


Faculty Profile: For University Website
Department of Commerce and Financial Studies

Name:	Dr. Ajay Pratap Yadav	
Designation:	Assistant Professor	
Degree	Ph.D. (Finance), M.Com (Finance), PGDFM, MBA (Finance)	
Additional role/ responsibility:	Member- Working group on NEP (Teacher Education Programmes) Member- Board of Studies, DCFS Member – Department Purchase Committee Member – Department Admission Committee Member- RAC and DRC, DCFS Member- Library Stock Verification Committee	
<i>total teaching experience of full time teachers in the same institution during the year</i>	4.67 Years	
Educational Qualification:	Ph.D. (Finance), M.com (Finance) PGDFM, MBA (Finance), , JRF (Commerce), UGC- NET (Management)	
Awards/ recognition:	--	
Area of Interest:	Mutual Funds, Green Finance, Capital Market, Corporate Finance.	
Courses Taught:	Indian Financial System, Security Analysis and Portfolio Management, Financial Management, Business Environment, Security Market Operations, ICT Tools in Business Research.	
Contact:	Ph: +91- 8076610812, 9718468086	

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<p>Dr. Ajay Pratap Yadav has overall teaching experience of more than 14 years. Before joining the Department of Commerce and Financial Studies, Central University of Jharkhand, he served Shaheed Bhagat Singh Evening College (University of Delhi) as Assistant Professor for more than eight years. He has also been associated with Jagran Institute of Management (Dainik Jagran Group, Kanpur) as Assistant Professor for one year. He holds a Doctorate Degree in Commerce from Banaras Hindu University (BHU). His other qualifications include M.com, MBA (Finance), PGDFM, UGC-JRF (Commerce), UGC-NET (Management). His research interest is broadly in the field of finance</p> <p>He is a life member of Indian Commerce Association (ICA), Indian Accounting Association (IAA) and founder member of Youth Empowerment and Research Association (YERA), Varanasi, India. He also serves as resource person of various institutes of repute.</p> <p>He has published more than 14 research papers in the area of finance in reputed journals including Scopus indexed, ABDC listed and UGC Care journals. He has presented papers in more than 20 seminars/conferences and attended more than 10 workshops/FDPs.</p>	
Administrative responsibilities (with active period) With duration:	
Total number of received awards, recognition, fellowships at State, National, International level from Government/Govt. recognised bodies during the year	--
Collaboration:	

