




## Faculty Details Proforma For College Web-site



Title	Dr	First Name	Renu	Last Name	Yadav	Photograph
<b>Designation</b>	Assistant Professor					
<b>Address</b>	Commerce Department, Daulat Ram College, University of Delhi					
<b>Phone No. Office</b>	--					
<b>Residence</b>	--					
<b>Mobile No.</b>	--					
<b>Email - ID</b>	renuyadav@dr.du.ac.in					
<b>Web Page</b>	--					
<b>Educational Qualification</b>						
<b>Degree</b>	<b>Institution</b>				<b>Year</b>	
B.Com	Kurukshetra University, Kurukshetra				2008	
M.Com	Kurukshetra University, Kurukshetra				2010	
B.ed	Kurukshetra University, Kurukshetra				2011	
PhD	Amity University, Noida				2019	
<b>Career Profile</b>						
Faculty, Department of Commerce, Daulat Ram College, University of Delhi In Service since January 2021. Experience: 4 Years						
<b>Administrative Assignments</b>						
Member, ECA, Member, Skill Development Program, Member, Ranking (India Today, NIRF)						
<b>Areas of Interest / Specialization</b>						
Marketing, Research Methodology						
<b>Subjects Taught</b>						
Financial Accounting with Tally Corporate Accounting Principal of Marketing GST and Custom Laws CACC HRM Corporate Laws						

<b>Research Guidance</b>
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<b>Publications Profile</b>
<ol style="list-style-type: none"> <li>1. Khandai, S., Kataria, S., Kohli, H. S., Yadav, R., &amp; Mathew, J. (2024). Green choices and brand happiness: A recipe for brand evangelism. <i>Sustainable Development</i>. 1-16. (SCOPUS Indexed, ABDC Listed)</li> <li>2. Khandai, S., Mathew, J., Yadav, R., Kataria, S. and Kohli, H. (2022), "Ensuring brand loyalty for firms practising sustainable marketing: a roadmap", <i>Society and Business Review</i>, Vol. ahead-of-print No. ahead-of-print. <a href="https://doi.org/10.1108/SBR-10-2021-0189">https://doi.org/10.1108/SBR-10-2021-0189</a>. (SCOPUS Indexed, ABDC- B category)</li> <li>3. Kataria, S., Saini, V. K., Sharma, A. K., Yadav, R., &amp; Kohli, H. (2021). An integrative approach to the nexus of brand loyalty and corporate social responsibility. <i>International Review on Public and Nonprofit Marketing</i>, 1-25. (SCOPUS Indexed, ABDC- B category).</li> <li>4. Kohli, H. S., Khandai, S., Yadav, R., &amp; Kataria, S. (2021). Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty. <i>Journal of International Commerce, Economics and Policy</i>, 12(02), 2150007. (SCOPUS Indexed).</li> <li>5. Gupta S, Gupta P, Yadav R (2021) Understanding the impact of social media on consumer’s attitude and decision-making process. <i>International Journal of Marketing &amp; Business Communication</i>, 10(1):48–59.</li> <li>6. Gupta, S., and Yadav, R. (2021). Attributes of Buying Behavior for Fashion Apparel: An Exploratory Study. <i>PIMT Journal of Research</i>, 13(3), 77-82.</li> <li>7. Gupta, S., and Yadav, R. (2021). Impact of Social Factors on Clothing Purchase Behaviour Patterns: A Study on Working Women Consumers. <i>International Journal of Customer Relations</i>.9(1&amp;2), 39-51.</li> <li>8. Gupta, S; Gupta, P and Yadav, R. (2020). Role of Brand Hate on the Relationship of Consumer Personality Traits and Brand Loyalty. <i>International Journal of Customer Relations</i>. 8(2), 27-34.</li> <li>9. Kohli, Harpuneet; Khandai, Sujata &amp; Yadav, Renu. (2020). Personality: A Matter of Multiple Theories. <i>International Journal of Scientific &amp; Technology Research</i>, 9(3), 5494-99. (SCOPUS Indexed).</li> </ol>
<b>Conference Organization / Presentation (in the last three years)</b>
<ol style="list-style-type: none"> <li>1. Khandai, S., Kataria, S., Kohli, H &amp; Yadav, R (2024). Unveiling the Green Veil: Exploring the Greenwashing- Purchase intention Nexus. Presented at 9<sup>th</sup> PAN IIM World Management Conference- 2023 held at IIM Sambalpur on 22<sup>nd</sup> to 24<sup>th</sup> January 2024.</li> <li>2. Khandai, S., Kataria, S., Kohli, H., Mathew, J. &amp; Yadav, R (2023). Will Brand Evangelists Pave the Path for the Sustainable Consumption? Presented at the International Conference on Sustainable Business Management (SBM 2023) jointly organized by Department of Management Studies, IIT Roorkee and Arizona State University, USA from 23<sup>rd</sup> March to 25<sup>th</sup> March, 2023 at DoMS IIT Roorkee.</li> </ol>
<b>Research Projects (Major Grants/Research Collaboration)</b>
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<b>Awards and Distinctions</b>
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<b>Association with Professional Bodies</b>

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<b>Other Activities</b>
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