

## **Dr. Nidhi Yadav**

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Dr. Nidhi Yadav is the Assistant Professor at GIDC Rajju Shroff ROFEL Institute of Management Studies and also Academic/ Placement coordinator. She is a dynamic and diligent professional with industrial, teaching and administrative experience of more than **20 years**. She is having strong hold on various subjects like Marketing Management, Consumer Behaviour, Brand Management, Organisational Behaviour and Human Resource Management etc. Dr. Yadav has done her **PhD from SVNIT, Surat** in the field of Consumer Behaviour and **MBA** in Marketing. She has earned **A+ grade** in Orientation as well as in Refresher programme from HRDC, Indore.

Dr Yadav has participated in many International and National Conferences and Seminars. She has publication of her research papers in **UGC care, Scopus and ABDC journals**. She is also a leading **corporate trainer** for soft and behavioural skills like personality development, public speaking, business etiquettes, attitude, team building, leadership and self-motivation etc. She has successfully done many training programmes for many companies like **Big Cello, Coromandal Pvt. Ltd., Jakpa- Ventures, Reliance, Torrent Power Ltd.** etc. Moreover, she has significantly contributed in the field of research. she has guided more than 100 students in their research projects and published research papers with them. She has also **attended and organized** various Faculty Development Programmes (FDP), workshops and seminars.

She has also been appointed by many universities as **external examiner and DPC member**. She has been invited by many corporates, colleges, schools as **Guest Speaker, Resource Person and Judge**.