

# **CURRICULAM-VITAE**

**Dr. Mayank Yadav**

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## **Professional Qualification**

Doctor of Philosophy (Ph.D.) in Marketing from the Department of Management Studies, **Indian Institute of Technology, Roorkee (IIT-Roorkee)**

## **Specialization**

Marketing (Social Media Marketing/Digital Marketing)

## **National Level Exams Qualified**

S.No.	Name of Exam	Conducted by	Year & Month
1	UGC-NET	University Grants Commission	December, 2011
2	UGC-NET& JRF	University Grants Commission	December, 2012

## **Academic Qualification**

Examination	Year	University/ Board	Percentage	Main Subjects
PhD	2018	IIT-Roorkee	NA	Social Media Marketing
M.B.A.	2009	U.P.T.U	70.11%	Marketing & Human Resource
B.Sc.	2006	Dr.Bhimrao Ambedkar University, Agra	61.18%	Mathematics, Physics, Chemistry
Intermediate	2003	Kendriya Vidyalaya, C.B.S.E Board	61.5%	English, Mathematics, Physics, Chemistry, Hindi & HPE
High School	2001	ICSE Board	83%	English, Hindi, Mathematics, Science, Social Studies, Computer

## **Teaching & Research Experience Details**

S.No.	Organization	Designation	Duration	Total Experience
1	National Institute of Technology (NIT), Rourkela	Assistant Professor-(Marketing)	March 19, 2020 to present	3 years and 6 months
2	FORE School of Management, New Delhi.	Assistant Professor (Marketing)	July 22 <sup>nd</sup> 2019 to March 16 <sup>th</sup> , 2020	8 Months

3	<b>Indian Institute of Management (IIM) Rohtak</b>	Guest Faculty (Marketing Management III- Executive PGP Batch 2020)	January 2020 to June 2020.	6 Months
4	<b>University of Petroleum &amp; Energy Studies, Dehradun</b>	Assistant Professor	July 21 <sup>st</sup> 2017 to July 19 <sup>th</sup> 2019	2 years
5	<b>IIT-Roorkee</b>	Research Scholar	Jan 1 <sup>st</sup> , 2014 to January 5 <sup>th</sup> , 2018	4 Years
6	<b>Hindustan Institute of Management &amp; Computer Studies (HIMCS)</b>	Assistant Professor	March 23 <sup>rd</sup> , 2010 to December 28 <sup>th</sup> , 2013	3 years, 9 months and 6 days
	<b>Total experience excluding Ph.D.</b>	<b>10+ Years</b>		

#### Research Papers Published/Accepted for Publication in (Scopus/ABDC/ABS/ESCI/SSCI)

1. Kukreti, R., & Yadav, M. (2023). The influence of brand personality on brand love, perceived quality and purchase intention : a study of e-retailing sites.Global Knowledge , Memory and Communication. (DOI 10.1108/GKMC-05-2023-0153) (**Scopus, ESCI, ABDC-B**)
2. Joshi, Y., Sangroya, D., Srivastava, A. P., & Yadav, M. (2019). Modelling the predictors of young consumers ' sustainable consumption intention . International Journal of Nonprofit and Voluntary Sector Marketing, 24(4), 1-14. (**Scopus, ESCI, ABDC-B**) (Wiley)
3. Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: a study of e-commerce industry. Benchmarking: An International Journal, 25(9), 3882 -3905. (**Scopus, ESCI, ABDC-B, ABS**) (Emerald)
4. Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. Telematics and Informatics, 34(7), 1294-1307. Elsevier, (**SSCI, Impact factor: 3.4, ABDC-C & Scopus**).
5. Yadav, M., & Rahman, Z. (2017). Social media marketing : literature review and future research directions. International Journal of Business Information Systems, 25(2), 213-240. Inderscience Publishers, US. ISSN: 1746-0972 (**Scopus & ABDC-C**).
6. Kamboj, S., Yadav, M., & Rahman, Z. (2017). Bharat to India: a case of connecting IFFCO brand with generation Y. International Journal of Business Excellence, 13(4), 415-427 . Inderscience Publishers, US. ISSN: 1756-0055 (**Scopus & ABDC-C**).
7. Kamboj, S., Yadav, M., & Rahman, Z. (2018). Impact of social media and customer-centric technology on performance outcomes: the mediating role of social CRM capabilities . International Journal of Electronic Marketing and Retailing , 9(2), 109 -125 . Inderscience Publishers, US. ISSN: 1741-1033 (**Scopus & ABDC-C**).
8. Yadav, M. (2017). Social media as a marketing tool: Opportunities and challenges. Indian Journal of Marketing, 47(3), 16-28. Associated Management Consultants Private Limited

Publishers, US. ISSN: 0973-8703 (**Scopus, Indian Citation Index, NAAS Score-4.24**).

