Faculty Profile

Name: **Dr. Jitendra Yadav**

Designation: Assistant Professor

Teaching Areas: Marketing Management

                    Consumer Behavior

                    Integrated Marketing Communications

Research Interest: Influencer Marketing

                    Data Mining and Knowledge Discovery

                    Functional Analysis of Behavior
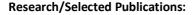
                    Socio cybernetics

Education: Ph.D., Indian Institute of Information Technology, Allahabad, 2022

                    MBA, Babasaheb Bhimrao Ambedkar University, Lucknow, 2017

                    UGC-NET, 2017

Research/Selected Publications:

1. Yadav, J., Misra, M., Rana, N. P., & Singh, K. (2022). Exploring the synergy between nano-influencers and sports community: behavior mapping through machine learning. *Information Technology & People,* 35(7), 1829–1854. https://doi.org/10.1108/ITP-03-2021-0219 **(ABDC – A, ABS - 3)**

2. Yadav, J., Misra, M., Rana, N. P., Singh, K., & Goundar, S. (2022). Netizens' behavior towards a blockchain-based esports framework: a TPB and machine learning integrated approach. *International Journal of Sports Marketing and Sponsorship,* 23(4), 665–683. https://doi.org/10.1108/IJSMS-06-2021-0130 **(ABDC – B, ABS - 1)**

3. Yadav, J., Misra, M., & Singh, K. (2022). Sensitizing Netizen's behavior through influencer intervention enabled by crowdsourcing – a case of reddit. *Behaviour & Information Technology,* 41(6), 1286–1297. https://doi.org/10.1080/0144929X.2021.1872705 **(ABDC – A, ABS - 2)**

4. Yadav, J., Misra, M., Singh, K., & Goundar, S. (2022). Unmasking Counterfeit Readymade Garments in India Using Blockchain Technology. *In The Convergence of Artificial Intelligence and Blockchain Technologies* (pp. 393–410). WORLD SCIENTIFIC. https://doi.org/10.1142/9789811225079_0018 **(SCOPUS)**

5. Singh, K., Misra, M., & Yadav, J. (2021). Corporate social responsibility and financial inclusion: Evaluating the moderating effect of income. *Managerial and Decision Economics,* 42(5), 1263–1274. https://doi.org/10.1002/mde.3306 **(ABDC – B, ABS - 2)**