




Faculty Detail Performa 2017-22



1. Personal Details

Name	Dr Renu Yadav	
Designation	Assistant Professor	
Department	Commerce	
Email	renuyadav@dr.du.ac.in	

2. Educational Qualification

Degree	Institution	Year
PhD (Commerce)	Amity University, Noida	2019
Bachelor of Education (B.ed)	Adarsh Shubash Tayal School Of Education, Hansi (KUK)	2011
M.Com	Govt. P. G. College, Hisar (KUK)	2010
B.Com	Govt. P. G. College, Hisar (KUK)	2009

3. Full Time Research Experience

Designation	Institute	Time period	Nature of Appointment
Research Scholar	Amity University, Noida.	4 Years (2016-19)	Research Scholar

4. Full time Teaching Experience

s.no	Designation	Institution	Time Period	Nature of Appointment
1	Assistant Professor in the Department of Commerce	Daulat Ram College, University of Delhi	04-01-2021 - Present	Adhoc
Total				

5. Administrative Assignments

Name of Institute	Designation	Status	Time period	Experience
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Daulat Ram College, University of Delhi	Member, Skill Development Program, 2021-22	Ongoing	July 2021 - Present	3 Months
Daulat Ram College, University of Delhi	Member, ECA 2021-22	Ongoing	July 2021 - Present	3 Months
Daulat Ram College, University of Delhi	Member, Com-vision 21, Department of Commerce	--	31 st March – 1 st April, 2021	Event Coordinator

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Daulat Ram College, University of Delhi	Member, Skill Development Program, 2022-23	Ongoing	July 2021 - Present	10 Months
Daulat Ram College, University of Delhi	Member, ECA, 2022-23	Ongoing	July 2021 - Present	10 Months
Daulat Ram College, University of Delhi	Member, Com-vision 22, Department of Commerce	--	20th-21st April, 2022	Event Coordinator

6. Areas of Interest:

Marketing, Consumer Behaviour, Research Methodology

7. Subjects Taught

S.No	Course	Subject Taught	Semester	Year
1	GE	Fundamentals of Marketing	III	2021
2	B.Com (Hons.)	Corporate Accounting	II	2021, 2022
3	B.Com (Hons.)	Corporate Law	II	2021
4	B.Com (Hons.)	Financial Accounting	I	2021, 2022

5	BA (Prog)	Managerial Aspects for Small Business	IV	2021, 2022
6	B.Com (Hons.)	GST and Custom Laws	VI	2022

8. Research Guidance Given:

Name of student	Gender	Degree for which guidance	Date of Registration	Supervisor/ Cosupervisor	University	Title of Thesis	Date of submission of thesis	Date of Award of
-	-	-	-	-	-	-	-	-

9. Details of refresher/orientation course/research methodology/workshop/syllabus up-gradation/teaching –learning-evaluation/technology programmes/Faculty Development Programme

S.No.	Details	Place	Period		Year	Sponsoring/Organising Agency
			From	To		
1	Two weeks interdisciplinary Refresher course on “Research Methodology and Data Analysis”	Delhi Online Mode	21st Feb	5th March	2022	Teaching learning centre, Ramanujan College, University of Delhi Under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching and Indian Accounting Association, NCR Chapter
2	Two weeks interdisciplinary Refresher course on “ Advanced Research Methodology	Delhi Online Mode	22nd March	05th April	2022	Teaching learning centre, Ramanujan College, University of Delhi Under the aegis of Ministry of Education Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching
3	Qualitative Research in Social Sciences	Noida	Feb 10	11	2020	Amity College Of Commerce and Finance, Amity University.
4	Structural Equation Modeling: Mediation and Moderation Analysis	Noida	Jan 14	18	2019	Amity College Of Commerce and Finance, Amity University.

