

FACULTY PROFILE



Name	Dr. (Mrs.) Babita Yadav					Date of Birth: 17/01/1981				
Designation	Assistant Professor				Date of holding Present Post			18 th June 2013 (Joining date)		
Name of the Department and School	Business Management					School of Commerce & Management				
Contact Details	Email : babitas.yadav@rediffmail.com babsac123@gmail.com					Mobile: 9584341999				
Additional Responsibility in the university, if any	Assigned responsibility of departmental (MBA) Coordinator of IQAC in the academic year 2019.									
Educational Qualifications (UG onwards)	B.Sc (Science), MBA (HR & Marketing), M.A Economics, PGDFM, Ph.D									
Research Area/Specialization	Management/ Human Resource (Job satisfaction, Talent management) &Marketing (Consumer Behavior, Customer satisfaction).									
Awards/ Honors / Fellowship Conferred (With details thereof)	1. Cleared JRF June 2009 in Management. 2. Received Most Inspirational Business Management Teacher Award-2016, in the 4 th International Conference on Recent Trends in Research and Higher Education, organized by Navyug Arts and Commerce College, Jabalpur in collaboration with Jabalpur Management Association and South Asia Management Association, November 12 th -14 th , 2016.									
Summary of Publications (Number only)	Research Papers	07	Books	1 Text book. 3 Edited Book	Chapter in Books	10	Seminars/ Conferences Proceedings	08	Projects	Nil

PUBLICATIONS :

National Publications (Details of Research Papers):

Year (From 2013 to 2020)	(Name of the author(s), title, name of the journal, vol. no. , page no., Month/year, ISSN and impact factor, if any)
2013	- Yadav, B.S and Rokade. V. (2013). 'Life Insurance Sector Development and Its Role in Economic Growth of India', <i>Asian Journal of Research in Social Sciences and Humanities</i> (IC Value 5.09 and Impact Factor 2.214), Vol. III, Issue 1, January 2013, ISSN No. 2250-1665, pp. 24-27. - Yadav, B.S. and Rokade. V. (2013). 'Managing Attrition in Life Insurance Sector: Special focus on Employees of HDFC standard life Insurance company', <i>Indian Journal of Applied Research, Internationally Indexed Monthly Journal</i>, (Impact factor 0.8215), Vol. III, Issue 4, April 2013, ISSN No. 2249-555X, pp. 236-238. - Yadav, B.S & Tiwari. A. (2013). 'A Comparative Analysis of Investor's Risk Perceptions towards Public & Selected Private Life Insurers in Jabalpur District of Madhya Pradesh', <i>Gyan Jyoti E-Journal</i>, Vol. 3, Issue 3, July-September 2013, ISSN No. 2250-348X.
2014	Yadav. B.S. (2016). 'Analytical study on employee Job Satisfaction of HDFC Standard Life Insurance', <i>International Journal in Management & Social Science</i>, Vol. II, Issue 11, Nov. 2014, ISSN No. 2321-1784, pp. 198-216.
2016	Yadav. B.S. & Rokade. V. (2016). 'Problems and prospects of life insurance sector in India after deregulation: An analytical note', <i>Discovery- The International publication</i>, Jan 2016, ISSN No. 2278-5469.
2018	Yadav, B.S. (2018). 'A comparative analysis of factors affecting customer perception and satisfaction towards home loan services between HDFC Ltd. Bank and Bank of Baroda in Sagar city (M.P)', <i>Quarterly International Journal of Research and Analytical Reviews</i>, Vol. 5, Issue 3, August 2018, o E-ISSN 2348-1269, pp. 310-316.

International Publications (Details of Research Papers):

Year (From 2013 to 2020)	(Name of the author(s), title, name of the journal, vol. no. , page no., Month/year, ISSN and impact factor, if any)
2013	Yadav, B.S (2013). "A critical study on the role of FDI in India", <i>International Journal of Research in Social Science & Management</i>, Singapore (Impact factor 3.317), Vol. III, Issue 1, May 2013, ISSN No. 2251-1571, pp. 6-11.