9. **Yadav, M., & Rahman, Z.** (2016). The social role of social media: the case of Chennai rains 2015. *Social Network Analysis and Mining*, 6(1), 1. Springer-Publishers, UK. ISSN: 1869- 5450 (**ESCI & Scopus**).
10. **Yadav, M., Kamboj, S., & Rahman, Z.** (2016). Customer co-creation through social media: The case of ‘Crash the Pepsi IPL 2015’. *Journal of Direct, Data and Digital Marketing Research Papers Published/Accepted for Publication in (Scopus/ABDC/ABS/ESCI/SSCI) Practice*, 17(4), 259-271. Springer-Palgrave Publishers, UK. ISSN: 1746-0166 (**Scopus & ABS**).
11. Kamboj, S., **Yadav, M.**, Rahman, Z., & Goyal, P. (2016). Impact of social CRM capabilities on firm performance : Examining the mediating role of co-created customer experience . *International Journal of Information Systems in the Service Sector (IJISSS)*, 8(4), 1-16. IGI Global Publishers, US. ISSN: 1935-5688 (**ESCI & Scopus**).
12. **Yadav, M., Joshi, Y., & Rahman, Z.** (2015). Mobile social media: the new hybrid element of digital marketing communications. *Procedia-Social and Behavioral Sciences*, 189, 335-343 . Elsevier Publishers, US. ISSN: 1877-0428

#### **Research Papers Published/Presented in International Conferences**

1. “Impact of Brand Page Commitment on Purchase Intention: Evidence from DZire on Facebook”, in the International Conference on Global Trends in Business & Sustainability Research (ICGTBSR-2016), at IIT-Roorkee, Noida Campus on 02-04 December, 2016.
2. “A Capability Based View on Social Media Technologies and Firm Performance Relationship: A Study on Mediating Role” in the conference proceedings of international conference ICEBM 2015, at BITS Pilani campus on 20-21 March, 2015. Vol. 2, pp.289-297, Excellent Publishing House, ISBN: 978-93-84935-18-4.
3. “Traditional and Social Media in Global Marketing Arena: The Power of Socio-Traditional Media Mix” in the international conference SIIBCON-2015, at Symbiosis Institute of International business, Pune on 20-21 February, 2015.
4. “Sustainable Behavior: Measuring the influence of fear appeal on behavioral intentions toward adopting water saving practices” in the third International Marketing Conference (MARCON-14) held at IIM-Kolkata from 18-20 December, 2014.
5. “Corporate needs corporate governance: Cases from Indian market” in the proceedings of international conference on Organizations in the New Millennium-Challenges and Opportunities organized by Ajay Kumar Garg Institute of Management, Ghaziabad, from 14- 15 October, 2011. Vol. 1, pp.159-164. Macmillan Publishers, ISBN: 978-935-059-007-2.
6. “Children’s role in family purchase decision: A study from Indian market”, in the proceedings of international conference on Management and Computing Science, organized by Society of Management and Behavioral Science, Delhi, 24<sup>th</sup> July 2011. Vol. 5, pp.261-268. Wisdom Publishers, ISBN: 978-81-89547-52-3.
7. “Paradigm shift of the Indian market: Growth of retail market in India”, in the proceedings of,

2<sup>nd</sup> international conference on Management and Behavioral Science organized by Society of Management and Behavioral Science, Haridwar, from 4-5 June, 2011. Vol. 4, pp.20-28. Wisdom Publishers, ISBN: 978-81-89547-99-8.

8. “Viral Marketing: A Modern Marketing Approach”, in the National Conference on Contemporary issues in Marketing & Intellectual Property Rights, at University School of Management Studies (Guru Gobind Singh Indraprastha University), Delhi on 26<sup>th</sup> March 2011.