<p>Articles Published/ Accepted:</p>	<p>Research Publications (Selected):</p> <ol style="list-style-type: none"> 1. Yadav A.P., Singh Bateshwar and Sweta, 2024. "Investor Sentiments and Stock Market Dynamics: Empirical Evidence from BSE Sensex during Covid-19 Pandemic. <i>Madhya Pradesh Journal of Social Sciences</i>. Vol 29 (1), pp. 100-117, ISSN 0973-855X <UGC Care Indexed > 2. Yadav Ratnesh, Yadav A.P., 2023. Adoption of Mobile Phone Based Mutual Fund Investment Applications Among Retail Investors: Empirical Evidence from UTAUT Model. <i>European Economic Letters (EEL)</i>, Vol. 13(5), 1900–1907, Issue 5 (2023). ISSN 2323-5233 <ABDC 'C' Category> 3. Sweta, Yadav A.P., 2023. Changing Dynamics of Sustainable Investing: Emerging Trends. <i>Journal of Informatics Education and Research</i>. Vol 3 (2). 2710-2723 1526-4726 <ABDC 'C' Category> 4. Awadhesh KT, Yadav A. P, 2023. Transition of Digital Currencies towards Central Bank Digital Currencies (CBDCs): Emerging Issues, <i>IOSR Journal of Economics and Finance (IOSR-JEF)</i>. Volume 14, Issue 5 Ser. 1 (Sept. – October. 2023), Page no: 45-52., P-ISSN: 2321-5933, p-ISSN: 2321-5925. https://www.iosrjournals.org/iosr-jef/papers/Vol14-Issue5/Ser-1/F1405014552.pdf. 5. Parashar P, Yadav A.P. & Anjali (2023) <i>IOSR Journal of Business and Management (IOSR-JBM)</i>, Volume 25, Issue 9 Ser. 2 (Sept, 2023), Page no: 27-38., e-ISSN:2278-487X, p-ISSN: 2319-7668 6. Yadav A. P., Kumar Manish, 2018. Business and financial risks in Reliance Industries Limited: An Empirical Investigation. <i>ELK's International Journal of Finance - (EAPJFRM)</i>. Vol. 09 (Issue 02), page no: 11-31, P-ISSN: 0976-7185, E-ISSN:2349-2325. https://www.elkjournals.com/journalcurrentissue.asp?JType=EAPJFRM&VType=9&IType=2. 7. Yadav A. P., Tiwari A.K., 2018. Analysis of Impact of Demonetization on Digital Transactions in India. <i>IOSR Journal of Business and Management (IOSR-JBM)</i>. Vol. 20, (Issue 4), Ver. III, page no: 21-28, P-ISSN: 2319-7668, E-ISSN: 2278-487X, DOI: 10.9790/487X-2004032128, https://www.iosrjournals.org/iosr-jbm/pages/20(4)Version-3.html. 8. Yadav A. P., 2015. Indian Mutual Fund Industry: From Inception to Advancement. <i>Indian Journal of Finance</i>. Vol. 09, (No. 5), page no: 47-61, ISSN: 0973-8711, DOI: 10.17010/ijf/2015/v9i5/71452, http://www.indianjournaloffinance.co.in/index.php/IJF/article/view/71452. <Scopes Indexed>
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9. Yadav A. P., 2014. Determinants of Return on Equity: A Comparative Study of Tata Motors and Maruti Suzuki. *Indian Journal of Commerce*. Vol. 67 (No.3), page no: 35-47, ISSN: 0019-512X. <UGC Care Listed >
10. Yadav A. P., Tiwari A.K. & Kumar Manish, 2014. Du Pont Analysis of Return on Equity of Indian Banking Sector. *Hermeneutics*. Vol. 04 (No.1), page no: 37-42, ISSN: 2231-6353.
11. Yadav A. P., 2013. Managing Sustainable Growth Rate: A Case Study on Tata Motors and Maruti Suzuki. *Asia-Pacific Finance and Accounting Review*. Vol. 01 (No. 4), page no: 95-110, P-ISSN 2278-1838 E-ISSN 2319-7218.
12. Yadav A. P., 2011. A Comparative Study on Investor's Perception: Public Sector Mutual Funds and Private Sector Mutual Funds. *International journal of Business Economics and Management Research (IJBEMR)*. Vol. 02, (Issue 4), page no: 252-265, ISSN: 2229-4848.
13. Singh F. B., Yadav A.P., 2010. Global Financial Crunch and India's Economic Growth: A Deep Insight, *Indian Journal of Finance*, Vol. IV (No.1) page no: 40-45, ISSN: 0973-8711. <http://indianjournaloffinance.co.in/index.php/IJF/article/view/72644>. <Scopes Indexed>
14. Singh F. B., Yadav A.P., 2010. Indian Mutual Fund Industry: Gaining Recognition, *Anusilan Research Journal of Indian Cultural, Social & Philosophical Stream* , XII(2) , 43-48, 2010

Books:

1. A. P. Yadav and A. K. Tiwari, 2020. Current Issues in Economics and Finance-2020, Sharp Mind Publishers & Distributors, UP, India, 2020. ISBN: 978-81-947735-0-4.
2. K. B. Singh and A. P. Yadav, 2021. Infrastructure Finance, Navyug Books International, Delhi, India, 2021. ISBN: 978-81-952480-7-0.

Book Chapters (Selected):

1. Singh Prabodh, Tiwari A. K. and Yadav A. P., 2024. Cyber Security in Finance: Building a Fortress against Digital Threats. In: *Commerce, Management & Technology: The Intersection*; Navyug Books International, Delhi, ISBN: 978-93-931968-9-2.

	<ol style="list-style-type: none"> 2. Singh K.B., Yadav A.P. and Xavier Samir, 2021. Bad Bank: Need and Challenges for the Indian Banking Sector <i>In: Indian Economy 2020: Infrastructure Finance</i>, Navyug Books International, Delhi, pp. 1-18. ISBN: 978-81-952480-7-0 3. Tiwari A.K. and Yadav A.P., 2020. Managing Personal Finance during Covid-19 Pandemic: An Imperative for Building Financial Resilience. <i>In: Indian Economy 2020: Current Issues and Future Prospects</i>; K.B. Singh, Navyug Books International, Delhi, pp. 171-189. ISBN: 978-81-946182-0-1. 4. Tiwari A.K. and Yadav A. P., 2020. Dynamics of Cyber Attack and Online Scam & Fraud during Covid-19 Pandemic. <i>In: Entrepreneurship Development</i>; Ajay K.K. and V. V.Arya, KBC Nano Publications Pvt. Ltd. Delhi, pp 84-93. ISBN: 13-978-93-83918-41-6. 5. Singh F.B., Yadav A.P., 2010. State of Competition among the Mutual Funds in India: An Analytical Study. <i>In: Storming Global Business: Rise of Asian Tigers</i>; B. Pattanayak, P. Niranjana, K.S. Ray and Sumita Mishra, Excel Books, Delhi, pp 139-146. ISBN: 978-81-7446-788-1.
Seminar/Workshop/Conference Participation:	Seminars/Conferences (Selected): <ol style="list-style-type: none"> 1. A.P. Yadav, Ratnesh Kumar Yadav, 2023. Exploring the Adoption of Mobile Phone Based Mutual Fund Investment Applications Among Retail Investors. <i>Paper presented at the 74th AICC-23, Annual Conference of Indian Commerce Association</i> hosted by Department of Commerce, University of Delhi, during Dec 13-15, 2023. 2. A.P. Yadav, Sweta, 2023. Determinants of Sustainable Investing Among Retail Investors: An Empirical Investigation. <i>Paper presented at IIM Ranchi in the ISDSI Global Conference 2023 Reimagining Globalization: The Power of Digital Interconnection in a Deglobalizing World</i> during Dec 26-29, 2023.

