

**Faculty Profile**  
**Ram Lal Anand College, University of Delhi**  
**Accredited by NAAC with A+ Grade**  
**ISO 21001: 2018 and ISO 9001: 2015**  
**NIRF 2025 AI Rank - 90**



|                                                              |     |                                                                                                           |            |                                                                                      |
|--------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------|
| Title                                                        | Dr. | Name                                                                                                      | Renu Yadav |  |
| Department                                                   |     | Commerce                                                                                                  |            |                                                                                      |
| Designation                                                  |     | Assistant Professor                                                                                       |            |                                                                                      |
| Phone                                                        |     |                                                                                                           |            |                                                                                      |
| Email                                                        |     | renuyadav@rla.du.ac.in                                                                                    |            |                                                                                      |
| Institutional Web page                                       |     |                                                                                                           |            |                                                                                      |
| ORCID ID                                                     |     | <a href="https://orcid.org/0000-0002-5778-8906">https://orcid.org/0000-0002-5778-8906</a>                 |            |                                                                                      |
| Scopus ID                                                    |     | 57369990800                                                                                               |            |                                                                                      |
| Vidwan ID                                                    |     | <a href="https://vidwan.inflibnet.ac.in/profile/329918">https://vidwan.inflibnet.ac.in/profile/329918</a> |            |                                                                                      |
| Educational Qualifications                                   |     |                                                                                                           |            |                                                                                      |
| Degree                                                       |     | Institution                                                                                               | Year       |                                                                                      |
| Ph.D Management                                              |     | Noida International University, Uttar Pradesh                                                             | 2020       |                                                                                      |
| MBA Marketing and HR                                         |     | Guru Gobind Singh Indraprastha University, New Delhi                                                      | 2005       |                                                                                      |
| Permanent/ Temporary/ Contractual/ Adhoc Teaching Experience |     |                                                                                                           |            |                                                                                      |

| Designation                                                                                                                                                                                                                                                                                                                                                         | Institution                                                      | Duration                 | From       | To         | Nature    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------|------------|------------|-----------|
| Assistant Professor                                                                                                                                                                                                                                                                                                                                                 | Ram Lal Anand College, University of Delhi                       | ---                      | 21.07.2026 | Till Date  | Permanent |
| Assistant Professor                                                                                                                                                                                                                                                                                                                                                 | Shaheed Rajguru College of Applied Sciences, University of Delhi | 3 years 5 months         | 31-01-2023 | 20-07-2026 | Guest     |
| Associate Professor                                                                                                                                                                                                                                                                                                                                                 | Ideal Institute of Management and Technology, GGSIPU             | 2 years                  | 01-01-2021 | 31.12.2022 | Permanent |
| Sr. Assistant Professor                                                                                                                                                                                                                                                                                                                                             | Ideal Institute of Management and Technology, GGSIPU             | 5 years 5 months         | 1-08-2015  | 31-12-2020 | Permanent |
| Assistant Professor                                                                                                                                                                                                                                                                                                                                                 | Ideal Institute of Management and Technology, GGSIPU             | 5 Years                  | 01-08-2010 | 31-07-2015 | Permanent |
| Lecturer                                                                                                                                                                                                                                                                                                                                                            | Ideal Institute of Management and Technology, GGSIPU             | 3 Years 6 months 23 days | 08-01-2007 | 31-7-2010  | Permanent |
| <b>Administrative Assignments</b>                                                                                                                                                                                                                                                                                                                                   |                                                                  |                          |            |            |           |
| <p>Entrepreneurship Development Officer(appointed to GGSIPU), Deputy In-charge BBA</p> <p>Training and Placement Officer, Controller of Examination, Syllabus Review Committee, Industrial Visit In-charge, Convener of International Conference &amp; Faculty Development Programs, Editor in IIMT Publications(Ideal Journal of Management), NAAC Coordinator</p> |                                                                  |                          |            |            |           |
| <b>Areas of Interest / Specialisation</b>                                                                                                                                                                                                                                                                                                                           |                                                                  |                          |            |            |           |
| <ol style="list-style-type: none"> <li>1. Marketing Management, Digital Marketing</li> <li>2. AI and Consumer Behaviour</li> </ol>                                                                                                                                                                                                                                  |                                                                  |                          |            |            |           |
| <b>Subjects Taught</b>                                                                                                                                                                                                                                                                                                                                              |                                                                  |                          |            |            |           |

- Fundamentals of Marketing, Marketing Management, Operations Management, Statistical Business Decisions, Human Resource Management, etc.