#### **FDPs & Workshops Attended**

1. Attended a twenty-three day Faculty Induction Training Program organized by Faculty Development Institute, SGI, Agra from June 14 2010 to July 6, 2010. Scored 774/100 and was awarded “A” grade.
2. Attended a seven-day Faculty Development Program on “Human Values and Professional Ethics” organized by Gautam Buddh Technical University, Lucknow (Now UPTU) at **IIT-Kanpur**, from December 15-21, 2010.
3. Completed a ten-day training program on research methodology organized by **Dayalbagh Educational Institute**, from 16-25 January, 2013 of 5 credits and was awarded **grade ‘A’**.
4. Attended a Seven Day workshop/FDP on “**Digital & Social Media Marketing in Emerging Markets**” organized under **MHRD-GIAN** initiative by Dr. Hari Singh Gour Central University, Sagar (M.P.) from 14-20 October, 2016

#### **Trainings Programs Organized**

1. Organized an eight-day training program titled, “**Self and Organizational Development**”, for **Agra Police Personnel** as a **co-trainer** from 26 September, 2011 to 03 October, 2011 at Hindustan Institute of Management and Computer Studies.
2. Organized one-day training program titled, “**Conflict Management and Competency Building**”, for the **Judicial Officers of Agra** as a **co-trainer**, on 08 January, 2012 at Hindustan Institute of Management and Computer Studies.
3. Organized one-day training program for the **drivers and conductors of UPSRTC, Agra** as a **co-trainer** on 18 August, 2012 at Hindustan Institute of Management and Computer Studies.
4. Organized one-day training program for **the supporting staff of India Post, Agra** as a **co-trainer**, on 10 February, 2013 at Head Post Office, Agra.
5. AICTE ATAL Academy sponsored 5-Day FDP on “**Sustainable Business Eco-System**” from 23<sup>rd</sup>-27<sup>th</sup> August, 2021 at School of Management **NIT Rourkela**.
6. AICTE ATAL Academy sponsored 5-Day FDP on “**Sustainable Business Eco-System: Environment, Social and Governance (ESG) Reporting**” from 10<sup>th</sup> -14<sup>th</sup> January, 2022 at School of Management **NIT Rourkela**.

#### **Responsibilities held at Current, Previous Institute and IIT-Roorkee apart from Teaching & Research**

1. Vice President, (Games & Sports Society) SAC, **NIT Rourkela**
2. PIC, Department Website & social media, School of Management, **NIT Rourkela**.
3. PIC, Time Table, School of Management, **NIT Rourkela. (2022-23)**
4. PIC, Student Dissertations, School of Management, **NIT Rourkela. (2021-22)**
5. PIC, Department Information & Website, School of Management, **NIT Rourkela. (2020-2023)**
6. Member Institute website committee for School Management, **NIT Rourkela. (2022-Continue)**
7. Member Institute Accreditation & Ranking Team, **NIT Rourkela (2022-Continue).**
8. Executive body member, Technology Club, **NIT Rourkela**
9. Member MBA Admissions, School of Management, **NIT Rourkela.**
10. Member Students' Placement, School of Management, **NIT Rourkela.**
11. Subject expert in Ph.D. research advisory committee, **Symbiosis Center for Research and Innovation, Symbiosis International.**
12. Subject expert in Ph.D. research advisory committee, **IIIT Allahabad.**
13. Worked as a member of the Proctorial Board of Hindustan Institute of Management and Computer Studies from 23 March 2010 to 28 February, 2013.
14. Assisted in two international conferences at IIT-Roorkee.
15. Assisted supervisor in preparing the Indian adoption of the book **Consumer Behavior**, 10e, Blackwell, Miniard, Engel, & Rahman (2018) published by **Cengage India at IIT Roorkee.**

#### Other Extra Co-Curricular achievements

1. **NCC "C"** certificate in **Army Wing**, at the rank of Under Officer in 1-UP BN NCC Agra (2006).
2. NCC Combined Annual Training Camp (CATC) from 02-13 September 2004.
3. NCC Combined Annual Training Camp (CATC) from 25 September 2005 to 06 October 2005.
4. **National Integration Camp (NIC)** at 11 Andhra Air Squadron Tirupati, from 07-18 January 2006.
5. Done Para-Sailing Certified By **National Adventure Foundation Western UP Chapter**, at Agra on 24 November 2003.

**Dr. Mayank Yadav**  
**Date: 04/09/2023**

**Place**  
**NIT Rourkela**