5	Research Methodology and Data Analysis	Noida	Oct 22	23	2018	Amity College Of Commerce and Finance, Amity University.
6	Advanced SEM using AMOS	Delhi	Feb 11	-	2018	Rukmini Devi Institute of Advanced Studies, Delhi.
7	Advance Data Analysis Using SPSS and SEM using AMOS	Delhi	Nov 16	21	2017	Bharti Vidyapeeth Deemed University, Institute of Management & Research, New Delhi.
8	Data Analysis using SPSS	Delhi	Oct 22	-	2017	Rukmini Devi Institute of Advanced Studies, Delhi.
9	Qualitative Research in Social Sciences & Case Writing	Noida	Sept 25	27	2017	Amity College of Commerce and Finance, Amity University.
10	Research Methodology and Data Analysis using SPSS and AMOS	Delhi	March 14	19	2017	Department of Management, School of Management & Business Studies, Jamia Hamdard, New Delhi

10. MOOCs completed with e-certification

S.No.	Details of MOOC	Subject	Certification providing agency	Date of certification	Level (UG/PG/Other)	Year	E certification no.
-	-	-	-	-	-	-	-

11. Contribution towards development of e-content/MOOCs in 4- quadrants

S.No.	Details of E contents/ MOOCs in 4- quadrants	Quadrants developed	No. of Modules	Course	Sponsoring agency	Year	Level (UG/PG/Other)
-	-	-	-	-	-	-	-

12. Contribution towards conduct of MOOCs

S.No.	Details of MOOC	Subject	Sponsoring agency	Level (UG/PG/Other)	Year	E-certification no.
-	-	-	-	-	-	-

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13. Organising seminars/ conferences/workshops, other college/university activities.

S.No.	Year	Details	Place	Period		Sponsoring/Organising Agency
				From	To	
-	-	-	-	-	-	-

14. Creation of ICT mediated Teaching Learning pedagogy and content and development of new and innovative courses and curricula**Development of Innovative Pedagogy e module**

S.No.	Name of the Module	Subject	Stream	Organization for which it was developed	Year	Level (UG/PG/Other)	Weblink
-	-	-	-	-	-	-	-

15. Research Projects ongoing 2017-21

S.No	Name of Research Project	Funding Agency	National/International	Duration	Amount Sanctioned	Amount Received
-	-	-	-	-	-	-

16. Research projects Completed

S.No	Name of Research Project	Funding Agency	National/International	Duration	Amount Sanctioned	Amount Received
-	-	-	-	-	-	-

17. Books published

S.No	Authors (year)Name of Book. Publisher, ISBN No	Publisher	Date of publishing	Authored/Edited	ISBN No
-	-	-	-	-	-

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18. Book Chapters/Articles published

S.No	Author(year) Title of Chapter/Article,in Edited Book: Title of book, Publisher, Vol, Page no	Date of publishing	Authored/Edited	ISBN No
1	Kataria, S and Yadav, R (2019), Cause Related Marketing: Paradigms of New Age Marketing, National Press Associates.	14 th October, 2019	Edited Book	978-93-85835- 66-7

19. E- Modules Published

S.No	Author (year) Title, Module, Subject ,Organisation, Weblink	Date of publishing	Authored/ Edited	Link
-	-	-	-	-

20. Research Publications:

S.No	Author/s(Year) Journal Name, Vol, series, pg no, ISSN	Date of Publishing	Impact Factor	UGC Care List Journal Yes/No	Scopus Indexed Journal Yes/No
1	Kataria, S., Saini, V. K., Sharma, A. K., Yadav, R., & Kohli, H. (2021). An integrative approach to the nexus of brand loyalty and corporate social responsibility. International Review on Public and Nonprofit Marketing, 1-25. 1865-1992	2021	1.67	Yes	Yes

2	Kohli, H. S., Khandai, S., Yadav, R., & Kataria, S. (2021). Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty. Journal of International Commerce, Economics and Policy, 12(02), 2150007. ISSN (print): 1793-9933 ISSN (online): 1793-9941	2021	0.68	NO	Yes
3	Kohli, Harpuneet; Khandai, Sujata & Yadav, Renu. (2020). Personality: A Matter of Multiple Theories. International Journal of Scientific & Technology Research, 9(3), 5494-99. (2277-8616).	2020	0.2	No	Yes

