

## RESUME

**Santosh Kumar Yadav**

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### **Career Objective :**

- To provide organization the best of my talent and gain knowledge of my latest technology and the work in challenging environment which provides sample opportunities for learning and growth .

### **Special Features and Strengths :**

- Open-minded, versatile, smart & hard working.
- Leadership quality.

### **Membership:**

- Executive Member Arunachal Pradesh Yoga Association.
- Executive Member Arunachal Pradesh Women Olympic Association.

### **Work experience: ( Total Teaching Experience: 09 years)**

- Currently working as an Assistant Professor and (founder HOD), Department of Commerce and Management, Indira Gandhi Technological and Medical Sciences University (IGTAMSU) Ziro -791120, Arunachal Pradesh, India since 11<sup>th</sup> September 2014 to till date.
- Working as Central Admission Officer, IGTAMSU Ziro, since September 2014 to till date.
- Working as Central Library In- Charge, IGTAMSU Ziro, since May 2018 to till date.
- Member Academic Scent, Indira Gandhi Technological and Mdicl Sciences

University, Ziro Arunachal Pradesh.

- Working as Event Co-coordinator of the Indira Gandhi Technological and Medical Sciences University, Ziro Arunachal Pradesh.
- Member Disciplinary and Anti Ragging Committee, Indira Gandhi Technological and Medical Sciences University, Ziro Arunachal Pradesh.
- Working as member Board of Studies (BOS) for Department of Commerce and Management , Indira Gandhi Technological and Medical Sciences University (IGTAMSU), Ziro, Arunachal Pradesh.
- Working as research Project supervisor and Summer Internship project report for MBA & BBA students since 2016 to till date.
- Worked as OSD (Officer on Special Duty) to Vice – Chancellor since 11<sup>th</sup> September 2014 to May 2018.
- Worked as question paper setter for various papers of MBA and BBA.
- Worked as Centre Superintendent in carry over papers of IGTAMSU, Ziro in month of January 2017 & 2018.
- Worked as member organizing committee in two days National Seminar on “Role on Yoga and Naturopathy in Prevention and Management of Diabetes and Cardiac Ailments” at IGTAMSU, Ziro on 14 &15 March 2015.
- Worked as member organizing committee in one day National Seminar on “Cultivation and Export Potential of Organic Kiwi Fruits and Vegetables” on 16 July 2016 at IGTAMSU, Ziro Arunachal Pradesh.
- Worked as an Evaluator, Checker and Scrutinizer for the Uttar Pradesh Technical University (U.P.T.U), Lucknow in their authorized centers of various papers of MBA & B.Tech.
- Worked as Assistant professor in SVS group of institution Meerut (U.P), a college of Uttar Pradesh Technical University (U.P.T.U.) Lucknow from 5<sup>th</sup> August 2013 to 03September 2014.
- Worked as an Assistant Professor in Amar Jyoti Institute of Management Science Greater Noida G.B. Nagar, a college of Mahamaya Technical University, (MTU) Noida U.P. from 10<sup>th</sup> July 2011 to 31<sup>st</sup> July 2013.
- **Paper taught in MBA** : Marketing management ,Organizational Behavior,

Research Methodology, Marketing Research, Personal growth and training and Development, Sales and Distribution Management , Team Building and Leadership, Customer Relationship Management (CRM), Human Resources Management.

- **Paper taught in BBA:** Principles and Practices of Management, Principles of Marketing, Strategic Management, Business Research Methodology, and Advertising management, Business and Marketing Research, Business Communication.

### **Professional Qualification:**

- Master of Philosophy (**M.Phil**) from Indira Gandhi Technological and Medical Sciences University, Ziro-791120 Arunachal Pradesh, with first Division marks in course work and thesis submitted on the Topic- “A study to Know the Market Potential of Naara Aaba (kiwi Wine) with special reference to Ziro valley Arunachal Pradesh”, Under the guidance of Dr. Markandey Rai (Hon,ble Chancellor) Indira Gandhi Technological and Medical Sciences University, Ziro-791120 Arunachal Pradesh in the year 2019 .
- Qualified Common Eligibility Test (**CET**), An UGC –NET standard base Ph.D. entrance Examination of all state universities of U.P. in the year 2012.
- **M.B.A** from DEWAN Institute of Management Studies, Partapur bypass (Meerut), a college of Gautam Buddh Technical University (G.B.T.U.) Lucknow, with aggregate 64.14% in 2011.

