

Brief Profile

DR. VINAY KUMAR YADAV

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Specialization –Marketing and Human Resource Management

Research Area of Interest- Marketing and Human Resource Emerging Issues., Entrepreneurship and Small Businesses, Sustainability, Social Media and Digitalization, Bottom of Pyramid, Artificial Intelligence applications in Business and Management.

Dr. Yadav is currently Assistant Professor at Department of Business Management, Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India since March, 2021. He did his Ph.D.in Business Administration from Department of Business Administration, University of Lucknow awarded in December 2017. Dr. Yadav qualified UGC-JRF (NET) in Management in June, 2010. He did FDP from Indian Institute of Management (IIM), Ahmadabad in 2017.

He is having more than 10 years of diversified experience of teaching BBA, B.Tech, MBA, M.Tech & Ph.D Students, research and corporate. Formerly, he worked as Assistant Professor of Management at Madan Mohan Malaviya University of Technology Gorakhpur, Uttar Pradesh. He worked as UGC Junior Research Fellow from June, 2012 to June, 2014 and UGC-Senior Research Fellow from July, 2014 to June, 2016. He also worked as Market Research Executive at HCL Infoystem Ltd, Noida in 2010-2011.

Dr.Yadav received two Best Paper Award in International Conferences at IIT Delhi in 2019 and at University Malaysia Pahang, Malaysia in 2015. He published about 18 research papers in Journal of International and national repute. His publications are in Scopus, ABDC Listed and UGC Care listed Journal. He also presented research paper in premier institute conferences like IIM's and IIT's. He presented more than 35 research papers in National and International Conferences.

He also delivered key note address in seminars, expert lectures in govt.and private Institutions, chaired session in seminar and conferences. He also edited 03 books with reputed publisher of national and International. Dr. Yadav supervised more than 30 MBA students in Dissertations, 01 Ph.D scholar and is also reviewer with reputed publishers like Sage, Inderscience, etc.

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