


Faculty Details Page on College Web-site

Title	Mrs.	First Name	SUNITA	Last Name	YADAV	Photograph
Designation	ASSISTANT PROFESSOR					
Department	COMMERCE					
Address (Residence)	A 79 TEACHER COLONY GALI NO 7					
	SAMAIPUR NEW DELHI 110042					
Phone No (Residence) optional						
Mobile	8826712126					
Fax						
Email	SUNITADV53@GMAIL.COM					
Web-Page						
Education						
Subject	Institution		Year	Details		
B.COM(HONS)	SRI SATHYA SAI UNIVERSITY , BANGALORE		2006	FIRST DIVISION		
MBA (FINANCE AND MARKETING)	M D U ROHTAK		2009	FIRST DIVISION		
Career Profile						
Organisation / Institution		Designation	Duration	Role		
DELHI COLLEGE OF ARTS AND COMMERCE (DU)		ASSISTANT PROFESSOR	4 YEARS & 3 MONTHS	TEACHING		
Research Interests / Specialization						
BUSINESS LAW, COMPANY LAW AND MARKETING						
Teaching Experience (Subjects/Courses Taught)						
4 YEARS & 3 MONTHS						
Honors & Awards						
SPORTS PLAYER AT STATE LEVEL IN GYMNASTICS.						
SPORTS CAPTAIN AT UNIVERSITY LEVEL.						
Publications						
<p>1. Title: “Viral Marketing as a Promotional Tool” as MAIN AUTHOR In An International Multidisciplinary Research Journal (ACDEMICIA) (ISSN: 2249-7137) Vol.4, Issue-2.</p> <p>2. Title: “The Study on effect of brand Consciousness among children on family buying behaviour” as MAIN AUTHOR in An International Multidisciplinary Research Journal (ACDEMICIA) (ISSN:2249-7137) Vol.4,Issue-2.</p> <p>3. Title: “A Study on Attitudes Towards Packaged Fruit Drinks” as MAIN AUTHOR in Asian Journal of Multidimensional Research (AJMR) (ISSN:2278-4853) Vol.3,Issue-2.</p> <p>4 Title: “The Importance of Environment Analysis for Business Organization” as CO-AUTHOR in An International Multidisciplinary Research Journal (ACDEMICIA) (ISSN:2249-7137) Vol.4,Issue-3.</p>						

5. Title: “A Case Study of Lizzat CO-Operative in India in Relation To Women Empowerment” as CO-AUTHOR in Asian Journal of Multidisciplinary Research (AJMR) (ISSN:2278-4853) Vol.3,Issue-2.

6. Title: “A Study on Identification of Training Needs” as CO-AUTHOR in An International Multidisciplinary Research Journal (ACDEMICIA) (ISSN:2249-7137) Vol.4,Issue-3.

7. Title: “New Guidelines For Bank Licensing-More Restrictive or more liberal?” as CO-Author in international Multidisciplinary Research Journal (ACDEMICIA) (ISSN:2249-7137) Vol.4,Issue-3.

Conference Presentations

Public Service / University Service / Consulting Activity/College Committee members

Professional Societies Memberships

Projects (Major Grants / Collaborations)

Other Details