



Dr. Arun Yadav

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Education/Research

- **B.Tech. (With Honours)** in Electronics and Communication Engineering | Kurukshetra University
- **MBA** | FMS, Delhi University
- **Qualified UGC-NET** | MANAGEMENT
- **16+ Years** | INDUSTRIAL EXPERIENCE
- **Ph.D. in MANAGEMENT** | CUH (Central University of Haryana)

Thesis Title: A study of problems and prospects in mass adoption of mobile broadband services in southern Haryana

Research: Consumer adoption defines the success or failure of a service. Broadband services have become widespread since the advent of 3G/4G (mobile broadband) technologies, but their penetration level for developing countries like, India is still far from the reach of ordinary citizens. Broadband is assumed to be highly instrumental in bridging the economic disparity. Thus, it is significantly important to study the antecedents that can act as a catalyst in the adoption of mobile broadband services. This study laid down special emphasis on finding the factors that will help in accelerating early adoption and mass diffusion of mobile broadband services.

Publications:

- Research paper on "Antecedents of Broadband Adoption in Haryana: An Evolution" published in Journal of Central University of Haryana "An International Multidisciplinary Refereed Research Journal" ISSN: 2348-3377, Vol. 03 (March 2016) PP. 39 – 50.
- Research paper on "Investigation of factors influencing mobile broadband adoption in Gurgaon province of Southern Haryana" published in Rukmini Devi Institute of Advanced Studies journal "Effulgence", ISSN: 0972-8058, Vol. 16 No. 1 (January - June 2018) PP. 24 – 38.
- Research paper on "Investigating factors impacting adoption of mobile services: an Indian perspective" published in RKG Journal of Management "SAARANSH" ISSN: 0975-4601, Vol. 10 No. 2 (January 2019) PP. 53 – 63.

- Research paper on “How do Indian consumers evaluate retail service quality of organised retailing?” published in International Journal of Management, Technology and Engineering, ISSN: 2249-7455, Vol. 9 No. 5 (May 2019).
- Research paper on “An empirical study to measure the service quality of Indian unorganised retail” published in ELK’s International Journal of Marketing, ISSN: 0976-7193 ISSN Vol. 10 No. 2 (2019) PP. 17 – 27.
- Research paper on “Mapping Retail Service Quality and Customer Satisfaction in Emerging Market” published in IITM journal of business studies “JBS”, ISSN: 2393- 9451, Vol. 9 No. 1 (January – December 2021) PP. 210 – 216.
- Research paper on “Influence of Service Quality on Customer Satisfaction in Retailing” published in NICE Journal of Business, ISSN: 0973- 449X, Vol. 17 No. (1&2) (Jan – Dec 2022) PP. 15 – 26.

Conferences

- Research paper on “Telecommunication Framework for Transforming Indian Villages” at National Conference on “Rural Transformation in India and Innovation: Challenges, Opportunities and Strategies” organised by Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak on October 17, 2015.
- Research paper on “Mobile Broadband Towards Developing a Viable Mobile Knowledge Management” at 3rd International Conference on “Skill Development and Technological Innovations for Economic Growth” organised by Institute of Management Studies, Ghaziabad on November 28, 2015.
- Research paper on “Broadband and E-governance” at 8th International conference on “Make in India, Through Sustainable Development: Achieving Inclusive Growth” organised by Bharti Vidyapeeth, Delhi from Feb 5 - 6, 2016.
- Research paper on “Impact of broadband in healthcare services leading from e-healthcare to m-healthcare” at 6th National conference on “Digital India: Recent Paradigm Shift in IT, Media and Management” organised by Trinity institute of professional studies, Delhi on March 19, 2016.
- Research paper on “Digitisation in Line of Reshaping Digital Transactions” at International Conference on “The New Digital Age Reshaping Strategies for Business Organisation” organised by Amity Business School, Amity University Gurgaon, Haryana, India on February 23 - 24, 2017.
- Research paper on “Study of telecommunication framework for understanding mobile broadband innovation” at International Conference on “Startup India Recipe for Inclusive Entrepreneurship and Innovation: Issues and challenges” organised by Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak on March 2 - 3, 2017.
- Research paper on “Mobile broadband evolution a road to m-banking” at 7th National conference on “Demonetisation to e-Monetisation: The road ahead and contribution of IT, Media and Management” organised by Trinity institute of professional studies, Delhi on March 25, 2017.
- Research paper on “Role of telecommunication in sustainable development” at International Conference on “Sustainable development through cooperatives” organised by Department of management studies, Central University of Haryana, on March 26 - 27, 2018.
- Research paper on “Determinants of mobile banking revolution: A step towards financial inclusion” at International Conference on “Financial Inclusion: Financial Sustainable development in global economy” organised by Department of management studies, G.L. Bajaj Education Institutions, greater Noida on February 3, 2019.