


Title	Prof.	First Name	Pradeep Kumar	Last Name	Yadav	Photograph
Designation	<b>Professor</b>					
Department	<b>Department of Business Administration</b>					
Address (Campus)	<b>MJP Rohilkhand University, Bareilly -243006</b>					
(Residence)	<b>45/ II Suresh Sharma Nagar, Bareilly</b>					
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Education						
Subject	Institution		Year	Details		
<b>Business Administration</b>	<b>MD University, Rohtak</b>		<b>1984</b>	Thesis topic: Consumer attitude towards tonic – A comparative study of a cross section of doctors and non-doctors		
<b>MBA</b>	<b>MD University, Rohtak</b>		<b>1979</b>	Subjects:		
<b>B. Pharm</b>	<b>Sagar University, Sagar</b>		<b>1977</b>	Subjects:		
Career Profile						
Organisation / Institution		Designation	Duration	Role		
<b>MD University, Rohtak</b>		<b>Lecturer</b>	<b>1979 - 87</b>	<b>Teaching</b>		
<b>Department of Business Administration, MJP Rohilkhand University, Bareilly</b>		<b>Reader</b>	<b>1987 - 95</b>	<b>Teaching</b>		
<b>Department of Business Administration, MJP Rohilkhand University, Bareilly</b>		<b>Professor</b>	<b>1995 – Till date</b>	<b>Teaching</b>		
<b>Department of Business Administration, MJP Rohilkhand University, Bareilly</b>		<b>Head</b>	<b>1989 - 2009</b>	<b>Teaching &amp; Administration</b>		
<b>Faculty of Management, MJP Rohilkhand University, Bareilly</b>		<b>Dean</b>	<b>1989 – 2003 2006 - 2009</b>	<b>Teaching &amp; Administration</b>		
<b>MJP Rohilkhand University, Bareilly</b>		<b>Pro-Vice Chancellor</b>	<b>2008</b>	<b>Administration</b>		
Research Interests / Specialization						
<b>Business Policy and Marketing</b>						
Teaching Experience ( Subjects/Courses Taught)						
<b>Marketing, Production Mgt, Advertising Mgt, Sales Mgt, Marketing Research, managerial Economics, International Marketing, Strategic Management &amp; Business Policy</b>						
Honors & Awards						
<ul style="list-style-type: none"> <li>- Professional Award by Himalayan Group of Institutions, Kalaamb (HP)</li> <li>- Award for Distinguished Resource Person given by MM group of Institutions, Ambala</li> <li>- Award entitled, "The Convergence," given at the International Conference held in 2001, by Delhi School of Professional Studies, New Delhi</li> <li>- Best research paper award at the International Conference held in 2006 at Muscat, Oman</li> <li>- Honoured by MJP Rohilkhand University for outstanding contribution in research and other activities of the University. The citation was read out &amp; presented by the then Hon'ble Vice-Chancellor in 2007 on Foundation Day.</li> </ul>						
Publications (LAST FIVE YEARS)						

<u>Books / Monographs</u>			
<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>	<u>Co-Author</u>
2009	International Business – Text & Cases	PHI	Dr. S. Misra
1995	Marketing Strategies	Anamika	-
<u>In Indexed/ Peer Reviewed Journals</u>			
<u>Year of Publication</u>	<u>Title</u>	<u>Journal</u>	<u>Co-Author</u>
<u>Articles</u>			
<u>Conference Presentations</u>			
<u>Total Publication Profile optional</u>			
<u>Books</u>			
<u>In Indexed/ Peer Reviewed Journals</u>		45	
<u>Articles</u>		30	
<u>Conference Presentations</u>		40	
<u>Public Service / University Service / Consulting Activity</u>			
<u>Professional Societies Memberships</u>			
<b>All India Commerce Association</b> <b>All India Management Association</b> <b>North India Management Association</b> <b>Common Wealth Pharmaceutical Association</b> <b>Rohilkhand University Management Society</b>			
<u>Projects (Major Grants / Collaborations)</u>			
<u>Other Details</u>			