3. A.P. Yadav, Ratnesh Kumar Yadav, 2022, "Recent Trends in Indian Mutual Fund Industry: Evidence Before Covid-19 and During Covid-19 Pandemic" *Paper presented at National E-Conference on Industry 4.0 and Society 5.0* organized by Department of Management Sciences, Mahatma Gandhi Central University, Motihari, Bihar on August 27-28, 2022.
4. A.P. Yadav, Bateshwar Singh, 2020. An Analysis of Shareholder's Return using Panel Data: A Case of Indian Automobile Industry. *Paper presented at ISDSI-Global Conference 2021: Leading Business in Fluid World* organized by Indian Institute of Management, Nagpur during December 27-30, 2021.
5. Bateshwar Singh, A. P. Yadav, 2020. Impact of Non-Performing Assets. *Paper presented at ISDSI-Global Conference 2021: Leading Business in Fluid World* organized by Indian Institute of Management, Nagpur during December 27-30, 2021.
6. A.K. Tiwari, G. C. Yadav & A. P. Yadav, 2020. Covid-19 Pandemic: Impact, Challenges and Effective Measures taken in Indian Banking Industry. *Paper presented at national Webinar on Pandemic Covid-19: Present and Future Challenges* organized by KMCLU and KGMU, Lucknow, U.P. on May 05, 2020.
7. A.K. Tiwari and A. P. Yadav, 2020. Managing personal finance: An Imperative for addressing Financial Emergency. *Paper presented at National Webinar on Managing Personal Finance During Covid-19* organized by Govt. P.G. College, Obra in Association with Indian Accounting Association, Mirzapur Branch during May 6-7, 2020.
8. A.P. Yadav and A.K. Tiwari, 2017. Implications of Emergence of Payment Banks in Indian Banking Scenario. *Paper presented at International Conference on Global Economies and Image of India* organized by Youth Empowerment and Research Association (YERA) In Collaboration With V.P.Institute Of Management Studies & Research during Oct. 03, 2017.
9. A.P. Yadav and G.C. Yadav, 2016. Startups in India: Current Scenario and Future Prospects. *Paper presented at 69th All India Commerce Conference* organized by University of Lucknow, Lucknow during Nov. 11-13, 2016.
10. Amit Kumar, Triveni and A. P. Yadav, 2016. Role of FDI in Environmental Degradation: Evidence from India. *Paper presented at International Conference on Sustainable Business Models: Innovative Strategies and Practices* organized by Shyam Lal College, University of Delhi during March 16-17, 2016.
11. A.P. Yadav and Rajan, 2012. Managing Sustainable Growth Rate: A Case Study on Tata Motors and Maruti Udyog. *Paper presented at International*

Conference on Multinational Enterprises and Sustainable Development: Best Strategies, Issues and Practices organized by Shaheed Bhagat Singh Evening College (University of Delhi) Delhi, India in collaboration with College (Du), ICN Business School France, Cerefige France and Georgia Tech USA during Dec.12-14, 2012.

