

## **Dr. Sanjay Kumar Yadav**

Faculty Member, The ICFAI University, Raipur

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### **Education Qualification:**

**Doctor of Philosophy (Ph.D.) in Management Studies**



**Guru Ghasidas Central University,  
Bilaspur, Chhattisgarh**

**Masters of Business Management (MBA)**



**University of Mumbai,  
Mumbai**

**Graduation in Physics**



**University Of Allahabad,  
(A Central University)**

### **Work Experience:**

- Teaching Experience (in years) : 2+ Years
- Industrial Experience (in years) : 4+ Years
- Total Experience: 6+ Years

### **Research Area:**

- Consumer Psychographics
- Retail Consumers
- Industrial customers
- Green Marketing
- Impulse buying
- Rural Marketing
- Digital Marketing
- In- store Buying behaviour

### **Awards & Honours:**

- Certificate of Recognition , by “Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Govt. of India

### **Books Published: 01**

- Contemporary Research in Management

### **Publications:**

- International: 08

1. Effect of psychographics and demographics on impulse buying behaviour of retail consumers in Bilaspur. PP-18-23 International journal of commerce and management research.
2. Emerging Trends of Eco-Friendly Marketing in India. PP-252-255 , Indian journal of Environmental Protection.
3. Issues related to International trade and exchange rate. PP-34-38 International journal Commerce and Management Research.
4. Impact of Education on Living Standard of Tribes in Karbi Anglong District, Assam: (A) Case Study of Sing Terang Village).pp-139-146 Review of Research (International Recognition Multidisciplinary Research Journal).
5. Effect of stress on employee performance in Chhattisgarh, pp-80-82 International Journal of Research in Human Resource Management.
6. Influence of demographic variables on job performance of sales professionals: A case of insurance sector in Chhattisgarh vo-06 pp-77-89 International Journal of Commerce and Management Research.
7. Study of work performance improvement through digitization of anganwadi workers in Chhattisgarh, India, 5 (11) 255-259 , International Journal of Applied Research 2019; 5(11): 255-259.
8. Impact of Digital Payment On, In-Store Impulse Buying The International bilingual peer reviewed refereed research journal.

- **National: 05**

1. Green Marketing Innovation in the Business; An Opportunity and Challenges. P37-40 Pravish Rajnam Journal of Studies, New Delhi India
2. Dynamical Perspective of Modern Rural Marketing in India. PP 38-46 International Research Journal of Marketing and Economics
3. Influence of Product Characteristics, Promotions and Reference Factors on Impulse Buying. Pp-43, Prerna, Journal of Management Thoughts and Practices, Coimbatore, India
4. Influence of In-Store Factors on Impulse Buying. PP-25-33 Amity Journal of Management
5. Influence of self -concept under cultural setup of Chhattisgarh on impulse buying behaviour of consumers, PP-2-33, IUN Journal of social sciences

**Book Chapters:**

1. Attitude and Purchase Behaviour of Customers of Industrial Products in Chhattisgarh Region Advances in Management and Techonolgy: Mapping Strengths with Opportunities McGraw-Hill Education (India), Pvt. Ltd. New Delhi, India
2. Business Sustainability: A Case of Rural Marketing in India Modern Management Innovations and Advances Dominant Publishers & Distributors Pvt Ltd.
3. Impact Of Digital Payment On In-Store Impulse Buying Contemporary Research in Management Volume 2 Starlet Publishing Rz 94, Sector – 6, Dwarka, New Delhi – 110075.
4. A Study On Stages Of Product Development Of Kosa Silk In Bastar Region Contemporary Research In Management Volume 2 Starlet Publishing Rz 94, Sector – 6, Dwarka, New Delhi – 110075.
5. A Study On Consumer Preference On Online Products Over Offline Products During Covid-19 In Jagdalpur City The New Norma In Management, Social Sciences & Economic Development Uttkarsh Publication, Meerut (U.P.)

## **Workshops/FDP:** 12

- 1 Research Methodology Workshop ICSSR, Silcher University Assam.
- 2 Workshop on IPR Guru Ghasidas Central University, Bilaspur, (C.G.)
- 3 Workshop on Regression Analysis Guru Ghasidas Central University, Bilaspur.
- 4 Workshop on Samajik Nyay Yukt Arthik Vikas UGC, CRO-Bhopal
- 5 Workshop on Qualitative Research Methodology Guru Ghasidas Central University, Bilaspur, (C.G.)
- 6 Online refresher course Sairam Engineering College, Tambaram, Chennai, Tamilnadu.
- 7 National E-Workshop on “Emerging Dimensions of Qualitative Research” University Institute Of Applied Management Sciences Panjab University, Chandigarh
- 8 One Week Short Term Course Madan Mohan Malaviya University of Technology, Gorakhpur, U.P.
- 9 E-STC, 5 Days NIT Hamirpur, Himanchal Pradesh
- 10 AICTE Training and Learning (ATAL) Academy Online FDP Babasaheb Bhimrao Ambedkar University
- 11 One week FDP on Research Methodology Kamla Nehru Mahavidyalaya, Nagpur
- 12 Two week refresher course on Teaching Learning Pedagogy and Research for excellence in Education Sairam Institute of management studies & Sairam Engineering College, Tambaram, Chennai, Tamilnadu

## **Number of Projects (On-going/Completed):**

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|---------------------------------|------|
| Ph.D. Thesis Guided             | : 03 |
| Ph.D. Thesis Submitted          | : 01 |
| P.G. Thesis Guided              | : 04 |
| Conference/ Seminar             | : 21 |
| Guest Lecture/Webinar Delivered | : 02 |
| Organisational Membership:      |      |

- **Executive & Managing Editor of International Journal of Interdisciplinary Contemporary Research (IJICR)**
- **General Secretary (Chhattisgarh) of Indian council for Business Education (ICBE)**
- **Expert Examiner in Board of studies (BOS)**