

Resume

D.PRASANNA KUMAR M.B.A, M.PHIL, Ph.D
UGC-NET QUALIFIED.

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Career Objective:

Seeking the career in reputed organization which will enhance my knowledge and skills that will also contribute to the organizational growth and social transformation having 28 years of work experience.

Educational Background:

- 1 Ph.D. in Rural Marketing from Acharya Nagarjuna University. -- 2012
- 2 M.PHIL from Andhra University -- 2002
- 3 M.B.A (MARKETING) from Andhra University -- 1994

Visiting Professorship:

Amity global B-School
Adam smith Institute of management studies
WLC College

Books Published:

- 1 Rural Marketing in Andhra Pradesh, Lambert Publishing House
- 2 Impulse Buying Behavior in FMCG Sector, Lambert Publishing House
- 3 consumer Protection in the Era of Advanced Technology
- 4 Emerging Trends in Marketing, Paramount Publisher
- 5 Recent trends in E-marketing, Lulu Publication

Academic Activities and Achievements:

1. Guest Lectures delivered in many management institutes in Hyderabad
2. Core Faculty in faculty development program
3. Coordinator of Postgraduate Diploma Courses in Business Administration

Seminars and Conferences

Participated: - 8

Conducted : 7 Conducted - National conference on Emerging trends in Marketing
: National seminar on "Success is a choice not a chance".

Publications in the conferences:

1. The Impact of Advertisements in Brand promotion
2. The prospects of rural marketing.

3. The role of IT in the Global Business
4. E-Marketing and its emerging trends.
5. Opportunities and challenges in the Recession times

Publications in International journals: 90

Scopus Author ID: 56669983700

Scopus publications : 30 published ABDC :9 Accepted: 1

Consultancy Services

1. World Vision - Conducted a survey on child trafficking
2. Iper B- School - Brand building of the institute
3. IOCL – DISHA Training programme .
4. Reliance Dairy- conducted a pilot survey

MDPS Conducted

Disha program for IOCL

Research Guidance:

Guided two M PHIL scholars

Topics:

A study on motivating employees - Indian expressway

A study on Employee satisfaction

Guiding PhD's: 6

Three candidates awarded Ph.D in the month of October, 2017 and 2020

Key areas of research guidance

Marketing

Human Resource Management

Projects applied

1. A study on analysis of multi centric factors influencing primary school dropouts across India – DST
2. The impact of social media on adult education in Andhra Pradesh- ICCSSR

(DR.D. Prasanna Kumar)