

BIO DATA

Name: Dr. Yashmin Sofat

Designation: Assistant Professor

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Area of Specialisation: Marketing and HR

Academic Qualifications: Ph.D, M.Phil, M.Com, PGDBA, B.Ed, B.B.A and UGC NET Qualified

Teaching/ Research Experience (in years): 15 Years

Research Work: <https://vidwan.inflibnet.ac.in/profile/260691>

Research Papers: (Papers in International Journals): 41 (Papers in National Journals): 5

Text Books : 12 International Reference Books: 4 Book Chapters: 20

Top Five Publications:

1.(2011) Yashmin Sofat, "Changing conditions in personnel department of advertising agencies in India across their experience", Prabandhan: Indian Journal of Management, Vol. 4 , No.12, Pp.34-44, Dec – 2011, ISSN-(0975-2854).

2. (2011) Yashmin Sofat, "Strategy of advertising agencies in India for evaluating advertising effectiveness across experience", Indian Journal of Marketing, Vol.41, No.9, September 2011, ISSN(0973-8703).

3.(2017) Yashmin Sofat, "Determination of effectiveness among employees regarding recruitment procedure", Gian Jyoti E-Journal, Vol.7, No.1,January-March, 2017 2

4. (2021) YashminSofat, " Study of Consumer Behaviour and their preference in different zones of country Towards Online Shopping", Journal of interdisciplinary cycle research , Vol. 13, No. 2, February 2021.

5.(2021) Yashmin Sofat, " Determining satisfaction level of consumers for digital payment" ,The international Journal of analytical and experimental modal analysis, VVol.13, No. 2, February, 2021.

No. of Papers Presented in Seminars/Conferences: 41

Research Guidance: i. M. Phil:-Nil

Ph.D:- 2 students (pursing)

Academic Achievements/Awards/ Recognition:

1. Research Excellence Award by INSC.
2. Reviewer of International Journal of Management and Social Studies
3. Member of editorial board of 3 Journals.

Membership of Professional Bodies/Organisations:

1. (PCMA) PUNJAB COMMERCE AND MANAGEMENT ASSOCIATION
2. (INS) INSTITUTE OF SCHOLARS