


Curriculum Vitae

Title		First Name	MAHIMA	Last Name	YADAV	
Designation	ASSISTANT PROFESSOR					
Department	COMMERCE					
Institutional Email Address	MYADAV@KNC.DU.AC.IN					
EDUCATION						
Degree	Institution	Year	Details			
PhD (Pursuing)	DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS	2025	SUSTAINABLE CONSUMER BEHAVIOR AND ENVIRONMENTAL CONCIOUSNESS			
MCom	DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS	2017	SPECIALISATION- MARKETING			
BCom(H)	SHRI RAM COLLEGE OF COMMERCE, UNIVERISTY OF DELHI	2015	COMMERCE			
CAREER PROFILE						
Organisation / Institution	Designation	Duration	Role			
KAMALA NEHRU COLLEGE	ASSISTANT PROFESSOR (AD-HOC)	5 YEARS	TEACHING UNDEGRADUATE STUDENTS			
AREA OF INTEREST : MARKETING, SUSTAINABILITY MARKETING, CONSUMER BEHAVIOUR						

TEACHING EXPERIENCE (Subjects/Courses taught)

- I. Sustainability Marketing
- II. Principles of Marketing
- III. Brand Management
- IV. Advertising, sale promotion and personal selling
- V. Marketing for beginners
- VI. Digital Marketing
- VII. Goods and services tax (GST)

PhD (Supervised)

MPhil (Supervised)

HONORS & AWARDS

PUBLICATION DETAILS

Books:

1. Book chapter published titled- 'Ecommerce business model and their GST implication' (ISBN- 978-93-91385-17-0) by corvette press.

Journal Articles:

1. Yadav, M., Gupta, R., & Nair, K. (2024). Time for sustainable marketing to build a green conscience in consumers: Evidence from a hybrid review. *Journal of Cleaner Production*, 443, 141188. <https://doi.org/10.1016/j.jclepro.2024.141188> (ABDC- 'A' Category & SCOPUS INDEXED)
2. Yadav, M., Gupta, R., Nair, K., Mishra, M., & Tawk, C. (2023). Sustainability Unleashed: Pioneering Carbon Removal Solutions for a Net-Zero Future. *Journal for ReAttach Therapy and Developmental Diversities*, 6(9s), 946-961. <https://jrtd.com/index.php/journal/article/view/1660> (SCOPUS INDEXED)
3. Yadav, M. (2022). Does consumer behaviour shift during the initial & post covid-19 wave? An analysis over sectors. *International journal of multidisciplinary educational research*, 11. (UGC Listed)
4. "Covid-19 and its Effects on India's Labour Market", (2021), pp. 292-319 in *Akademos* (ISSN 2231-0584) a multi-disciplinary, peer-reviewed, print and online academic Journal published from Kamala Nehru College, University of Delhi. <http://akademos.in/2021/07/covid-19-and-its-effects-on-indias-labour-market/> (Peer Review)

Newspaper Articles:

Papers presented in Seminars/conferences:

1. **‘COP 26: Will "Net Zero" emissions target save us? future of decarbonization’** at the 5th International Conference on ‘Sustainable Development: Road Map to an Equitable Planet’ organized in online mode by the School of Management, GD Goenka University on 20th-21st June, 2022
2. **‘Sustainability- Is it time for marketing to grow a conscience? Exploring through theory, context and methodology (TCM) framework’** at Sixth International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPBS 2022) held virtually from February 24 -26, 2022 by Middlesex University, Dubai
3. **‘Sustainable consumer behaviour and sustainable marketing- A review, Bibliometric analysis and Research Gaps’** at an International conference in Business, IT and Enterprise Architecture organised by Management Development Institute (MDI), Murshidabad (25th to 27th Nov, 2021)
4. Presented paper titled ‘Business opportunity in water conservation: Exploratory research on how to turn water problem into business opportunity’ in a national water mission conference under Ministry of Jal Shakti and Kamala Nehru College, IQAC (2021).

National Workshops and Seminars Organised:

1. For undergraduate students in the commerce department, I single handedly organised and hosted an event "MBA- Make or Break Deal" (2020). I handpicked the panellists, who included an ISB postgraduate, an IIM B postgraduate, and an INSEAD postgraduate with extensive industry experience. The students' feedback indicated that the webinar was extremely beneficial to them and delivered the clarity they needed to move forward.
2. Organised and compared two seminar- 'E-filing of Income Tax Returns for FY 2019-20' and 'Impact of Annual Information Statement (AIS) in ITR filing for FY 2020-21'.
3. I have been a part of organising committee of- 'Domestic Violence, a national webinar (2020).
4. In collaboration with JNRM, Pondicherry University, I conceptualised and planned a one-day workshop on "How to invest at a young age?" for the Vidya Vistar Scheme for the academic year 2021–2022. I also arranged a speaker from the investment industry.
5. Organised a seminar and event- E- Summit wherein we invited industry experts for a panel discussion under Asar- the Entrepreneurship cell (2024).

Talks/Lectures:

1. Delivered a talk as a resource person session titled- Quantitative research methods organized by research innovation and sustainable education cell, KNC on 15th March 2023.

2. Delivered a talk as a resource person session titled- How to shift consumer behaviour to be more sustainable? Organized by Green beans society, KNC in 2023.

Participation as Resource Person:

1. Research mentor under the Research and Innovation cell, Kamala Nehru College. Mentored 5 students and written 2 research paper for the inhouse journal (2021- present).
2. I judged the cross event 'markento' and 'Inferno' organised by the commerce society 2022 and gave constructive feedback to every team. Organising team was pleased with the judgement and received accolades.
3. Invited as resource person in business conclave event organized by Nurture- the incubation cell, Kamala Nehru college for judging one of their events called- Shark tank (2023).

OTHER DETAILS**Preparation of Teaching Material:**

Research Projects:

Membership in Professional Bodies:

Orientation and Refresher Courses:

1. Successfully completed a 4-Week Faculty Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” from *27 March – 23 April, 2024* and obtained **Grade A+**.
2. Completed the FIP- Guru Dakshta under MMTTP organised by UGC- MMTTC from 13th May 2024 to 08th June 2024 and obtained **Grade A+**.
3. Completed the NEP 2020 Orientation & Sensitization Programme (Programme Code: MMC-138-2024-JUNE-B-01831) in online mode under Malaviya Mission Teacher Training Programme (MMTTP) of Ministry of Education, Government of India organized by Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) from June 19, 2024 to June 28, 2024.

Field Work:

1. Organized single handedly and took students of department of commerce for an industrial visit to Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI), Manesar 10th April 2024.