Faculty Profile on University Website

www.mjpru.ac.in

Title	Dr.	First Name	Namrata Yadav	Last Name	Das	Photograph
Designation		**Astt. Prof. (Contract)**				
Department		**Business Administration**				
Address (Campus)		**Department of Business Administration, MJP RU, Bareilly243006 (U.P.)**				
(Residence)		**35/15-3A, Rampur Garden, Bareilly 243001(U.P.)**				
Phone No (Campus)						
(Residence)						
Mobile		**9457058171 / 8077907427**				
Fax						
Email		dasnam69@gmail.com				
Web-Page						

Educational Qualifications (Graduation Onwards)

Course/Degree	Institution	Year	Details/Thesis Topic/Subjects
Ph. D	**IFTM University, Moradabad**	**2021**	Management
MBA	**MJP RU**	**1993**	Marketing & HR
BA	**Bareilly College MJP RU**	**1990**	English Economics & Political Science

Career Profile

Organization / Institution	Designation	Duration	Role
MJP RU	Guest Faculty Astt. Prof.	2007 – Sept. 2024 (Contract) Since Oct. 2024	Teaching & Curricular
SRMS Engg. College, Bareilly	Astt. Administrator	1998 - 2000	Non – Teaching
Aptech Computer Centre, Bareilly	Executive Customer Support	1995 - 1997	Coordinating the center operations
Corporate Couriers Ltd., New Delhi	Marketing Executive	1994 – 1995	Business Development

Research Interests / Specialization

Consumer Behaviour, Strategy, Marketing

Teaching Experience (Subjects/Courses Taught)

Courses Taught - MBA & BMS

Subjects Taught –Marketing Management, Advertising Management, Services Marketing, Consumer Behaviour, Organizational Behaviour, Strategic Management, Business Ethics, Sales & Distribution Management, Production & Operations Management, International Marketing

BMS – Communication & Presentation Skills, Critical Thinking & Writing

Honors & Awards

Publications /Academic Activities (Numbers Only)									
Books & Monographs (Single Author)		**Research Papers Published in International Journals**	**05**	**Papers Presented in Seminars/ Conferences**	**08**	**Seminars/ Conferences Organized**	**03**	**Research Projects (Completed)**	
Books (Co-authored)		**Research Papers Published in Other Journals**	**13**	**Seminar/ Conferences Attended**	**22**	**Workshops Organized**	**20**	**Research Projects (Ongoing)**	
Books (Edited)		**Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.**		**Sessions Chaired in Seminars/ Conferences**	03	**Membership of Academic/ Professional Bodies**		**Foreign Countries Visited for Academic Assignments**	
Chapters in Edited Books	06			**Resource Lectures Delivered**	03				

Details of Publications /Academic Activities (2010 Onwards)

Books / Monographs

Year of Publication	Title	Publisher	ISBN	Co-Author (s) (if any)
2026	**Book - Sustainability And Society: Changing Behaviours, Technologies and Practices Chapter – "Social Commerce and Sustainable Consumer Behaviour: A New Era of Ethical Shopping"**	**Scientific International Publishing House**	**978-93-6674-523-7**	Dr. Varsha
2026	**Book - Sustainability And Society: Changing Behaviours, Technologies and Practices Chapter – "Why Gen-Z Trusts Influencers More Than Advertising"**	**Scientific International Publishing House**	**978-93-6674-523-7**	
2024	**Book -** Agile Marketing: Navigating Business And Technology Dynamics **Ch.** "Leveraging Artificial Intelligence to Enhance Customer Performance through Improved Agility"	**Gitarattan International Business School**	**978-81-961927-7-8**	
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: 93912 14770 (online)	02
2023	"Women Entrepreneurs in India – The Beacon of Light in Shaping the Economic Growth" **Edited Book** Entrepreneurship Development: The Road to Five Trillion Economy	**Shivalik Prakashan**	978 81-94972 2-0-4	02

Papers Published in Indexed/ Peer Reviewed Journals

Year of Publication	Title	Journal	ISSN/ Indexing	Co-Author (s) (if any)
2026	**"Role of Artificial Intelligence in Improving Student Engagement and Classroom Interaction: A Systematic Literature Review following PRISMA 2020 Guidelines"**	**IJSRET**	**2395-566X**	
2024	**"Assessing The Impact of Chatbot on Customer Loyalty: A Study in NCR Region"**	**Journal of Southwest Jiaotong University**	**ISSN: 0258-2724, https://jsju.org.cn/**	
2024	Augmenting Learning with Artificial Intelligence : An	IJRSI DOI Number:	2321-2705	

	Empirical Examination of Generative AI Tools and Student Outcomes in Higher Education	10.51244/IJRSI		
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	
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	
2018	"A Study of Adoption and Use of Digital Learning Technology among students of Higher Education in emerging economies."	**IJAIR** International Journal of Advance and Innovative Research	ISSN No. 2392-7780 Volume 5, Issue 4 (XIV): October - December 2018 UGC Listed	
2018	"A Study of Channel Management And Omni Channel Marketing By Online Retailers"	**JETIR** Journal of Emerging Technologies and Innovative Research-	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	
2017	"Society at Large in the Aftermath of Demonetization"	Journal of Professional Management & Research Vol. 3/Issue 1, April 2017		
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	JANAK: A Journal of	ISSN 2395 - 4078 Vol. II,	

	Uttar Pradesh: Government's Integrated Marketing Approach"	Humanities	Feb. 2016	
2015	Brick and Mortar to Click and Shop	Apeejay School of Management & Apeejay Satya University	978-93-84562-05-2	
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	

Articles

Seminar/Conference Presentations :

1. International Conference on Innovative Trends in Engineering, Applied Science and Management, Osmania University, June 24th, 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. 8th & 9th, 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 16th, 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.2-3rd, 2016. Paper Presented : Role of Education in Environmental Management

5. Syndrome - National E-Seminar on The Evolution of Pathogens, May 12-13th 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, 2-3rd Feb. 2024 – Paper : Leveraging Artificial Intelligence to Enhance Customer Performance through Improved Agility

7. International Conference on Creating Agility in Business & Technology, 2-3rd 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

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.

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

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
10. Lecture Series on Change Management Jan. 18th-20th 2023
11. National Seminar on: Entrepreneurship Development- The Road to Five Trillion Economy Mar. 24th 2023
12. Workshop on: Entrepreneurship and Start-Up Opportunities in Agritech & Allied Sectors July 22nd 24th 2023
13. FDP on : "Emerging Perspectives of Multidisciplinary Research Method and Analysis" Aug. 1st -7th 2023
14. Guest Lecture on Entrepreneurship Development Nov.21st 2021
15. Workshop on Insurance Sector April 26th 2022
16. One Day Training Session on "Ace your Interview – the Winning Edge" Dec. 9th 2023

Public Service / University Service / Consulting Activity

Memberships of Academic/Professional Bodies

Projects (With Title, Year, Grants, Funding Agency and Collaborations)

Administrative Positions/Assignments Held

Member of Women Grievance Cell (Departmental Unit)
Convenor - Research Cell (Departmental Unit)
Member – Placement Cell (Departmental Unit)
Member – Website Updation (Departmental Unit)
Member - Admission Committee (Departmental Unit)

Academic Foreign Visits

Any Other Details

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 through your own E-mail ID.