



Faculty Profile on University Website

www.mjpru.ac.in

Title	Ms.	First Name	NAMRAT A YADAV	Last Name	DAS	Photograph
Designation	Guest Faculty					
Department						
Address	Department of Business Administration, MJP Rohilkhand University, Bareilly – 243006 (U.P)					
(Campus)						
(Residence)	35/15-3A, Rampur Garden, Opp. Sanjay Gandhi Community Hall, Bareilly – 243001 (U.P)					
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Educational Qualifications (Graduation Onwards)						
Course/Degree	Institution		Year	Details/Thesis Topic/Subjects		
BA	MJP RU		1990	Economics, Political Science, English Literature, English Language		
	Marketing, Human Resources					
	Economics, Political Science, English					
MBA	MJP RU		1991-1993	Marketing & Human Resources		
Ph. D	IFTM University, Moradabad		2016	Thesis submitted, Viva awaited		
Career Profile						
Organization / Institution	Designation		Duration	Role		
MJP RU	Guest Faculty		2007 till date	Teaching & Curricular activities		
SRMS Engg. College, Bareilly	Astt. Administrator		1998 - 2000	Non – Teaching		
Aptech Computer Centre, Bareilly	Executive, Customer Support		1995 - 1997	Co-ordinating the centre operations		
Corporate Couriers Ltd., New Delhi	Marketing Executive		1994 - 1995	Business Development		
Research Interests / Specialization						
Marketing						
Teaching Experience (Subjects/Courses Taught)						
Marketing Management, Advertising Management, Services Marketing, Consumer Behaviour, Strategic Management, Business Ethics, Sales & Distribution Management						
Honors & Awards						
Publications /Academic Activities (Numbers Only)						
Books & Monographs	Research Papers Published in	Papers Presented in Seminars/	05	Seminars/ Conferences	Research Projects	

(Single Author)		International Journals		Conferences		Organized		(Completed)	
Books (Co-authored)		Research Papers Published in Other Journals	07	Seminar/ Conferences Attended	07	Workshops Organized	05	Research Projects (Ongoing)	
Books (Edited)		Articles Published in Popular Fora, e.g., Websites, Blogs, Newspapers, Magazines etc.		Sessions Chaired in Seminars/ Conferences		Membership of Academic/ Professional Bodie		Foreign Countries Visited for Academic Assignments	
Chapters in Edited Books				Resource Lectures Delivered					

Details of Publications /Academic Activities (2010 Onwards)				
(a) Books / Monographs				
Year of Publication	Title	Publisher	ISBN	Co-Author (s) (if any)
2015	Brick and Mortar to Click and Shop (Conference Proceedings)	Apeejay Scool of Management & Apeejay Satya University	978-93-84562-05-2	Dr. Abhijit Das
2017	Digital Technology and Innovative Practices for Value Education (Seminar Proceedings)		978-81-88962-58-7	Dr. Abhijit Das
(b) Papers Published in Indexed/ Peer Reviewed Journals				
Year of Publication	Title	Journal	ISSN/ Indexing	Co-Author (s) (if any)
2020	An Investigation Into The Use Of Online Teaching In Higher Education During Covid 19 Pandemic	Zeichen	0932-4747	Dr. Abhijit Das
2020	A Study of Ethical Research Issues in Digital Content	Intl. Journal of Research in Humanities & Social Sciences - IJRHS	2347-5404	Dr. Abhijit Das
2018	A Study of Channel Management and Omni Channel Marketing by Online Retailers	JETIR	2349-5162	Dr. Abhijit Das
2018	A Study of Adoption and Use of Digital Learning Technology Among Students of Higher Education in Emerging Economies	IJAIR	2392-7780	Dr. Abhijit Das
2015	Use of Social Networking as an Effective Marketing Tool in the Promotion of a Product	Vimarsh	0976-5174	Neha Singh, Dr. Abhijit Das
(c) Articles				
(d) Seminar/Conference Presentations				
<u>Paper Presentation</u>				
1. International Conference on Innovative Trends in Engineering, Applied Science and Management, Osmania University, June 24 th , 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 th & 9 th , 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 th , 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 rd , 2016. Paper Presented : Role of Education in Environmental Management				
5. Syndrome - National E-Seminar on The Evolution of Pathogens, May 12-13 th 2020, Gokuldas Hindu Girls Degree College, Moradabad. Paper in Seminar Proceedings : Covid-19 Socio Economic and Environmental Issues and Implications for the Society				
<u>Seminars /Conferences Attended</u>				
1. National E-Seminar on The Evolution of Pathogens, My12-13 th , 2020, Gokuldas Hindu Girls College, Moradabad.				

