



Faculty Details Proforma For College Web-site



Title	Dr	First Name	Renu	Last Name	Yadav	Photograph
Designation		Assistant Professor				
Address		Commerce Department, Daulat Ram College, University of Delhi				
Phone No. Office		--				
Residence		--				
Mobile No.		--				
Email - ID		renuyadav@dr.du.ac.in				
Web Page		--				
Educational Qualification						
Degree	Institution				Year	
B.Com	Kurukshetra University, Kurukshetra				2008	
M.Com	Kurukshetra University, Kurukshetra				2010	
B.ed	Kurukshetra University, Kurukshetra				2011	
PhD	Amity University, Noida				2019	
UGC_NET					2012	
Career Profile						
Faculty, Department of Commerce, Daulat Ram College, University of Delhi In Service since January 2021. Experience: 4 Years						
Administrative Assignments						
Admission Convenor B. Com Prog (2026-27) Member B.A. Prog. (2025-26) College Medical Committee Member (2024-2027) Member, NSS (2024-25) Member, ECA (2021-23) Member, Skill Development Program (2021-2024) Member, Ranking (India Today: 2022-2025)						
Areas of Interest / Specialization						
Marketing, Research Methodology, Marketing Research						
Subjects Taught						

Financial Accounting with Tally
Marketing Research
Corporate Accounting
Principal of Marketing
GST and Custom Laws
Management Accounting
Business Statistics
CACC
HRM
Corporate Laws

Research Guidance

Supervised Dissertation of 2 Fourth year B Com (H) student.

Served as an ACR Member for 6 fourth year Undergraduate students of different discipline in 2025-26

Publications Profile

1. Khandai, S., Zupic, I., Kohli, H.S. Yadav, R., Kataria, S.(2025). Greenwashing and its consequences: the role of skepticism, brand embarrassment, and brand hate in shaping purchase intentions. *Qual Quant* **59**, 3723–3749. <https://doi.org/10.1007/s11135-025-02132-8>
2. Khandai, S., Kataria, S., Kohli, H. S., Yadav, R., & Mathew, J. (2024). Green choices and brand happiness: A recipe for brand evangelism. *Sustainable Development*. 1-16. (SCOPUS Indexed, ABDC Listed)
3. Khandai, S., Mathew, J., Yadav, R., Kataria, S. and Kohli, H. (2022), "Ensuring brand loyalty for firms practising sustainable marketing: a roadmap", *Society and Business Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/SBR-10-2021-0189>. (SCOPUS Indexed, ABDC- B category)
4. Kataria, S., Saini, V. K., Sharma, A. K., Yadav, R., & Kohli, H. (2021). An integrative approach to the nexus of brand loyalty and corporate social responsibility. *International Review on Public and Nonprofit Marketing*, 1-25. (SCOPUS Indexed, ABDC- B category).
5. Kohli, H. S., Khandai, S., Yadav, R., & Kataria, S. (2021). Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty. *Journal of International Commerce, Economics and Policy*, 12(02), 2150007. (SCOPUS Indexed).
6. Gupta S, Gupta P, Yadav R (2021) Understanding the impact of social media on consumer's attitude and decision-making process. *International Journal of Marketing & Business Communication*, 10(1):48–59.
7. Gupta, S., and Yadav, R. (2021). Attributes of Buying Behavior for Fashion Apparel: An Exploratory Study. *PIMT Journal of Research*, 13(3), 77-82.
8. Gupta, S., and Yadav, R. (2021). Impact of Social Factors on Clothing Purchase Behaviour Patterns: A Study on Working Women Consumers. *International Journal of Customer Relations*.9(1&2), 39-51.
9. Gupta, S; Gupta, P and Yadav, R. (2020). Role of Brand Hate on the Relationship of Consumer Personality Traits and Brand Loyalty. *International Journal of Customer Relations*. 8(2), 27-34.
10. Kohli, Harpuneet; Khandai, Sujata & Yadav, Renu. (2020). Personality: A Matter of Multiple Theories. *International Journal of Scientific & Technology Research*, 9(3), 5494-99. (SCOPUS Indexed)

Conference Organization / Presentation (in the last three years)
1. Khandai, S., Kataria, S., Kohli, H & Yadav, R (2024). Unveiling the Green Veil: Exploring the Greenwashing- Purchase intention Nexus. Presented at 9th PAN IIM World Management Conference- 2023 held at IIM Sambalpur on 22nd to 24th January 2024. 2. Khandai, S., Kataria, S., Kohli, H., Methew, J. & Yadav, R (2023). Will Brand Evangelists Pave the Path for the Sustainable Consumption? Presented at the International Conference on Sustainable Business Management (SBM 2023) jointly organized by Department of Management Studies, IIT Roorkee and Arizona State University, USA from 23rd March to 25th March, 2023 at DoMS IIT Roorkee.
Research Projects (Major Grants/Research Collaboration)
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Awards and Distinctions
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Association with Professional Bodies
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Other Activities
1. Session chair in International Conference on Business Innovation, Transformation and Sustainability, held on 22nd-23rd May, 2026, organized by SGT Global Business School, SGT University, Gurugram, Haryana, India. 2. Resource person in the In-House Skill Development Program on “Enhancing Learning Through ICT Tools”, organized by the Department of BA Program, Daulat Ram College, University of Delhi on 11th and 12th August 2025.