

## Curriculum Vitae

### i) General Information

- a) Name : **SUNITA YADAV**  
b) Email: [sunitadv53@gmail.com](mailto:sunitadv53@gmail.com)  
c) Phone: **8826712126**  
d) Address (Residential): A 79, TEACHER COLONY GALI NO 7, Samaypur New Delhi 42  
e) Department **COMMERCE**  
f) Date of Birth **12/11/1984**  
g) Area of Specialization **BUSINESS LAWS**

### A) Academic Qualification

Exam Passed	Board/ University	Subjects	Year	Division/Grade/Merit etc.
High School	CBSE NEW DELHI	COMMERCE	2001	1 Division
Higher Secondary Or Pre-degree	CBSE NEW DELHI	COMMERCE	2003	1 Division
Bachelor's Degree(s)	SRI SATHYA SAI UNIVERSITY, BANGALORE	COMMERCE	2006	1 Division
Master's Degree(s) M.COM M.B.A	GJU,HISSAR MDU,ROHTAK		2009	1 Division
Research Degree (s) Ph.D. Pursuing on the Topic :- Problems and Prospects of Digital Payments-A study of Delhi NCR	Maharaja Agarsen University,H.P.		2021	
Other Diploma/Certificate				

etc.				
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ii) **Research Experience & Training**

Research Stage	Title of work/Theses	University where the work was carried out
M.Phil or equivalent		
Ph.D pursuing	Problems and Prospects of Digital Payments-A study of Delhi NCR	Maharaja Agarsen University,H.P.
Post-Doctoral		
Publications (give a list separately)	<p><b>1. Title:“Viral Marketing as a Promotional Tool” as MAIN AUTHOR</b> In An International Multidisciplinary Research Journal (<b>ACADEMICIA</b>) (<b>ISSN: 2249-7137</b>) <b>Vol.4, Issue-2.</b></p> <p><b>2. Title: “The Study on effect of brand Consciousness among children on family buying behaviour” as MAIN AUTHOR in</b> An International Multidisciplinary Research Journal (<b>ACDDEMICIA</b>) (<b>ISSN:2249-7137</b>) <b>Vol.4,Issue-2.</b></p> <p><b>3. Title: “A Study on Attitudes Towards Packaged Fruit Drinks”</b> as MAIN AUTHOR in Asian Journal of Multidimensional Research (<b>AJMR</b>) (<b>ISSN:2278-4853</b>) <b>Vol.3,Issue-2.</b></p> <p><b>4. Title: “The Importance of Environment Analysis for Business Organization” as CO-AUTHOR in</b> An International Multidisciplinary Research Journal (<b>ACDDEMICIA</b>) (<b>ISSN:2249-7137</b>) <b>Vol.4,Issue-3.</b></p> <p><b>5. Title: “A Case Study of LizzatCO-Operative in India in Relation To Women Empowerment” as CO-AUTHOR in</b> Asian Journal of Multidisciplinary</p>	

	Research (AJMR) (ISSN:2278-4853) Vol.3,Issue-2. 7. Title: “A Study on Identification of Training Needs” as CO-AUTHOR in An International Multidisciplinary Research Journal (ACDDEMICIA) (ISSN:2249-7137) Vol.4,Issue-3.	
Research Guidance (give names of Students guided successfully)		
Training (please specify)		

**B) Seminars, Conferences, Symposia Workshops etc., attended**

Name of the Seminar/Conference/Symposia Workshop, etc	Name of the Sponsoring Agency	Place and Date
BUSINESS ENTERPRENURESHIP AND MANAGEMENT	UGC	JULY 2013
NATIONAL WORKSHOP ON RESEARCH METHODOLOGY AND DATA ANALYSIS	MAHARAJA AGARSEN UNIVERSITY	18 AUGUST -24 AUGUST ,2021
FDP ON ADVANCED RESEARCH TECHNIQUES IN FINANCE	SRCC,(DU)	7 July -12 July,2014

**iii) Teaching Experience**

Courses Taught	Name of the University/College/Institution	Duration
BCOM HONS, BCOM PROG,	DELHI COLLEGE OF ARTS AND COMMERCE(DELHI UNIVERSITY)	10 YEARS 3 Months
BBA	MDU ,ROHTAK	2 YEARS

**Total Teaching Experience 12 Years**