Books Published	
Year (From 2013 to 2020)	(with author(s), title of the book, name of publisher, year of Publication, ISBN)
	Yadav, B., Thakur, A., & Goswami, Preeti.(2016). 'Managing Challenges for Higher Education', Edited book published in Horizon Book national publisher, Gwalior, ISBN number 978-93-86369-09-3, Feb 2016.
	Rokade, V., & Yadav, B.(2017). "Principles of Management", Text book by Sara book National publication, Ahmedabad, First edition, ISBN number 978-1-73039-606-9, July 2017.
	- Gupta. A, Yadav, B., Desphande. V. (2019). 'Changing Paradigms in Marketing of Financial Services'. Edited book published in Manakin Press Pvt. Ltd. ,New Delhi, ISBN No. 978-93-88342-16-2, June 2019. - Suryavanshi.P, Yadav.B. (2019). "Digitalization and Economic Development of India". Edited book by SRF Research Journal & Book Publication House, Jabalpur (M.P), ISBN No. 978-93-88336-09-3, Nov. 2019.
Chapters in Books	
Year (From 2013 to 2020)	(with author(s), title of chapter, title of the book with author name, name of publisher, year of Publication, ISBN)
	- Yadav, B.S & Tiwari. A (2014). 'Critical Study on Problems and Challenges of life Insurance company in India' published in the Edited Book on <i>Dynamic Approaches for Dynamic Business Environment</i>, edited by Dr. S.M. Anas Iqbal, Dr. Narendra Singh, Shroff publishers, New Delhi, ISBN No. 978-93-5110-502-2, March 2014, pp. 350-354. - Yadav, B.S & Tiwari. A. (2015). 'Problems of Women Entrepreneurs In Rural Areas: With Special Reference to Mandla Region of Madhya Pradesh' published in the Edited Book on <i>Women's Economic Empowerment in India</i> , Adhyayan publishers and distributors, New Delhi, ISBN No. 978-81-8435-432-4, pp. 89-94. - Yadav, B.S. (2015). 'Contemporary Issues, Growth and Challenges of Higher Education In India: An Analytical note' published in the Edited Book on <i>Restructuring Higher education and Technical education</i>, edited by Er. Nizam Uddin, GGMS Publisher, ISBN No. 978-93-85304-31-6, December 2015, pp. 32-37. - Yadav, B. (2017). 'An evaluation of problems and challenges faced by new entrepreneur in India', published in the edited book on <i>Current Business Scenario: Opportunities and Challenges before young entrepreneur</i>, edited by Neeraj Topkhane & Neha Dubey, SVN publishing house, ISBN No. 978-81-929700-1-1, pp. 168-175. - Yadav, B. (2018). 'Influence of Online channel marketing on Indian Insurance sector', published in the edited book on <i>Indian economy: Current Issues and Possibilities</i>, edited by Dr. Neeraj Topkhane & Dr. Sunita Dixit, Swami Vivekanand University publisher, Sagar (M.P), pp. 28 -30, ISBN 978-81-929700-3-5, May 2018. - Yadav, B.(2019). 'A Study on Work Life Balance in Life Insurance Sector'. Published in <i>9th International Conference on Innovative Business Practices for creating value in global era</i>, organized by Acropolis Institute of Management & Research, Indore, Ninth edition, 2019, ISBN No. 978-81-928573-6-7, pp. 144-147, Nov. 2019.
National Seminar/Conference/Workshops (Attended)	
Year (From 2013 to 2020)	(with topic, date and venue)
	- Yadav, Babita. "<i>Critical Study on Problems and Challenges of life Insurance company in India</i>", published in the Souvenir of VIPSAR College, Indore, December 7th, 2013. - Yadav, Babita. "<i>Globalization & Its Challenges in Life Insurance Industry in India</i>", presented in UGC Sponsored National Seminar on the theme Globalization and its Challenges in India organized by Department of Sociology and Social Work, Dr. Harisingh Gour Central University, Sagar, March 28th-29th 2014. - Yadav, Babita. "<i>Analytical Study on Emerging Trends in Life Insurance Sector after Insurance Reforms in India</i>", published in the Souvenir of VNS Business School in Bhopal, March 13th-14th, 2014. - Yadav, Babita. "<i>Emerging New Trends in Indian Life Insurance Industry</i>" presented in National Seminar on the theme Emerging Trends in Accounting and Management organized by Department of Business Management in collaboration with Indian Accounting Association (IAA), BTIRT College, Sagar, December 13th, 2014. - Yadav, Babita. "<i>Critical analysis of major Issues in present higher education system; An Indian perspective</i>", published in the Souvenir of Navyug Arts and Commerce College, Jabalpur, November 12-14th , 2016. - Yadav, Babita. "<i>Problems and prospects of life insurance sector in India after deregulation: An analytical note</i>" presented in Management International conference on the theme Strategies in the present scenario for managing growth and competitiveness, organized by Department of Management Technology, SRCEM College, Nagpur in association with Northumbria University, Newcastle Business School, UK & National Institute of Personnel Management, January 8th-9th, 2016. - Yadav, Babita. "<i>Analyzing need of an academic audit and its role in quality improvement of higher education in India</i>" presented in ICSSR Sponsored National Conference, on the theme Role of academic audit in enhancing the quality of higher education in India, organized by the Department of Economics and Computer Science & Application, St. Aloysius College (Autonomous), Jabalpur, October 21-22nd, 2016. - Yadav, Babita. "<i>Analysis of trends in agriculture growth: with reference to Indian economy</i>" presented in UGC sponsored National Seminar on the theme Current Issues and Challenges of Agriculture Sector in India, organized by Department of Economics, Dr. Hari Singh Gour Central University, Sagar, March 5th-6th, 2016. - Yadav, Babita. "<i>Analyzing need of an academic audit and its role in quality improvement of higher education in India</i>" presented in ICSSR Sponsored National Conference, on the theme Role of academic audit in enhancing the quality of higher education in India, organized by the Department of Economics and Computer Science & Application, St. Aloysius college (Autonomous), Jabalpur, October 21-22nd , 2016.