### **Specialization**

- Major – Marketing
- Minor– Human Resource

### **Academic Qualification:**

- **Graduation (B.B.A.):**- From Department of Business Management & Entrepreneurship, Dr. Ram Manohar Lohiya Avadha University, Faizabad (U.P), with 64.39% marks in 2008.
- **XII (Intermediate) :-** with 68% marks from Pandit Jawhar Lal Nehru Memorial Inter College Khajurahat Faizabad(U.P) College of U.P. board in **2005**.

- **X (High School)** with 57% marks from Pandit Jawhar Lal Nehru Memorial Inter College Khajurahat Faizabad (U.P) college of U.P. board in **2003**.

### **Project undertaken:**

- Summer Internship Project of 45 Days in BSNL SDO Out Door in Faizabad in the year 2008 as BBA student.
- Summer Internship project of 50 days in Action Construction Equipment (ACE) Lucknow in the year 2010 as MBA student.
- Research report on “To know the market potential of Usha Fan in Meerut city” in the year 2011 as MBA student.

### **IT Exposure:**

- Well versed with MS-Office & Internet.
- Operating system Window XP &10,

### **Research Paper/ Article Publications: 18**

- One Research paper is under process to publication on the topic “ A Study on the Market Potential of Naara Aaba (Kiwi Wine) special reference to ziro valley Arunachal Pradesh”.(*Accepted for publication in(UIJIR) international peer reviewed Referred Journal, paper ID:UIJIR/20/103 dated 13 May2020*)
- Presented a paper in two day International Webinar titled “Socio – Cultural Economic and Geopolitical Impact of COVID-19: The Global Perspective” on topic “Effects of COVID-19 on Different Marketing Strategies in India” held on 9<sup>th</sup> & 10<sup>th</sup> May 2020, Organized by Dr. B.R.A.Govt. Girls P.G. College, Fatehpur, U.P.India.
- Article published in National bulletin of Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University Ayodhya U.P. on “Impact of COVID-19: during and after lockdown in India with special reference to the Agricultural sector” in the month of April-May2020.
- An article published in National bulletin of Dr. Ram Manohar Lohia Avadh University Ayodhya U.P. on “Psychological Impact of COVID-19 during and after Lockdown, among Indian Citizens” in the month of April 2020.
- Research Paper Published in Scopus Journal on “Impact of Demonetization in the Indian State Arunachal Pradesh: A Political Gimmick or Robust Policy” in International Journal of Innovative Technology and Exploring engineering (IJITEE) ISSN: 2278-3075, Volume -8, Issue 6S4, April 2019.

- Research paper published in UGC listed Journal on “Assessment of selected micro and small Entrepreneurship performance and challenges” (A case study of Secha sub-city of Arba Minch, Ethiopia) in International Journal of Research and Analytical Reviews (IJRAR) with ISSN: 2349-5162, April 2019, volume 6, issue 4.
- Paper published in UGC listed Journal on “An Assessment of Service Delivery And Customer Satisfaction of South Wollo Civil Service Department” in Journal of Emerging Technologies and Innovation Research (JETIR) with ISSN -2349-5162, March 2019, Volume 6, Issue 3 Page no. 76 to 79.
- Paper published in UGC listed Journal on “The Role of Entrepreneurship Skill for Growth and Development of Ethiopian Economy”: In Context to Arba Minch Town, in Journal of Emerging Technologies and Innovation Research(JETIR) ISSN-2349-5162, March 2019, Volume 6, Issue 3.
- Research paper published in UGC listed Journal on ““ Assessment of employee Motivation and its Impact on organization” performance “ A case of Awash International Bank”” in International Journal of Research and Analytical Reviews (IJRAR) with E-ISSN:2348-1269 , P ISSN23495138 March 2019 volume6,issue 1.
- Research Paper published and presented on “Leadership Development: An Analysis of Necessitating tool for Reshaping Effective Political Practices” in RBS Business Review (A Bi – annual International Journal of Contemporary Management Research) ISSN no.2319-4790, volume 6, issue 2 December 2017.
- Research Paper published and presented on “A Study on Management of Non Performing Assets reference to Indian Nationalized Banks” in national conference on 20<sup>th</sup> December2017 (“Pragmatic Management Solutions Based on Spirituality and Value”) at Lingaya’s Lalita Devi Institute of Management &Sciences.
- Research Paper published and presented on “A Study on Management of Non Performing Assets reference to Indian Nationalized Banks” in national conference on 20<sup>th</sup> December2017 (“Pragmatic Management Solutions Based on Spirituality and Value”) at Lingaya’s Lalita Devi Institute of Management &Sciences.
- Research Paper published on “ Marketing Strategies in the Indian Banking Service Sectors” in international conference on “Technological and Managerial Strategies for Next Generation Transformation” organized by Mangalmay Group of Institutions, Greater Noida , 2017, ISBN 978-93-86432-66-7, P-415.
- Research Paper published and presented on “ Branch less banking : the new trend” in the international conference on “Latest Advances in Technology Management an Applied Sciences” (LATMAS) organized by IIMT College of

