

CURRICULUM VITAE

Manish Kumar Yadav

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Current Activity

- ⌚ Presently pursuing **Ph.D. in Management** at Faculty of Management Studies, Banaras Hindu University, Varanasi from September 2010.
Research Topic ---- “A Study of Service Quality in Indian Banking Industry.”

Professional Qualification

- **MBA (Marketing & HR)** from Rajarshi School of Management & Technology affiliated to Uttar Pradesh Technical University in 2010.

Academic Qualification

- Completed Graduation **B.A (Statistics)** from Department of Statistics, Banaras Hindu University in 2007.
- Intermediate from Prabhu Narayan Inter College Ramnagar, Varanasi, UP in 2003.
- High School Prabhu Narayan Inter College Ramnagar, Varanasi, UP in 2001.

Other Qualification

- Qualified UGC-National Eligibility Test (UGC- NET) in Management on June 2012.

Summer Internship

- PROJECT NAME: **“Standard Operating Procedure of SBU-HR function in BALCO, Chhattisgarh”**
- NATURE OF WORK: As a HR manager Trainee
- DEPARTMENT : HR Department
- COMPANY : BALCO Korba Chhattisgarh

Area of Specialization

- Marketing
- HR

Area of Interest for Teaching

- Research Methodology
- Marketing Management

Paper Published and Presented

- ⌚ Presented a paper title “**Service quality gap analysis in Indian public banks**” is in International conference on Competition & Competitiveness of Global Corporate Sector organized by Srusti Academy of Management Bhubaneswar, Odisha India.
- ⌚ Paper title “An investigation of internal customer satisfaction into Micro Small & Medium Enterprises” is presented at UGC sponsored seminar on Management of Micro, Small & Medium Enterprises (MSMEs) in India problem & prospect organize by department of commerce government PG College Una (H.P) held on March 12,13,2011.
- ⌚ Paper Published on the “Service quality assessment of rural banks-A study of select banks of Varanasi.” LBS Journal of Management & Research Volume IX, January –December, 2011 No.1&2.
- ⌚ Paper published on the “An investigation into internal customer satisfaction in Micro Small and Medium Enterprises in Varanasi” is published in Management journal "Adhyayan" journal of School of Management Sciences, Luck now.
- ⌚ Paper Published on the title “**Service quality gap analysis in Indian public banks**” in Srusti Management Review, Vol -V, Issue - I, January-2012
- ⌚ Paper communicated on the topic “A Gap study of Service Quality Dimensions in Indian Banking Industry”

Research Papers Communicated

- ⌚ Paper communicated on the topic of “**An Impact Study of Teacher’s Motivation on Student’s Satisfaction in Management Institutions.**”
- ⌚ Paper communicated on the topic of “**A Gap study of Service Quality Dimensions in Indian Banking Industry**”

Research Paper Accepted for Presentation and Publication:

- Research Paper accepted in “International Conference on Marketing Paradigms in Emerging Economies (Dec 4th-5th, 2012) at FMS-BHU, Varanasi.

Paper Title: An Empirical Assessment of Service Quality in India Retail: A Study of Select Apparel Retail Stores

Paper Title: Substance of Customer Loyalty: An Appraisal

Paper Title: Differentiation through Customer Loyalty: A Case Study of Indian Insurance Industry

Workshops & Training Programmes Attended

- Attended National Workshop (ONE WEEK) on SPSS conducted by department of statistics and Centre for Interdisciplinary Mathematical Sciences, Banaras Hindu University Varanasi.
- Participated in 2 days National Workshop on Structural Equation Modelling in Social Science Research organized by Faculty of Management Studies, Banaras Hindu University on 2 and 3 March 2012.
- Attended National Workshop (2 Days) on “Social business lab @ B- School, at FMS, BHU held on January 6-7, 2012.

Faculty Development Programme Attended

- Attended Faculty Development Programme (7 Days) on “Advanced data analysis for management research, ABV- IITM- Gwalior on July 23-29, 2012.

Computer Proficiency

- Conversant with working knowledge of computer in MS-Word and MS- Power Point.

Personal Detail

Date of Birth	: May15, 1986
Father’s Name	: Ram Sewak
Nationality	: Indian
Gender	: Male
Marital Status	: Unmarried
Languages Known	: Hindi and English
Phone No	: 09506069866
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