

CURRICULUM VITAE

MAMTA YADAV

Near to old police station, Subabazar urf Khorabar

Gorakhpur Uttar Pradesh, 273010.

Mobile no: 8887863060,8853255494

Email: yadvmamta1993@gmail.com



SPECIALIZATION: MARKETING

CURRENT STATUS

- **PhD:** Thesis titled “A Study into the Changing Pattern of Consumer Preferences towards Entertainment Media with Reference to Gorakhpur District” from the Department of Commerce of Deen Dayal Upadhyaya Gorakhpur University in December 2024.
- Three times UGC NET qualified in Commerce Subject.

EDUCATIONAL QUALIFICATIONS

- **M.COM: YEAR 2016**

Secured **64.6% Aggregate** from Deen Dayal Upadhyaya Gorakhpur University

- **B.COM: YEAR 2014**

Secured **62.80% Aggregate** from Deen Dayal Upadhyaya Gorakhpur University

- **INTERMEDIATE: YEAR 2011**

Secured **78.3% Aggregate** from St Joseph’s School Khorabar Gorakhpur

- **CLASS X: YEAR 2009**

Secured **73.4% Aggregate** from St Joseph’s School Khorabar Gorakhpur

WORK EXPERIENCE

- Two years of teaching experience in Kailash Institute of Management.
- Currently working as an Assistant Professor at the KIPM- College of Management since 16th August 2023

COMPUTER SKILL

CCC Qualified from NIELIT “National Institute of Electronics & Information Technology, Gorakhpur”

PAPER PUBLISHED

- ❖ **Mamta Yadav, Manish Kumar Srivastava, (2020)** "A Study of Changing Consumer Trends in the Entertainment Industry." *Iconic Research and Engineering Journals*, 4(4): 9-16 ISSN: 2456-8880
- ❖ **Manish Kumar Srivastava, Mamta Yadav (2021)** "Impact of Covid-19 on Media and Entertainment Industry" *International Journal of Research in Computer Application & Management* Volume no. 11 (2021), Issue no. 03 (March) ISSN 2231-1009
- ❖ **MamtaYadav, ManishKumarSrivastava(2023)**"AStudyofTelevisionandRadioasaMediumofEducation:AReview"
*InternationalJournalof CreativeComputerApplicationandManagement*Volume 11, Issue 6 June 2023ISSN: 2320-2882

PERSONAL DETAILS

Father's Name:Ram Narayan Yadav

Address: Near to old police station, Suba bazaar urf Khorabar Gorakhpur Uttar Pradesh, 273010.

Date of Birth: January 18, 1993.

Sex: Female

Marital Status:Single

Languages Known: English, Hindi

Nationality:Indian

STRENGTHS

- **Very strong Will Power**
- **Adaptability**
- **Punctuality**

I hereby declare that all the information stated above is true to the best of my knowledge.

Place: Gorakhpur

Date:

(MAMTA YADAV)