Engineering Plot 0No. A- 20 Knowledge park III Greater Noida. India. ISBN 978-93-5254-625-1.

- Abstract published in Fourth National Seminar 2015 on “A study on Disruptive Technology and its Impact on Efficiency of Multinational Companies”, organized by Dr. MPS group of institutions, college of Business studies Agra U.P.
- Paper published in National Journal on “Marketing Innovation- Consumer banking Education in rural Areas”ISSUE-10, ISSN2230-9756 in Journal of Engineering, ICT & Management, organized by GNIOT – College of Management, Greater Noida.
- Paper published in National Journal on the “A study on Branchless Banking in India”. Issue-9, ISSN2230-9756 in Journal of Engineering, ICT & Management, organized by GNIOT – College of Management, Greater Noida.
- Paper published in National Journal on “To Study the levels of customer satisfaction towards Bajaj Alliance”. Issue 8, ISSN 2230-9756 in Journal of Engineering, ICT & Management, organized by GNIOT – College of Management, Greater Noida.

#### **Research Paper/ Article under publication process :02**

- Research article titled “Advertising the Changing Facet” for Edited book (with ISBN) entitled ‘Paradigm Shift of Business in India:Opportunities, Challenges and Strategies for sustainable Growth’.
- Research article titled “Impact of COVID-19 During and after lockdown in India with special reference to Agriculture sector” Department of Economics & Rural Development, Dr.R.M.L.A. University, Ayodhya in entitled “Impact of CORONA on Indian Economy with reference to Global slowdown” ISBN book.

#### **International & National Participation :19**

- Participated national webinar on “Man Animal Conflict” Organized by Nature club, RDNC in association with R.D. & S.H. National College and S.W.A. Science college under the aegis IQAC, held on 18<sup>th</sup> May 2020(Certificate No:DX813A).
- Participated in International Webinar on “Next Generation Computing System” organized by Department of Master of Computer Application, IET,Dr. R.M.L.Avadh University Ayodhya U.P. India on 17 May 2020 (Certificate ID-QJGTVQ-CE000043).
- Participated in National webinar on “वर्तमान वैश्विक संकट के परिप्रेक्ष्य में

प्राच्य भारतीय ज्ञान परम्परा का चिन्तन - अनुचिन्तन” organized by Mahamaya Government Degree College Dhanupur, Prayagraj, U.P. India held on 17 May 2020 (E- Certificate UDI:MGDCW06601).

- Participated in National webinar on “Host Immunity and COVID-19” organized by Mahamaya Government Degree College Dhanupur, Prayagraj, U.P. India held on 16 May 2020(E-Certificate UDI : MGDCW05729).
- Participated in 1<sup>st</sup> International panel discussion programme theme “Online learning and its positive & negative on future generation education” organized by International School of Management Patna Bihar, India on 14<sup>th</sup> May 2020.
- Participated one day Faculty Development Programme (FDP) on “E- teaching in an E-learning Era” on 14<sup>th</sup> May 2020, organized by Institute of Management Studies, Noida India.
- Participated and excellent performance in Online National Awareness Programme on COVID-19” Organized by Indian Association of Physics Teachers” on 11<sup>th</sup> May 2020( Certificate ID-DHV8E4-CE00040).
- Participated one day national online conference on “Impact of Pandemic COVID-19 on society” held on 10<sup>th</sup> of May 2020, Organized by Shri Krishna University, Chhatarpur, Madhya Pradesh.
- Participated two day International Webinar of “Socio – Cultural Economic and Geopolitical Impact of COVID-19: The Global Perspective, organized by Dr. B.R.A.Govt. Girls P.G. College, Fatehpur, U.P.India. on 9<sup>th</sup> and 10 May 2020.
- Participated two day National webinar on “Managing Personal Finance During COVID-19” organized by Government P.G. College Obra, Sonbhadra U.P. in association with Indian Accounting Association Mirzapur U.P. Branch on 6 & 7 May 2020.
- Participated two day national webinar on “Impact of CORONA on Indian Economy with reference to Global slowdown” jointly organized by Department of Economics and Rural Development & Bachelor of Fine Arts, Dr. RML Avadh University Ayodhya in academic collaboration with IET Avadh University Campus, AEAA,ASEDS, UPUEA & IEA. On 29-30 April 2020.
- Participated one day National Webinar on “ Post COVID-19 Challenges for job seekers and Entrepreneurs” organized by placement & soft skills Development cell, Dr. RML Avadh University Ayodhya in Collaboration with Top MNCs & Industry Academia Experts on 26 April 2020 through Zoom App (certificate No: PSSDCW260420-236).
- Participated one day National Webinar on “ Unlocking the Lockdown Through E- Examination” through Zoom App, jointly organized by IET, Dr.RML

