



## Faculty Profile on University Website

www.mjpru.ac.in

Title	Dr.	First Name	Namrata Yadav	Last Name	Das	Photograph
Designation	Assistant Professor (Contract)					
Department	Business Administration					
Address (Campus)	Department of Business Administration, MJP Rohilkhand University, Pilibhit ByPass Road, Bareilly(U.P.) 243006					
(Residence)	35/15-3A, Rampur Garden, Opp. Sanjay Gandhi Community Hall, Bareilly(U.P.) 243001					
Phone No (Campus)						
(Residence)						
Mobile	9457058171 , 8077907427					
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Email	dasnam69@gmail.com					
Web-Page						
Educational Qualifications (Graduation Onwards)						
Course/Degree	Institution	Year	Details/Thesis Topic/Subjects			
BA	MJP RU	1990	Economics, Political Science, English			
MBA	MJP RU	1991 - 93	Marketing & HRM			
Ph.D	IFTM University, Moradabad	2021	Awarded			
Career Profile						
Organization / Institution	Designation	Duration	Role			
MJP RU	Guest Faculty Astit. Prof. (Contract)	2007 – Sept. 2024 Since Oct. 2024	Teaching & Curricular activities			
SRMS Engg. College, Bareilly	Astit. Administrator	1998 - 2000	Non – Teaching			
Aptech Computer Centre, Bareilly	Executive Customer Support	1995 - 1997	Co-coordinating the center operations			
Corporate Couriers Ltd., New Delhi	Marketing Executive	1994 – 1995	Business Development			
Teaching Experience (Subjects/Courses Taught)						
<b>Courses Taught - MBA &amp; BMS</b>						
<b>Subjects Taught</b> –Marketing Management, Advertising Management, Services Marketing, Consumer Behaviour, Organizational Behaviour, Strategic Management, Business Ethics, Sales & Distribution Management, Production & Operations Management, International Marketing						
<b>BMS</b> – Communication & Presentation Skills, Critical Thinking & Writing						
Honors & Awards						
Publications /Academic Activities (Numbers Only)						
Books	&	Research	04	Papers	08	Seminars/ 02 Research

<b>Monographs (Single Author)</b>		<b>Papers Published in International Journals</b>		<b>Presented in Seminars/Conferences</b>		<b>Conferences Organized</b>		<b>Projects (Completed)</b>	
<b>Books (Co-authored)</b>		<b>Research Papers Published in Other Journals</b>	<b>10</b>	<b>Seminar/Conferences Attended</b>	<b>22</b>	<b>Workshops Organized</b>	<b>17</b>	<b>Research Projects (Ongoing)</b>	
<b>Books (Edited)</b>		<b>Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.</b>		<b>Sessions Chaired in Seminars/Conferences</b>	<b>03</b>	<b>Membership of Academic/Professional Bodies</b>		<b>Foreign Countries Visited for Academic Assignments</b>	
<b>Chapters in Edited Books</b>	<b>04</b>			<b>Resource Lectures Delivered</b>	<b>03</b>				

Details of Publications /Academic Activities (2010 Onwards)				
(a) Books / Monographs				
<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>ISBN</u>	<u>Co-Author (s) (if any)</u>
2015	Brick and Mortar to Click and Shop (Conference Proceedings)	Apeejay School of Management & Apeejay Satya University	978-93-84562-05-2	
2017	Digital Technology and Innovative Practices for Value Education (Seminar Proceedings)		978-81-88962-58-7	
2023	Women Entrepreneurs in India – The Beacon of Light in Shaping the Economic Growth – Edited Book Entrepreneurship Development: The Road to Five Trillion Economy	Sohem Publications	978-81-949722-0-4	Dr. Bhawna Saxena
2023	Sustainable Medical Tourism – Gateway to Self-Reliance through focused healthcare in India – Edited Book - The Indian Renaissance: Aatm Nirbhar Bharat Transforming India’s Management Landscape	Shivalik Prakashan	10: 9391214770 (online)	Dr. Priyanka Rastogi
(b) Papers Published in Indexed/ Peer Reviewed Journals				
<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>ISSN/ Indexing</u>	<u>Co-Author (s) (if any)</u>
2024	Assessing the Impact of Chat bots on Customer Loyalty: A study in Delhi-NCR Region	Journal of South West Jiatong University		Dr. Ajay Singh
2020	“A Study of Ethical Research Issues in Digital Content”	IJRHS - International Journal of Research in Humanities and Social Sciences	ISSN No. 2347-5404(P) 2320 771X(O) Vol. 8, Spl. Issue 2, June 2020	Abhijit Das
2020	“An Investigation into The Use of Online Teaching In Higher Education During COVID-19 Pandemic”	Zeichen Journal Vol.6, Issue7, July	ISSN No. 0932-4747	Abhijit Das
2018	“A Study of Adoption and Use of Digital Learning Technology among students of Higher Education in emerging economies.”	International Journal of Advance and Innovative	ISSN No. 2392-7780 Volume 5, Issue 4 (XIV): October -	

