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Umesh Singh Yadav

Date of Birth	2033-07-23 B.S. (1976-11-08)
Work Experience	<p>2060 B.S. (2003 A.D.)—till date School of Business, Pokhara University Leknath-12, Pokhara</p> <ul style="list-style-type: none">▪ Working as a lecturer of Marketing and engaged in teaching marketing and general management related courses in graduate and undergraduate level.▪ Worked as a member of 'Examination Committee' in the University from 30th May 2013.▪ Worked as a member of 'Management Subject Committee' in the University from 16th May 2012.▪ Member of the Editorial Board of DAVCC's Advance Management Research: An International Journal of DAV Centenary College, Delhi, India.▪ Worked as Acting Campus Chief for the period of three months. <p>2059-2060 B.S. (2002-2003 A.D.): Nepal Tourism & Hotel Management College, Chinnedanda, Pokhara</p> <ul style="list-style-type: none">▪ Taught Travel and Tourism Marketing in Bachelor of Hotel Management (BHM).
Academic Qualification	<ul style="list-style-type: none">▪ Completed PhD from Faculty of Commerce, University College of Commerce and Management Studies, MLSU, Udaipur, Rajasthan, India.▪ Accomplished Master's in Business Administration (MBA) with first division marks taking Marketing as specialization subject from P.N. Campus, Tribhuvan University in 2058 B.S (2000 A.D.).▪ Passed Bachelors of Commerce (B.Com.) taking Accountancy as the major subject with second division marks from P.N. Campus, Tribhuvan University in 2054 B.S (1997 A.D.)
Seminars, Workshops, Training & Others	<ul style="list-style-type: none">▪ Participated and presented paper entitled 'Knowledge Management and Organizational Culture' in 'International Conference on Emerging Paradigm in Business Education and Research', organized by UCCMS, Mohanlal Sukhadia University, Udaipur, Rajasthan, India.▪ Coordinated and participated in three days workshop of 'Case Writing and Case Method of Teaching' jointly organized by SOB, PU and University Grants Commission, 2009.▪ Participated in Faculty Development Program 2006/07 at Indian Institute of Management, Ahmedabad, India.▪ Participated in 'Amaethon 2007, IIM Ahmedabad's Annual Agribusiness Summit' from 19-21st January, 2007.▪ Participated in 'Sixth Asia Pacific ABC Conference on Management Communication' organized by IIMA from 14-16th December 2006.▪ Participated in 'Train the Teachers Program' conducted by Netherlands Management Cooperation Program and Nepal Tourism and Hotel Management College, Pokhara▪ Imparted training of 'Marketing and Sales' conducted by Pokhara Chamber of Commerce and Industry.▪ Accomplished Computer Diploma Course in applicable courses in the year 2051 B.S (1994 A.D.)

Research & Publications

- Conducted Tracing Study of MBA and BBA graduates as Team Leader.
- Published research article entitled 'Relationship between Destination Image and Travel Intentions: Evidence from Nepal' in an online journal IJSSIR, Vol. 5 (4), April 2016.
- Published empirical article entitled 'Influence of Corporate Social Responsibility on Consumer Behavior' in DAVCC's Advance Management Research: An International Journal, Vol. 4 (1), April 2016.
- Published empirical article entitled 'Link between Knowledge Management and Organizational Culture' in International Journal of Technology and Business Management, Vol. 5 (1), Jan—Mar 2016.
- Published empirical article entitled 'Employment Status of Management Graduates' as a co-author in PACE, the management journal of School of Business of Pokhara University.
- Written case entitled 'Case of Pramod Kumar Gupta' as a co-author which was published by Vikas Publishing House, India.
- Submitted research report on 'Public Opinion toward Advertisement' to Pokhara University.
- Submitted research report on 'Business Feasibility of Cottage and Small Scale Industries' to Pokhara Chamber of Commerce and Industry (PCCI) in the year 2058 B.S (2001 A.D.)

Achievement

- Received 'Rastriya Skishya Diwas Padak-2065' from the Ministry of Education, Nepal at the year 2008.
- Awarded 'Teacher of the Year-2057' (2000 A.D.) for the performance by Pragati English Boarding School, Pokhara