


Title	Prof.	First Name	Pradeep Kumar	Last Name	Yadav	Photograph
Designation		Professor, Head & Dean				
Department		Department of Business Administration-Faculty of Management				
Address (Campus)		MJP Rohilkhand University, Bareilly-243006 (U.P.) India.				
(Residence)		45/II Suresh Sharma Nagar, Bareilly- 243006				
Phone No (Campus)		0581-2523784				
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Web-Page						
Education						
Subject		Institution		Year		Details
Ph.D(Business Administration)		MD University, Rohtak		1984		Thesis topic: Consumer attitude towards tonic- A comparative study of a cross section of doctors and non-doctors
MBA		MD University, Rohtak		1979		Subjects: Management
B. Pharm		Sagar University, Sagar		1977		Subjects: Pharm. Sciences
Career Profile						
Organisation / Institution		Designation		Duration		Role
MD University, Rohtak		Lecturer		1979-1987		Teaching & Research
Department of Business Administration, MJP Rohilkhand University, Bareilly		Reader		1987-1995		Teaching & Research
Department of Business Administration, MJP Rohilkhand University, Bareilly		Professor		1995-Till date		Teaching & Research
Department of Business Administration, MJP Rohilkhand University, Bareilly		Head		1989-2008 2011-Till date		Teaching, Research & Administration
Faculty of Management, MJP Rohilkhand University, Bareilly		Dean		1989-2003 2006-2008 2011-Till date		Teaching, Research & Administration
MJP Rohilkhand University, Bareilly		Pro-Vice Chancellor		2008-2010		Administration
Research Interests / Specialization						
Business Policy and Marketing						
Teaching Experience (Subjects/Courses Taught)						
Marketing, Production Mgt, Advertising Mgt, Sales Mgt, Marketing Research, Managerial Economics, International Marketing, Strategic Management & Business Policy – MBA Programme.						
Honors & Awards						
<ul style="list-style-type: none"> - Professional Award by Himalayan Group of Institutions, Kalaamb (HP) - Award for Distinguished Resource Person given by MM Group of Institutions, Ambala - Award entitled, "The Convergence," given at the International Conference held in 2001, by Delhi School of Professional Studies, New Delhi - Best research paper award at the International conference held in 2006 at Muscat, Oman - Honoured by MJP Rohilkhand University for outstanding contribution in research and other activities of the University. The citation was read out & presented by the then Hon'ble Vice-Chancellor in 2007 on Foundation Day. 						

Publication (Last Five Years)			
<u>Books / Monographs</u>			
<u>Year of Publication</u>	<u>Title Books</u>	<u>Publisher</u>	<u>Co-Author</u>
2009	International Business – Text & Cases	PHI	Dr. S. Mishra
1995	Marketing Strategies	Anamika	-
<u>In Indexed / Peer Reviewed Journals</u>		:	45
<u>Articles</u>		:	30
<u>Conference Presentations</u>		:	40
Public Service / University Service / consulting Activity			
Professional Societies Memberships			
All India Commerce Association All India Management Association North India Management Association Common Wealth Pharmaceutical Association Rohilkhand University Management society			
Projects (Major Grants / Collaborations) : One AICTE Project			
Other Details : Over all experience of more than 32 years out of which 18 years as Professor. And guided 18 candidate for their Ph.D.			