2. National Seminar on Indian Ethos and Indian Models of Economy, Business and Management, ABES Engg. College in association with Kautilya International Foundation & Ghaziabad Mgmt. Asso. Nov. 2nd, 2018
3. National Seminar on Creating a Unified Foundation for the Sustainable Development: Education and Empowerment, Jan. 27-28th, 2018, Sponsored by Deptt. of Higher Education, Govt. of U.P. Organized by Govt. Raza P.G. College, Rampur.
4. National Conference on Socio Economic Implications of Cashless Society, Deptt. Of Commerce, KCMT, Bly. Feb.28th, 2017
5. National Seminar on Digital India: Digital Empowerment to Citizens, RLS Govt. PG College, Sponsored by Deptt. of Higher Education, Govt. of U.P. Jan. 14-15th, 2017
6. International Conference on Digital India : Empowering the Society, Jan 27th 2018, Deptt. of Chemistry, Bareilly College Bly. In Asso with FATER Academy of India.
7. Symposium on Universalization of Access through I.T. in Smart Cities, organized by Deptt. of CSIT, Faculty of Engg. & Technology, MJP RU, Bly. Feb.21-22nd 2018

FDPs/Workshop

1. National E-Workshop on Law, Governance & Management to Combat Covid-19 Pandemic : Issues and Challenges, 3rd-10th June 2020
2. National Workshop on Gender Sensitization : Issues & Challenges, organized by Women Grievance Redressal Cell, Feb. 12th 2019
3. Two weeks FDP on Entrepreneurship, Dec.26th 2017 – Jan.8th 2018, Organised by ABES Start Up Lab, Sponsored by NSTEDB, Deptt. of Science & Technology, Govt. of India
4. Mgmt. Development Program on Labour Reforms – Recent Amendments in Labour Laws & Proposed Labour Codes, Organized by Deptt. of Business Administration, ABES EC, Ghaziabad, Aug. 11th, 2018
5. Demonitization – Impact on Indian Economy, Dec. 1st 2016, Deptt. of Business Administration, MJP RU, Bly.
6. FDP by DBA, MJP RU, Bly. Feb.26th & 27th, 2016
7. National Level Workshop on Research Methodology & SPSS, Oct.5th & 6th 2015
8. Workshop on Leadership for New India, Feb.22nd & 23rd, 2020, organized by Institute of Leadership and Governance, Maharaja Sayajirao University Baroda, Gujarat
9. One week FDP on Advanced Qualitative and Quantitative Research Techniques, July 24th
10. 24th -29th 2020, organized by Deptt. of Business Administration, ABES EC, Ghaziabad
11. FDP organized by Future Group of Institutions Bly. Jan. 12th 2012
12. FDP on Changing Dimensions In Teaching Learning Process, organized by Faculty of Commerce & Management Studies, Bareilly College Bly. Sept. 29th 2012
13. FDP on Research Methodology & Applications of SPSS, organized by DBA, MJP RU, Bly. March 7th-8th 2011
14. FDP on Developing & Analysing the Management Cases, organized by the Deptt. of Business Administration, MJP RU Bly. Nov. 26th & 27th 2010

(e) Resource Lectures Delivered

(f) Seminars/Conferences/Workshops Organized

1. CEO Connect – An Industry Academia Interaction, April 23rd, 2021 (Organizing Member)
2. AICTE Refresher Program – Feb.16 – 22nd, 2021 & Mar.16 – 22nd, 2021 (Organizing Member)
3. Lecture Series for students, Feb.10-12th, 2021 (Organizing Member)
4. Webinar on – Management – A visit to ancient wisdom, Dec. 30th, 2021

5. National Webinar on Investor Awareness during Covid 19, Nov.12 th ,2021
(g) Public Service / University Service / Consulting Activity
(h) Memberships of Academic/Professional Bodies
Projects (With Title, Year, Grants, Funding Agency and Collaborations)
Administrative Positions/Assignments Held
Academic Foreign Visits
Any Other Details

Signature of Faculty Member
(in Hard Copy Only)

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