	- Yadav, Babita. “<i>Critical analysis of major Issues in present higher education system; An Indian perspective</i>” presented in MPCST Sponsored 4th International Conference on the theme Recent trends in research and higher education, organized by Navyug Arts and Commerce College, Jabalpur in collaboration with Jabalpur management association and South Asia management association, November 12th-14th, 2016 - Yadav, Babita. “<i>Demonetization & Its after effect on life insurance sector in India</i>”, published in the Souvenir of Demonetization & uprooting parallel economy”, organized by Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya (Central University), Sagar, March 27th-28th, 2017. - Participated in National Workshop organized by MANIT, Bhopal on “<i>Research Techniques and applications of SPSS</i>”, July 29th-August 02nd, 2013. - Participated in Workshop organized by Dr. HarisinghGour University, Sagar on “<i>Springer User Awareness Programme</i>”, December 18th 2013. - Participated in Workshop organized by Dr. HarisinghGour University, Sagar on “<i>Harnessing Intellectual Property Rights</i>”, January 4th 2014. - Participated in National workshop organized by ITM University Gwalior on “<i>Research Methodology on Management Using SPSS 22.0</i>”, May 26th -1st June 2014. - Participated in one day UGC Sponsored National workshop organized by HRDC, Dr. HarisinghGour Central University, Sagar on “<i>Teacher’s educators training</i>”, October 21, 2016. - Participated in MHRD Sponsored GIAN Course, organized by Department of Management, Dr. HarisinghGour Vishwavidyalaya (Central University), Sagar, on “<i>Digital and Social media marketing in emerging markets</i>”, October 14th-20th, 2016. - Participated in two day MHRD Sponsored National workshop organized by Department of Commerce, Dr. HarisinghGour Central University, Sagar on “<i>Flipped Learning</i>”, October 16th-17th, 2017. - Participated in seven days “<i>Online course on Research Methodology</i>” organized by Indian Academic Researchers Association”, Tamil Nadu, April 6th-12th, 2020.
International Seminar/Conference/Workshops (Attended)	
Year (From 2013 to 2020)	(with topic, date and venue) - Yadav, B. “<i>Problems and prospects of life insurance sector in India after deregulation: An analytical note</i>” presented in Management International conference on the theme Strategies in the present scenario for managing growth and competitiveness, organized by Department of Management Technology, SRCCEM College, Nagpur in association with Northumbria University, Newcastle Business School, UK & National Institute of Personnel Management, January 8th-9th, 2016. - Yadav, B. “<i>Critical analysis of major Issues in present higher education system; An Indian perspective</i>” presented in MPCST Sponsored 4th International Conference on the theme Recent trends in research and higher education, organized by Navyug Arts and Commerce College, Jabalpur in collaboration with Jabalpur management association and South Asia management association, November 12th-14th, 2016. - Yadav, B. “<i>Critical Study on Problems and Challenges of life Insurance company in India</i>” presented in International Conference on the theme Paradigm Shift in Innovative Business Management, organized by VIPSAR College, Indore, December 7th, 2013. - Yadav, B. “<i>Analytical Study on Emerging Trends in Life Insurance Sector after Insurance Reforms in India</i>” presented in AICTE Sponsored International Seminar on the theme emerging trends in Banking, Financial Services and Insurance Sector, organized by VNS Business School, Bhopal, March 13th-14th, 2014.