12. A.P. Yadav and Triveni, 2012. Making a Meaningful Difference in People's Lives: A Case Study on Role of SAIL on CSR. *Paper presented at National Seminar on Corporate Social Responsibility: Issues & Challenges* organized by Kirori Mal College, University of Delhi during Aug. 24-25, 2012.
13. A.P. Yadav and A. K. Tiwari, 2011. Decoding Direct Tax Code: Investment Perspective 2011. *Paper presented at 34TH All India Accounting Conference* organized by Department of Accountancy and Business Statistics, University of Rajasthan during Dec. 17-18, 2011.
14. A.K. Tiwari and A.P. Yadav, 2010. Paradigm Shift in Direct Taxation in India. *Paper presented at 63RD All India Commerce Conference* organized by University of Goa during Oct. 1-3, 2010.
15. A.K. Tiwari and A.P. Yadav, 2010. Disaster Management & Post Disaster Recovery. *Paper presented at International Conference on Strategic Management of Energy, Environment & Disaster for Sustainable Development* organized by FMS-BHU and Global Strategic Management Inc. Saxon Drive, Michigan, USA during Jan. 11-15, 2010.
16. A.K. Tiwari and A.P. Yadav, 2009. Derivative Accounting: Imperative for Indian Accounting Standard. *Paper presented at XXXII All India Accounting Conference of Indian Accounting Association* organized by Indian Accounting Association (Gwalior Branch) during Nov.14-15, 2009.
17. A.P. Yadav and A.K. Tiwari, 2009. Globalization and Indian Banking Services: Issues & Challenges. *Paper presented at National Seminar on Globalization: Emerging Challenges for the Indian Economy* organized by Department of Economics, V.B.S .Purvanchal University, Jaunpur during Feb. 27-28, 2009.
18. F.B. Singh and A. P. Yadav, 2008. Indian Mutual Fund Industry: Gaining Recognition. *Paper presented at 2nd International Conference on Management Science & Arts* organized by Faculty of Mgt. Studies, Gurukul Kangri University, Haridwar U.K. during Sept. 15-17, 2008.
19. F.B. Singh and Ajay Pratap Yadav, 2008. State of Competition among the Mutual Funds in India-An Analytical Study. *Paper presented at National Seminar on Banking & Insurance in 21st Century* organized by Faculty of Commerce, BHU, Varanasi on April 05, 2008.

Workshops/FDPs (From 2019 onward):

20. A.P. Yadav, 2020. Participated in Faculty Development Programme (*FDP*) on “Moodle Learning Management System” organized by Atal Bihari Vajpayee University, Bilaspur in association with IIT, Bombay Spoken Tutorial (An Initiative of National Mission on Education through ICT, MHRD, Govt. of India) during May 12-17, 2020.
21. A.P. Yadav, 2020. Successfully Completed 4-week Induction/Orientation Programme for Faculty in Universities of Higher Education Organized by TLC, Ramanujan College, Delhi University during June 04 - July 01, 2020.
22. A.P. Yadav, 2020. Attended one week online *FDP* on “Financial Modelling using Excel” organized by IMS Ghaziabad during July 27-31, 2020.
23. A.P. Yadav, 2020. Attended one week *Training Programme* on “ICT Tools for Teaching, Learning and Administration” organized by Department of Electronics and Communication, J.K. Institute of Applied Sciences, University of Allahabad during August 04-10, 2020.
24. A.P. Yadav, 2021. Attended QIP Short Term Course (online) on “*Financial Time Series Modelling in R*” organized by the Department of Economic Sciences, IIT Kanpur during February 15-20, 2021.
25. A.P. Yadav, 2021. Participated & completed successfully AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Financial Derivatives and Strategies" organized by Cochin University of Science and Technology during July 12-16, 2021.
26. A.P. Yadav, 2021. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Time Series Analysis" organized by Institute of Management Studies, Banaras Hindu University during from December 26-30, 2021.
27. A.P. Yadav, 2021. Participated in Online Lecture & Training Programme on “Faculty Development Programme - QIP” organized by Internal Quality Assurance Cell (IQAC), Central University of Jharkhand held during January 30 - February 13, 2022.
28. A.P. Yadav, 2022. Participated and successfully completed Two weeks Interdisciplinary Refresher Course on “Advanced Research Methodology & Multivariate Data Analysis” organized by TLC, Ramanujan College, Delhi University during April 30 –May 12, 2022.

Program Organized:

1. Organized a National webinar as *Co-convener* on “Entrepreneurs’ Talk- Build Your Ideas”, organized by DCFS on April 27, 2020.

	<ol style="list-style-type: none"> 2. Organized a National webinar as <i>Co-convener</i>. on “Impact of Covid-19 on Indian Economy” organized by DCFS on May 07, 2020 3. Organized an International webinar as <i>organizing secretary</i> on “Impact of Covid-19 on World Economy” organized by DCFS on May 14, 2020. 4. Organized online Research Methodoly Workshop as <i>Co-convener</i> during September 6 – 10, 2021 by DCFS. 5. Organized an ICSSR sponsored National Seminar as <i>Organizing Secretary</i> on “Atmanirbhar Bharat: Building Resilience, Sustainability and Global Competitiveness”, organized by DCFS during 11-12 November, 2022. 6. Organized an ICSSR National Seminar as <i>Organizing Secretary</i> on NEP 2020 Model Curriculum and Content in Commerce and Business- Transforming Commerce and Business Education Towards Making India Vishwaguru During 7-8 December, 2023.
Any other information:	-----
<i>The institution provides seed money to its teachers for research (amount INR in Lakhs)</i>	-----
Updated as on	3 rd July,2024