

## Details of Publication

### Prof. Vinod Kumar Yadav

Professor of HRM & OB, HBTU Kanpur India

TITLE	CITED BY	YEAR
<a href="#">Impact of Technology in E-Retailing Operations: A Consumer Perspective</a> A Agarwal, VK Yadav Procedia-Social and Behavioral Sciences 189, 252-258	16	2015
<a href="#">Performance Measurement System in Hotel Industry: An Empirical Study of Select Indian companies</a> VK Yadav PERFORMANCE MEASUREMENT AND MANAGEMENT: PUBLIC AND PRIVATE, Andy Neely, Mike ...	3	2006
<a href="#">A study of Performance Measurement Model for Business Process Outsourcing Services and Its Importance</a> VK Yadav Supply Chain Management 1	3*	2005
<a href="#">Performance Measurement System in Banking Services in India</a> VK Yadav International Journal of Productivity Management and Assessment Technologies ...	2	2014
<a href="#">Operation of Big-Data Analytics and Interactive Advertisement for Product/Service Delineation so as to Approach Its Customers</a> HK Saluja, VK Yadav, KM Mohapatra Advances in Manufacturing and Industrial Engineering, 247-256	1	2021
<a href="#">Big-data for Interactive Advertisement: Few Propositions</a> HK Saluja, RRK Sharma, VK Yadav, V Drave Proceedings of the IEOM Conference 1 (01), 633-637	1	2018
<a href="#">Performance Measurement System in Telecommunication Services: A Study of Select Indian Companies</a> VK Yadav International Journal of Productivity Management and Assessment Technologies ...	1	2017
<a href="#">HUMAN RESOURCE DEVELOPMENT IN TOURISM INDUSTRY IN INDIA</a> V Singh, VK Yadav Journal of Management Value & Ethics	1	2015
<a href="#">Strategic Insights into the services sector in India</a> VK Yadav Aatmbodh-An International Journal of Management 4 (1), 44-53	1	2010
<a href="#">Relating Ad Content to Personality and Culture</a> HK Saluja, VK Yadav, KM Mohapatra Related Organisation Variables to Functional Areas of the Firm 1, 92-95		2020
<a href="#">The Transition of Advertisement from Conventional to Interactive: A Systematic Literature Review</a> HK Saluja, VK Yadav, KM Mohapatra Pacific Business Review international 12 (01), 48-62		2019
<a href="#">Analyzing the efficacy of Traditional Media and Digital Media in Educational Institutions of India: A Study of Undergraduate Students at HBTU, Kanpur</a> HK Saluja, S Singh, VK Yadav, KM Mohapatra A Journal of Composite Theory 12 (11), 1758-1772		2019
<a href="#">Interactive Advertisement: Emergence of new dimension</a> HK Saluja, VK Yadav, KM Mohapatra International Journal of Social Science and Development Policy 4 (02), 19-27		2018

TITLE	CITED BY	YEAR
<a href="#">Correlate of employee engagement on work performance: A study of technical institutions of Kanpur</a> S Srivastav, VK Yadav Quest-The Journal of UGC-HRDC Nainital 12 (3), 247-255		2018
<a href="#">The Next Big Thing in E-Advertising</a> HK Saluja, VK Yadav Proceedings of 3rd International Conference on Advances in Management ...		2017
<a href="#">Developing Alternate Language Learning Solutions using ICT</a> VK Yadav, N Ambreen Proceedings of National conference on recent advances in ICT, 2017, 68-72		2017
<a href="#">Performance Measurement System in Banking Services in India</a> VK Yadav Decision management: Concept, Methodologies, Tools and Applications 1, 1192-1204		2017
<a href="#">The Next Big Thing in E-Advertising</a> HK Saluja, VK Yadav, KM Mohapatra 3rd International Conference on Advances in Management & Decision Sciences 3 ...		2017
<a href="#">Measuring Performance in Insurance Services of India: An Empirical Study</a> VK Yadav International Journal of Social Science and Development Policy 3 (02), 74-86		2017
<a href="#">Strategic Orientation of e-advertisement in India: An Integrative Approach of Product Promotion</a> HK Saluja, VK Yadav Proceeding of 2nd International Conference on Advances in Management and ...		2016
<a href="#">Implications of Organisational Culture on HRD climate in Management Education: A literature Study</a> VK Yadav, S Srivastav ARS Journal of Applied Research and Social Sciences 3 (17), 31-42		2016
<a href="#">HRD Climate in Management Education: Framework Study of Private Management Institutions in Uttar Pradesh, India</a> VK Yadav, S Srivastav International Journal of Research in Social Sciences 6 (10), 274-290		2016
<a href="#">After e-advertising, what next?</a> HK Saluja, VK Yadav Proceeding of International Conference of Marketing in Emerging Economies ...		2015
<a href="#">A Study of SWOT Analysis of UP Tourism</a> VK Yadav, V Singh Proceedings of 1st International Conference of Advances in Management and ...		2015
<a href="#">Retailing Strategy at Local level: A Study of Kanpur</a> VK Yadav, A Agarwal Proceedings of 1st International Conference of Advances in Management and ...		2015
<a href="#">Role of Research in Teaching</a> VK Yadav Elements of Teaching Learning Process 1, 104-108		2015
<a href="#">The Learning Models and their relevance in Teaching learning Process</a> VK Yadav Elements of Teaching Learning Process 1, 98-103		2015
<a href="#">Importance of Communication in the HR Acquisition</a> S Agarwal, VK Yadav IOSR Journal of Engineering 5 (05), 12-15		2015
<a href="#">Technological Reforms in Banking Operations</a> VK Yadav, S Srivastav Proceeding of XVIII Annual International Conference of the Society of ...		2014
<a href="#">Rural Development through Rural Employment: Issues with MNREGA</a>		2014

TITLE	CITED BY	YEAR
VK Yadav, A Agarwal Dimensions of Public Policy: Changing Scenario, 24-31		
<b>Role of Microfinance in promoting Rural Development</b> VK Yadav, S Srivastava Dimensions of Public Policy: Changing Scenario 1, 01		2014
<b>Crowd Sourcing: A Source of Brand Strength</b> VK Yadav, S Srivastav		2014
<b>Human Resource Management in India</b> VK Yadav Trends and Challenges in Business Management 1, 139-143		2014
<b>Placement Pattern in Technical Education in Inida: A Study of Selected Technical Institutions of Uttar Pradesh</b> VK Yadav AATMBODH- An International Journal of Management 11 (02), 09-12		2014
<b>Pay policy in technical education of India: a critical analysis</b> VK Yadav International Journal of Education Economics and Development 5 (3), 280-289		2014
<b>Scaled Un-scaled: A Case Study</b> VK Yadav AATMBODH- An International Journal of Management 10 (01), 70-71		2013
<b>Responsibility vs Accountability: A Case Study</b> VK Yadav International Journal of Human Potential Development 6 (02)		2012
<b>Is Merger a Solution? A Case Study of Vee Two Enterprises, Lucknow, India</b> VK Yadav Proceedings of 13th Annual Convention of Strategic Management Forum (SMF)		2010
<b>Quality Management through Quality Certification</b> VK Yadav Quality Management Practices, 53		2008