Avadh University Ayodhya, U.P. & SPIU Uttar Pradesh in Collaboration with SPIU Jharlkand, SPIU Uttarakhand, SPIU Chandighar, SPIU Rajasthan, & Dr.AIT Bengaluru on 20<sup>th</sup> April 2020.

- Participated in National webinar on “Importance of Indian Ancient Culture, Science & Technology and Spirituality in side effect of COVID-19 Virus” Through Video Conferencing hosted by IET, Dr. Rammanohar Lohia Avadh University, Ayodhya, in 19<sup>th</sup> April,2020.
- Participated in the National seminar on “Significant Role of E-education through Social Distancing During Lockdown of Covid-19 Pandemic” Through Video Conferencing on Zoom app, organized by Institute of Engineering and Technology – Dr. Ram Manohar Lohia Avadh University, Ayodhya,U.P & Dr, Ambedkar Institute of Technology Bengaluru, Karnataka & Collaboration with SPIU, Uttar Pradesh, during 8-9 April 2020. Ref.No. IET/AYODHYA/138.
- Participated in National Level Sports Championship named as “ NATIONAL SPORTS FESTIVAL” as Official, held in Ziro, Distt. Lower Subansiri, Arunachal Pradesh from 28<sup>th</sup> to 30<sup>th</sup> September,2019. Event under 14, U/17, U/20, U/30 years Age Group, Sr. No.ARN0565.
- Went as a faculty to IIM Kashipur in student- teacher exchange program from 12 October 2015 to 25 October 2015 to participate in educational program.
- Participated in the National Conference on “Strategies for Sustainable Growth in the Era of Information Technology”, November 24.2012 at GNIT Management School Plot No. 6C, Knowledge Park – II , Greater Noida - 201306 (U.P)
- Participated in the Faculty Development Programme on Self-Stream, Assertiveness, and Confidence, April 13.2013 at GNIT Management School Plot No. 6C, Knowledge Park – II, Greater Noida -201306 (U.P).
- Got Best punctuality award from Dewan Institute of Management Studies in the academic 2010-2011.

#### **Reference :**

- Dr.S.N. Pandey former Vice – Chancellor Indira Gandhi Technological and Medical Sciences University, Ziro Arunachal Pradesh  
Mob.9873124147.
- Dr.Prashant Sharma (Associate Professor) Dewan Institute of management Studies, Meerut.  
Mob.09319389330



- Dr. Vikash Jain (Associate Professor) Dewan Institute of management Studies,  
Meerut.  
Mob.09917231577
- Prof.(Dr.) M.P.yadav (HOD) applied science (IET) SVSU Meerut.  
Mob.9410036563
- Dr.D.S.Yadav (Associate Professor) RBSTechnical campus Agra.  
Mob.09758325384.
- Mr.Vivek kumar Srivastava(Associate Professor) GNIOT group of institutions  
Greater Noida .  
Mob.08506899645

### Personal Details:

**Father's Name** : Mr. Radhe Shyam Yadav  
**Date of birth** : 10<sup>th</sup> Dec. 1988  
**Language known** : Hindi, English  
**Gender** : Male  
**Permanent add.** : Vill. - Purelala, Post. - Katari  
(Khajurahat)  
Distt. - Faizabad (u.p.)

### Declaration:

I hereby declare that the information furnished above is true to the best of my knowledge.

**Place: Ziro**

**(SANTOSH KUMAR YADAV)**

**Date: 21/05/2020**