



Dr. S. Prasad
Assistant Professor

Contact

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Academic Qualifications: MBA, MHRM, M.Com, Ph.D.

Teaching Experience: 07 Years

Research Experience: 12 Years

Additional Responsibilities:

Time table, Extra-curricular activities, Student cells, Mentor-Mentee, Remedial Classes, etc.

Areas of Research

Marketing, Human Resource Management, Systems (ICT)

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Research	M.Phil.	9	2
Project	PG	10	-

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
9	4	1	9	-

Events organized in leading roles:

Assisted the Department in discharging roles assigned in about 10 programs.

Participated

Conferences / Seminars / Workshops: 18

Other Training Programs

1. Refresher Course conducted by Academic Staff College, Madurai Kamaraj University, Madurai
2. Orientation Course conducted by Academic Staff College, Madurai Kamaraj University, Madurai

Membership in

Professional Bodies

1. Life Member: Indian Academic Researchers Association of India

Recent Publications

1. Dr.S. Prasad,(2012), "Antecedents of online purchase behaviour in India", IFRSA business Review, June 2012, vol2, issue 2, P.No.165-171
2. Dr.S. Prasad,(2012), "Mobile Phone market in the Indian Surveillance - A Conceptual Analysis", Journal of Marketing and communication Issue 1, August 2012, Vol 8, P.No.12-15
3. Dr.S. Prasad,(2016), "Psychographic Segmentation of online consumers and its antecedents of online purchase-an analytical study", International Journal of Applied Research, pp.748-753 Impact Factor 5.2
4. Dr.S. Prasad,(2016), "A study on Consumers Knowledge in Preferring FMCG Products in Rural Market", International Journal of Multi-disciplinary Research Review (Issue -2, Feb -2016, pp. 156-169 Impact Factor 2.262
5. Dr.S. Prasad,(2016), "The Effects of Rural Marketing Strategies of Purchase Decision Making", PEZZOTTAITE JOURNALS(International Journal of Retailing and Rural Business Perspectives)(Volume 5, Number 1, Jan-March 2016 , pp..2081-89)
6. Dr.S. Prasad,(2016), "Online Marketing- Challenges of Future in India", Shanlax International Journal of Management (Special Issue.2, Volume 3 , Feb- 2016, pp.127-129)
7. Dr.S. Prasad,(2016), "The Rural Marketing Strategies Adapted by Hindustan Unilever Limited to Attract the Consumers", PEZZOTTAITE JOURNALS(International Journal of Trade and Global Business Perspectives) Volume 5, Number 1 pp.2081-89 Impact Factor 6.533
8. Dr.S. Prasad,(2016), "Market Competency Of Private Wind Mills In India", International Journal in Management and Social Science (Volume.04 Issue-04 April, 2016, p.no.272-283) Impact Factor 5.276
9. Dr.S. Prasad,(2016), "Recent Trends and Prospects in Retailing", Shanlax International Journal of Management ,Special Issue.2, Volume 3, pp.299-302