Research Papers in Proceedings (NationalSeminar/Conference/Workshops)	
Year (From 2013 to 2020)	(with title of the paper, Title of the proceedings vol., name of the publisher, Year, page nos.) - Abstract of the Paper entitled, “<i>Foreign Direct Investment in India: A Critical Study on Issues and Problems</i>” published in the Souvenir of St. Aloysius College, Jabalpur in October 4th-5th, 2013. - Abstract of the Paper entitled, “<i>Critical Study on Problems and Challenges of life Insurance company in India</i>”, published in the Souvenir of VIPSAR College, Indore in December 7th, 2013. - Abstract of the Paper entitled, “<i>Analytical Study on Emerging Trends in Life Insurance Sector after Insurance Reforms in India</i>”, published in the Souvenir of VNS Business School in Bhopal, March 13th-14th, 2014. - Abstract of the Paper entitled “<i>Critical analysis of major Issues in present higher education system; An Indian perspective</i>”, published in the Souvenir of Navyug Arts and Commerce College, Jabalpur, November 12-14th, 2016. - Abstract of the Paper entitled “<i>Demonetization & Its after effect on life insurance sector in India</i>”, published in the Souvenir of Demonetization & uprooting parallel economy”, organized by Department of Commerce, Dr. HarisinghGour Vishwavidyalaya (Central University), Sagar, March 27th-28th, 2017.
Invited Lectures delivered (Outside University) with title, date and place:	
Year (From 2013 to 2020)	- Invited as a chairperson in the 3rd technical session of National Conference on the theme “Restructuring of Higher Education”, organized by EMMAS, Sagar, 18th-19th December, 2015. - Invited as a chairperson in the 5th technical session of International Conference on the theme, “<i>Recent trends in research and higher education</i>”, organized by Jabalpur management association and South Asia management association, 12th-14th November 2016. - Invited as a Special guest in one day National Conference to be held on the topic “<i>Current Business Scenario: Opportunities and Challenges before young entrepreneur</i>” organized by SVN University, Sagar, 28th June, 2017. - Invited as an Expert guest lecture in one day Seminar on “<i>Inflation and Its Impact on Indian Economy</i>”, organized by Gyanveer college of Management, Sagar, 28th Feb, 2018.

Memberships in Academic Bodies:	
• Life Membership of All India Commerce Association. • Life Membership of Madhya Pradesh Economic Association. • Annual Membership of International Journal of Advances in Management, Indore. • Annual Membership of ICFAI Management Journals, Hyderabad. • Membership of Jabalpur Management Association. • Life Membership of South Asia Management Association (SAMA). •	•
Other Academic Achievements :	
(i) Membership of Editorial Boards: National/ International (With details of the journal(s) and duration)	
Member of Editorial Board for International Journal of Management and Social Science, 2014, ISSN No. 2321-1784 • Appointed as Member of Review Board for International Journal in Management and Social Sciences [ISSN: 2321-1784] online and published by International Journal of Multidimensional Research with Impact Factor 3.259 • Appointed as Member of Associated Asia Research Foundation (AARF) for International Journal of Management Research, ISSN No. 2321-1709 online with Impact Factor 5.779.	