


Curriculum Vitae

Title	Ms.	First Name	Pragati	Last Name	Yadav	
Designation	Assistant Professor					
Department	Commerce					
Institutional Email Address	pyadav@knc.du.ac.in					
EDUCATION						
Degree	Institution	Year	Details			
PhD	Indian Institute of Foreign Trade (IIFT, Delhi)	2021 (Pursuing)	Pursuing PhD on 'Implication of AI used by Fintech Firms'.			
M.Com B.Com (Hons)	University of Delhi SRCC, DU	2017 2015				
CAREER PROFILE						
Organisation / Institution	Designation	Duration	Role			
Kamala Nehru College, DU	Assistant Professor	5 Years	Teaching Commerce Subjects to Undergraduate Students.			
Egoz Zehnder	Research Associate	1 Year	Worked as the Knowledge Manager in the Industry Practice			
Standard & Poor's Marketing Intelligence (S&P Global)	Research Associate	2 Years 4 Months	Worked as a Researcher for Projects related to Company profiling.			
Ernst & Young (EY)	Assurance Associate	1 Year	Worked towards auditing and financial statements of top companies like McDonalds.			
AREA OF INTEREST : Marketing						

PUBLICATION DETAILS

Journal Articles:

1. Yadav, P. (2020, November), Influence of Behavioral Biases on Individual Investor Decision Making, Asian Journal of Multidisciplinary Studies, 8(11)
2. Yadav, P., Singh, P., (2021, January), NEP 2020: Policy Gaps, Indraprastha Journal of Management, Volume 9 (1,2)
3. Yadav, P., (2022, June), Acquisition of AI knowledge through Organisational learning v/s Replacement with Automation: Impact on ROI, Innovation and Resistance, International Journal of Advanced Scientific Research and Management, Volume 7 (6)
4. Yadav, P., Rajput, A., Aggarwal, I.,(2022), Are CGI Influencers Really the Future of Influencer Marketing?, International Research Journal of Commerce Arts and Science, Volume 13 (8)

Papers presented in Seminars/conferences:

- **Business Opportunity in Water Conservation in India: Exploratory research on How to turn water problems into Business Opportunity, Two-Day Multidisciplinary National Conference on 'Investing in our Water Future Opportunities and Challenges' in Collaboration with Ministry of Jal Shakti.**
- **NEP 2020: Analysing gaps between the policy and practices, National Conference on Emerging Scenario of Higher Education in India in Context of New Education Policy, SRCC.**
- **'The impact of Artificial Intelligence on Organizational Leadership and the Modern Workforce' in an International Conference on Industry 4.0: Impact of Technology on Business Environment organized by Delhi Institute of Advanced Studies, IP University.**
- **AI and Automation driven Organizational Learning: A Review and Research Agenda, 2nd Annual International Research Conference and Doctoral Workshop IIM Lucknow, Noida Campus (7 – 11 Dec 2022)**

OTHER DETAILS

Orientation and Refresher Courses:

- **One-Month Online National Faculty Induction Programme (Guru Dakshata) organized by UGC-Malaviya Mission Teacher Training Centre (UGC-MMTTC/GAD-MMTTC), SGTB Khalsa College, University of Delhi from 13th May to 08th June 2024.**