

SCHOOL OF BUSINESS STUDIES

CENTRAL UNIVERSITY OF JAMMU

Faculty Curriculum Vitae – AACSB Format

Instructions: Complete all sections. This CV format aligns with AACSB Table 15-1 requirements. Update annually.

1. PERSONAL INFORMATION

Full Name	Dr. Arun Yadav
Designation	Assistant Professor
Department	Marketing and Supply Chain Management
Date of Joining SBS	29/11/2023
Highest Qualification	Ph.D. in Management
Areas of Specialization	Marketing, Consumer Behaviour, Digital Marketing, IT
Email / Phone	arun.mscm@cujiammu.ac.in
ORCID / Google Scholar ID	0009-0003-9930-7538

2. AACSB FACULTY QUALIFICATION STATUS

Select your classification based on AACSB Standard 15. Dean/Committee will verify.

Classification	Criteria	Check (✓)
SA – Scholarly Academic	Doctoral degree + sustained peer-reviewed research (2+ PRJs in last 5 years)	<input checked="" type="checkbox"/>
PA – Practice Academic	Doctoral degree + sustained professional engagement	<input type="checkbox"/>
SP – Scholarly Practitioner	Master's + professional experience + scholarly contributions	<input type="checkbox"/>
IP – Instructional Practitioner	Master's + significant professional experience	<input type="checkbox"/>

3. ACADEMIC QUALIFICATIONS

Degree	Discipline/Specialization	Institution	Year	Thesis Title (if applicable)
Ph.D.	Management	Central University of Haryana	2018	A study of problems and prospects in mass adoption of mobile broadband services in southern Haryana
M.Phil./MBA/MA	MBA	FMS, Delhi University	2012	
Bachelor's	B.Tech	Kurukshetra University	2004	
Other				

4. TEACHING PORTFOLIO (Last 5 Years)

Course Name	Program (MBA/BBA/PhD)	Semester & Year	Student Feedback Score	Innovations Used
Financial Management	MBA	2024		
Green Marketing	MBA	2024		
Digital Marketing	MBA	2024		
Management Accounting	MBA	2024		
Human Resource Management	MBA	2024		
AI in Business Management	MBA	2025		

Sustainable Marketing	MBA	2025		
AI Strategies for Management	BBA	2025		
Sustainable Development for Business	BBA	2026		

List all courses taught. Attach student evaluation summaries if available.

5. INTELLECTUAL CONTRIBUTIONS (Last 5 Years)

AACSB categorizes ICs as: (a) Basic/Discovery Scholarship, (b) Applied/Integration, (c) Teaching/Pedagogical. List ALL outputs.

5a. Peer-Reviewed Journal Articles

#	Title	Journal Name	Year	ABDC/A BS Rank	Impact Factor	IC Type (D/A/T)
1.	Exploring neuromarketing's influence on consumer impulsivity through the lens of personality traits	Frontiers in Psychology	2026	Scopus/SSCI	2.9	T
2.	Exploring the moderating role of price sensitivity between attitude and intention to buy sustainable products in India	Discover Sustainability	2026	Scopus/ESCI	3	T

5b. Conference Proceedings / Presentations

#	Title	Conference Name & Location	Year	IC Type
1.	Gig Economy and women empowerment: A pathway to sustainable development and digital dignity	Gender inclusion, empowerment & dignity for sustainable development, SBS, CUJ, Jammu	2024	A
2.	AI and rural India: the case for change	Role of AI in business management: perspectives & implications on the way to Viksit Bharat, MSCM, Jammu	2024	A

5c. Books / Book Chapters / Edited Volumes

#	Title	Publisher / ISBN	Year	IC Type

5d. Case Studies / Working Papers / Other Scholarly Outputs

#	Description	Outlet/Status	Year	IC Type

6. FUNDED RESEARCH PROJECTS

#	Project Title	Funding Agency	Amount (INR)	Duration	Role (PI/Co-PI)

7. PROFESSIONAL ENGAGEMENT & SERVICE

Important for PA/SP/IP classifications. Include consulting, board memberships, industry training, etc.

Industry Consulting / Advisory Roles	
Board Memberships / Committee Service	
Professional Certifications / Licenses	
Executive Education / FDPs Conducted	
Editorial Board / Journal Reviewer	
MoUs / Industry Collaborations Facilitated	
Patents / Copyrights / IPR	

8. Ph.D. SUPERVISION

#	Scholar Name	Research Topic	Status (Ongoing/Awarded)	Year of Award
1	Mr. Parveen Yadav	Influence of sustainable marketing determinants on purchase behaviour of consumers	Ongoing	
2	Mr. Abhinav Thakur	Not Finalised	Ongoing	

9. AWARDS, HONORS & RECOGNITIONS

#	Award / Honor	Conferring Body	Year

10. SOCIETAL IMPACT & COMMUNITY ENGAGEMENT

AACSB Standard 9 emphasizes engagement and societal impact. Include outreach, CSR, community service.

#	Activity / Initiative	Impact / Beneficiaries	Year

DECLARATION

I certify that the information provided above is true and complete to the best of my knowledge.

Signature: _____

Date: _____

Verified by Dean: _____