4	Yadav, R., Khandai, S., & Singh, S.P. (2019). Examination of the Moderation Effect of Generations on Buying Behavior of Women: A Special Focus on Fashion Apparel. Indian Journal of Economics and Business, 18(1), 147-166. (9725784).	2019	3.25	NO	Yes
5	Nanda, S., & Yadav, R. (2019). Limited Liability Partnership Act, 2008: Breaking The Stereotypes. International Journal of Advance and Innovative Research, Volume 6, Issue 2 (XXXVIII): April - June, 2019. 2394-7780	2019	3.25	NO	No
6	Yadav, R., Khandai, S., & Das, S. (2017). Buying Behaviour of Millennial Women: A Cross Regional Analysis. International Journal of Applied Business and	2017	0.445	Yes	No

	Economic Research, 15, 117-132. 0972-7302				
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21. Conference Proceedings publication

S.no	Title of Paper (Year) Title of conference proceedings , Vol, series, Pg no , ISBN	Date of Publishing	Peer Review ed Yes/No	Venue of confere nce
-	-	-	-	-

22. Conference Attended and Paper presentation

s. n o	Type of Event	Name of Event	Venue of conference	Date of confer en ce	Attend ed only Yes/no	paper pres e n ted Yes/N	Title of Paper Presented
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1	Internatio na l Conferen ce	Aspire- A Multidisciplinary Internal Conference	G H Raisoni College of Commerce Science & Technology in Association with NDEJJE University, Uganda	Novem be r 20-21, 2020	No	Yes	Consumer Perception Towards Selection of Banks for Personal Loans: An Empirical Study on the Attributes Associated Manipulation
2	Internati onal Confere nce	at 4 th International conference (ICACCF, 2020) on "ADVANCEMENTS IN COMMERCE, MANAGEMENT AND ENTREPRENEURS HIP : PARADIGM SHIFT IN INDUSTRY 4.0"	Amity University, Noida	January 23-24, 2019.	No	Yes	Smartphone Operating System Preference Based on Different Personality & Lifestyle Traits of The Consumer.

3	International Conference	3 rd International conference (ICACCF, 2019) on Rethinking Innovation: Role Of Management And Technology In Modern Business Practices	Amity University, Noida	from March 14-15, 2019.	No	Yes	Impact of Social Factors on Clothing Purchase Behaviour Patterns: A Special Focus on Working Women Consumers
4	International Conference	2 nd International conference on Emerging Trends in Research and Entrepreneurship, Accounting Business & Management (ICACCF, 2018)	Amity University, Noida	March 22-23, 2018	No	Yes	The Attribute Imperative on Buying Behaviour of Women: A cross generational Study
5	National Conference	ICSSR sponsored National Seminar on Contemporary Strategies for Sustainable Development: Marketing and HR in Department of Management Studies,	Deen Dayal Upadhaya College, University of Delhi	November 10, 2017.	NO	YES	A Cross-regional Analysis of Millennial Women Buying Behavior for Fashion Apparel
6	International Conference	International conference on Impact of emerging Trends in Entrepreneurship:	Amity University, Noida	March 7- 8, 2017.	NO	YES	Buying Behaviour of Millennial Women: A cross-regional Analysis

		Focus on Digital India, Startup India Stand up India Initiative (ICACCF, 2017)					
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23. Resource Person (Invited Lecture/Paper Presentation/ Chairing session/judging/ educational trips)

S.No	Type of Event	Name of Event	Venue	Date of Event	State your role: Convener/Member organizing committee/ Speaker/ Coordinator	Duration of Activity	No of participants in the programme
1	Knowledge Sharing Session	Serial Mediation	Amity College of Commerce and Finance, Amity University, Noida	21 st August, 2021	Speaker	3:00 to 5:00 PM	30 Research Scholar and Faculty Members

24. Awards Won

S.No	Name of Award	Awarding Agency	Government/ NGO/ International/Private	Recognition area	Date of award	Type of Honor received
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25. Extension Activity (Community related program)

S.No	Type of Activity	Centre and Venue	Title of Event	Role in the event	Date/period of Event	No of members of the community/student s /Faculty benefitted
-	-	-	-	-	-	-

26. Membership of Professional Bodies

S.No	Type of Membership	Organisation	Year of Membership
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Signature

Dr Renu Yadav
Assistant Professor
Department of Commerce
Contact No 7988329055

