reveals a diverse group of respondents, and although educational backgrounds are significant in shaping interests, the study suggests that these factors do not significantly impact the inclination to engage in professional development programmes. This conclusion suggests the need for a thorough examination of additional factors that could influence the situation, along with the creation of strategies to enhance the involvement of Generation Z in these programmes. Future research could explore the finer aspects of preferences and pinpoint targeted interventions to address any potential shortcomings in awareness and involvement in professional development.

## **FURTHER STUDY**

This research still has limitations, so it is necessary to carry out further research related to the topic Bridging Knowledge Landscapes: Unveiling the Nexus Between Educational Backgrounds and Professional Development Interest Among Generation Z in order to perfect this research and increase insight for readers.

## REFERENCES

- Bhatt, V., Patel, S., & Vidani, J. N. (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.
- Barhate, B., & Dirani, K. M. (2021, August 8). Career Aspirations of Generation Z: A Systematic Literature Review. *European Journal of Training and Development*. Retrieved November 27, 2023, from <https://doi.org/10.1108/ejtd-07-2020-0124>
- 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.
- 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.
- 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.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFACTION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Education & Training Sector in India, Education Index of India - IBEF. (n.d.). India Brand Equity Foundation. Retrieved November 27, 2023, from <https://www.ibef.org/industry/education-sector-india>
- India - Education and Training Services Industry Snapshot. (n.d.). International Trade Administration | Trade.gov. Retrieved November 27, 2023, from <https://www.trade.gov/country-commercial-guides/india-education-and-training-services-industry-snapshot>
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.

- Marshall, A. L., & Wolanskyj, A. P. (2020, June 1). COVID-19: Challenges and Opportunities for Educators and Generation Z Learners. *Mayo Clinic Proceedings*. Retrieved November 27, 2023, from <https://doi.org/10.1016/j.mayocp.2020.04.015>
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Naim, M. F. (2021, April 2). Exploring Learning Preferences of Gen Z Employees. IGI Global eBooks. Retrieved November 27, 2023, from <https://doi.org/10.4018/978-1-7998-6440-0.ch001>
- 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.
- Pathak, K. N., & Vidani, J. N. (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.
- Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- 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.
- Podile, V., Kanagala, A., & Poojitha, S. (2020, June 1). The Impact of Online Content and Interactions on Generation Z Consumers. *ResearchGate*. Retrieved November 27, 2023, from [https://www.researchgate.net/publication/341609403\\_The\\_Impact\\_of\\_Online\\_Content\\_and\\_Interactions\\_on\\_Generation\\_Z\\_Consumers](https://www.researchgate.net/publication/341609403_The_Impact_of_Online_Content_and_Interactions_on_Generation_Z_Consumers)
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.

- 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.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternativies* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. ( 2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). 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. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (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.
- 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.
- Suk, J. (2023, November 20). 10 Trends in Education Technology That Will Have a Major Impact in 2023. Hurix Digital. Retrieved November 27, 2023
- Szymkowiak, A., Melović, B., Dabić, M., Jeganathan, K., & Kundi, G. S. (2021, May). Information Technology and Gen Z: The Role of Teachers, the Internet, and Technology in the Education of Young People. *Technology in Society*. Retrieved November 27, 2023, from <https://doi.org/10.1016/j.techsoc.2021.101565>
- Tornos, E. (2023, June 28). Education and Training Industry Overview. Prosple Australia/GradAustralia. Retrieved November 27, 2023, from

<https://au.prosple.com/career-planning/education-and-training-industry-overview>

- Vasveliya, 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.
- Vidani, J. N. (2015, December). "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. N. (2015, November). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2015, December ). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2016, November). 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. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December ). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). *Export and Import Procedures* (Vol. 1). Online: Educreation Publishing .
- Vidani, J. N. (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. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrurial 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. N. (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. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, *WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT* (pp. 32-47). Kanpur: International Publications.
- Vidani, J. N. (2022). *Digital Marketing for Business in #hashtag era* (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). 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. N., & 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. N., & 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. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.
- Vidani, J. N., & 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. N., & 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. N., & Solanki, N. (2015, December). 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. N., Chack, P. K., & Rathod, D. N. (2017, February). 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. N., Meghrajani, I., & Siddarth, D. (2023, May). 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., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.

- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- 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.