		Research-IJAIR	December 2018 UGC Listed	
2018	“A Study of Channel Management And Omni Channel Marketing By Online Retailers”	Journal of Emerging Technologies and Innovative Research-JETIR	ISSN No. 2349-5162 Vol.5, Issue 6 June 2018 UGC Listed	
2017	“Digital Technology and Innovative Practices for Value Education”	Edited Book : National Seminar on Digital India, 2017 RLSG Girls P.G. College, Pilibhit	ISBN-978-81-88962-58-7	
2016	"Use of Social Networking in Promotion of Products"	Vimarsh – An endeavour to share knowledge	ISSN 0976 – 5174	
2016	“An Exploratory Study on Hospitality and Tourism Sector in Uttar Pradesh: Government’s Integrated Marketing Approach”	JANAK: A Journal of Humanities	ISSN 2395-4078 Vol. II, Feb. 2016	
2011	“An Empirical Study of Consumer Perception and Preferences for Various Sales Promotion Schemes in the FMCG Sector”	Vimarsh – An endeavour to share knowledge	ISSN 0976-5174 Vol.2, Issue 1&2, July 2010-June 2011	
2017	“Society at Large in the Aftermath of Demonetization”	Journal of Professional Management & Research Vol. 3/Issue 1, April 2017		

(c) Articles

**(d) Seminar/Conference Presentations**

1. International Conference on Innovative Trends in Engineering, Applied Science and Management, Osmania University, June 24<sup>th</sup>, 2018. Paper Presented : A Study of Channel Management and Omni Channel Marketing by Online Retailers
2. International Conference on Emerging Technologies in Education, Science & Business (ICETESB) Oct. 8<sup>th</sup> & 9<sup>th</sup>, 2018. Paper Presented : A Study of Adoption and Use of Digital Learning Technology Among Students of Higher Education in Emerging

Economies

3. International Webinar on May 16<sup>th</sup>, 2020, on Ethical Considerations in Research, RET Academy for International Journals of Multidisciplinary Research (RAIJMR) Paper Presented : A Study of Ethical Research Issues in Digital Content

4. National Seminar on Role of Education in Sustainable Environmental Mgmt. & Biodiversity Conservation, Khawaja Moinuddin Chishti Urdu, Arbi-Farsi University, Lucknow, Feb.2-3<sup>rd</sup>, 2016. Paper Presented : Role of Education in Environmental Management

5. Syndrome - National E-Seminar on The Evolution of Pathogens, May 12-13<sup>th</sup> 2020, Gokuldas Hindu Girls Degree College, Moradabad. Paper in Seminar Proceedings : Covid-19 Socio Economic and Environmental Issues and Implications for the Society

6. International Conference on Creating Agility in Business & Technology, 2-3<sup>rd</sup> Feb. 2024 – Paper : Leveraging Artificial Intelligence to Enhance Customer Performance through Improved Agility

7. International Conference on Creating Agility in Business & Technology, 2-3<sup>rd</sup> Feb. 2024 – Paper : Assessing the Impact of Chatbots on Customer Loyalty: A study in Delhi-NCR Region

8. Social Responsibility in Technology Adoption & Business Operations : International Conference

**(e) Resource Lectures Delivered**

1. Effective Presence at Workplace – for National Labour Education and Development Board, Ministry of Labour & Employment Govt. of India at Vadilal Industries Ltd. Bareilly, 16.09.22

2. Gender Sensitization – at Kesar Enterprises Ltd. Baheri, 26.09.22

**(f) Seminars/Conferences/Workshops Organized**

1. CEO Connect – An Industry Academia Interaction April 23rd, 2021 (Virtual)

2. AICTE Refresher Program on – Innovations in Management Feb.16th 22nd 2021 & Mar.16th 22nd 2021

3. S.B. Singh Memorial Lecture Series for students, Feb.10-12 th, 2021

4. Webinar on Management – A Visit to Ancient Wisdom Dec. 30th 2021 (Virtual)

5. Webinar on - Investor Awareness during Covid 19 Nov.12th 2021

6. National Level FDP on Strategy : Concepts and Application Oct. 22nd – 26th 2021

7. National Seminar : “Strategies for Survival and Success of Organisations in Pandemic Period” 26th March 2022

8. Five day workshop on Wealth Management April 19th – 24th 2022

9. Workshop on Insurance Sector 26th April 2022

National webinar on Investor Awareness on the topic – Power of Compounding Dec. 4th 2020

Lecture Series on Change Management Jan. 18th-20th 2023

National Seminar on: Entrepreneurship Development- The Road to Five Trillion Economy Mar. 24th 2023

Workshop on: Entrepreneurship and Start-Up Opportunities in Agritech & Allied Sectors July 22nd 24th 2023

FDP on : “Emerging Perspectives of Multidisciplinary Research Method and Analysis” Aug. 1st -7th 2023

Guest Lecture on Entrepreneurship Development Nov.21<sup>st</sup> 2021

Workshop on Insurance Sector April 26<sup>th</sup> 2022

One Day Training Session on “Ace your Interview – the Winning Edge” Dec. 9<sup>th</sup> 2023

<u>(g) Public Service / University Service / Consulting Activity</u>
<u>(h) Memberships of Academic/Professional Bodies</u>
<u>Projects (With Title, Year, Grants, Funding Agency and Collaborations)</u>
<u>Administrative Positions/Assignments Held</u>
Member of Women Grievance Cell (Departmental Unit)
<u>Academic Foreign Visits</u>
<u>Any Other Details</u>
Instrumental in leading several Industrial visits of MBA students Mentoring students with dissertation projects & counseling Admission Committee

Signature of Faculty Member  
(in Hard Copy Only)

**Note: Please submit this file to E-mail ID: [rkg@mjpru.ac.in](mailto:rkg@mjpru.ac.in) through your own E-mail ID.**