## **Publications**

1. Paper published on “Stitching the Threads of Handbags: An Insight into Customer’s Attitude Towards Counterfeit Handbag Purchase” in Prabandhan: Indian Journal of Management Volume 18, Issue 6, June 2025, ISSN 09752854 (SCOPUS LISTED)
2. Paper published on “Brand Equity: Exploring Its Antecedents In Watches Segments” in International Journal of Cultural Studies and Social Sciences, ISSN 2347-4777 with IF=7.138 Vol-20, Issue-01, No.57 (UGC CARE LISTED)
3. Paper published on “Resilience of society for sustainability” in BSSS Journal of Management, E ISSN2582-4643, Volume XVI, Issue 1, June 2025
4. Paper published on “Impact of Corporate Social Responsibility (CSR) on Women Development: A Case Based Study” in Journal of Management with ISSN: 0257-8069 Vol. 52 No. 1&2 March & September 2024, p. no 14-30
5. Paper published on “Sustainable Marketing : “An umbrella of green, social and critical marketing” in International Journal of Engineering & Science Research, 2018/special issue/ Article no-16/78-83 (ISSN 2277- 2685)
6. Paper published on “Factors that affect Consumer Decision Making on Buying Mobile Phones: Online or in Retail shops (Special reference to Delhi & NCR) in The International Journal of Business & Management (ISSN No 2321-8916 Volume iii, Issue vi, June 2015) (www.theijbm.com)
7. Paper published on “Management practices for struggling units in India” (ISSN No2277-8499, volume vii, August 2016).
8. Paper published on” BS VI fuel compliant vehicles for Delhi: Challenges and opportunities for Indian Auto industry” in Ideal Journal of Management & technology (ISSN No2277-8499, volume vii, August 2018).
9. Paper published on “Global Economic Crisis and Entrepreneurship” in e book (ISBN No 978-93-84869-51-9) at Rukmani Devi Institute of Advanced Studies, GGSIPU
10. Paper published on “R& D backbone of Make in India” published in conference proceedings ICST 2015 (ISBN no 978-93-85000-16-6)

| <b>Book Publications</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <ol style="list-style-type: none"> <li>1. Book on Service Marketing titled “Services Marketing” (ISBN :978-93-85212- 29-1) Sep 2016</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Chapters in books and e-chapters (Published)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ol style="list-style-type: none"> <li>1. Chapter published in the book, titled “Knowledge Management in Higher Education: Strategies and Tools” Apple Academic Press (<b>SCOPUS INDEXED</b>) Making India a knowledge superpower through Digitalization</li> <li>2. Chapter published titled "Zero Customer Defection," for the upcoming book, "Adoption and Implementation of AI in Customer Relationship Management” DOI: 10.4018/978-1-7998-7959-6, ISBN13: 9781799879596 with IGI global publisher. Release date Oct 2021</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Conference Organisation/ Presentations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ol style="list-style-type: none"> <li>i. Presented paper on “ Resilience of society for sustainability” on 4th Nov. 2023 at National Conference organised by Shri Ram College of Commerce, Delhi University</li> <li>ii. Presented paper on “Atma Nirbhar Bharat: Roadmap for gender equity in the corporate world” in a two days National seminar on “Women in Decision making roles in Corporates” on 2nd Nov 2023 organised by NCWEB in collaboration with National Commission for Women, University of Delhi</li> <li>iii. Presented a paper on “Impact of Corporate Social Responsibility on Women Development” in a two days National seminar on “Women in Decision making roles in Corporates” on 3rd Nov 2023 organised by NCWEB in collaboration with the National Commission for Women, University of Delhi</li> <li>iv. Presented a paper on “brand equity: exploring its antecedents in watches segments” at an international conference organised by LJ University, Gujarat on 28-4-2023</li> <li>v. Presented paper on “ Sustainable Marketing and its related issues” at a National Conference organised by Banarsidas Chandiwalla Institute of Professional Studies on 18-2-2017</li> <li>vi. Presented a paper on “Sustainable Marketing: An umbrella of green, social and critical marketing” in a national seminar on sustainable Business Practices at IITM Janakpuri on</li> </ol> |

14-3-2015

- vii. Presented paper on “R& D backbone of Make in India” at International Conference organised by IMS, Ghaziabad on 28-11-2015
- viii. Presented a paper on “Disaster Management in India: paradigm shift in contemporary environment in National Conference organised by Government Degree College, Nanauta, Saharanpur on 18-3-2018
- ix. Presented a paper on “Corporate Sustainability: An analysis of online reports of Automobile Companies in India in 20th International Business Horizon INBUSHERA WORLD SUMMIT 2020 at Amity University, Uttar Pradesh on 18-2-2020
- x. Presented a paper on “Global Economic Crisis and Entrepreneurship” in a National Conference organized by RDIAS, GGSIPU on 4-7-2015

### **Awards and Distinctions**

1. Best Researcher Award in 2017 at Ideal Institute of Management & Technology, GGSIPU
- 2 Academic Excellence Awards for the best results(2012 , 2013, 2014,2015,2016)

### **Other Activities**

1. Session Chair in the 5th International Conference (ICACCF 2022) on Digital Transformation and Sustainability in Business Practices during April 7th & 8th, 2022 at Amity University
2. Reviewed papers for Business Analyst Journal, Shri Ram College of Commerce, University of Delhi
3. Content writer for Sales Force Management, School of Open Learning, Delhi University
4. Reviewed various papers for ICRITO 2021. IEEE 9th International Conference on Reliability, Infocom. Technologies and Optimisation (ICRITO'2021). 3rd - 4th September 2021
5. Editor for Ideal Journal of Management & IT; conveners for International Conferences and FDPs at IIMT
6. Judged various marketing and entrepreneurship activities

A small, square image showing a handwritten signature in black ink on a light blue background. The signature appears to be "Romyelator" written in a cursive, slightly slanted style.

**Signature of Faculty Member**