



Dr.S.Prasad
Associate Professor

Contact

Address : Dept of International Business, Alagappa University
EmployeeNumber : 20410
Contact Phone (Office) : 04565223531
Contact Phone (Mobile) : 9790592686
Contact e-mail(s) : prasads@alagappauniversity.ac.in
Skype id : -
Website : www.alagappauniversity.ac.in

Academic Qualifications

| Degree | Institution | Year | Branch | Class |
|---------------|------------------------|-------------|---------------------------|--------------|
| Ph.D | Bharathiar University | 2009 | Management | Commended |
| M.Com | Annamalai University | 2014 | Commerce | Second |
| MHRM | Pondicherry University | 2007 | Human Resource Management | First |
| MBA | Bharathiar University | 2001 | Management | Second |

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|------------|----------------------------|------|---------------------------------------|-------|
| B.Sc(HMCS) | Madurai Kamaraj University | 1999 | Hotel Management and Catering Science | Third |
|------------|----------------------------|------|---------------------------------------|-------|

Teaching Experience

Total Teaching Experience : 14 Years

| Position | Institution | Duration |
|---------------------------------|---------------------|----------|
| Assistant Professor, Dept of IB | Alagappa University | 12 years |
| Associate Professor, Dept of IB | Alagappa University | 2 years |
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| Position | Institution | Duration |
|----------|-------------|----------|
| - | - | - |

Research Experience

Total Research Experience : 8 years

| Position | Institution / University | Duration |
|-------------------|--------------------------|----------|
| Ph.D Guide for IB | Alagappa University | 8 years |

Academic and Additional Responsibilities

| S.No | Position | University Bodies | Period | |
|------|----------------------------|---------------------|--------------|--------------|
| | | | From | To |
| 1 | Dept IQAC Coordinator | Alagappa University | July 2023 | Till Date |
| 2 | Dept SWAYAM Coordinator | Alagappa University | July 2022 | Till Date |
| 3 | Dept Alumni Coordinator | Alagappa University | July 2022 | Till Date |

Areas of Research

- Logistics and Supply Chain Management, International Economics, International Human Resource Management

Research Supervision/Guidance

| Program of Study | | Completed | Ongoing |
|------------------|------------|-----------|---------|
| Research | PDF | - | - |
| | Ph.D | 01 | 03 |
| | M.Phil | 13 | - |
| Project | PG | 50 | - |
| | UG/ Others | - | - |

Publications

| International | | National | | Others |
|---------------|-------------|----------|-------------|-----------------------------------|
| Journals | Conferences | Journals | Conferences | Books/Chapters/Monographs/Manuals |
| 20 | 25 | 15 | 23 | - |

Cumulative Impact Factor(as per JCR) : -

h-index : 2

i10 index : -

Total Citations : 5

Publications

Thesis Evaluated : 1

Viva Voce Examiner : -

Funded Research Projects

Ongoing Projects:

| S.No | Agency | Period | | Project Title | Budget (Rs.In lakhs) |
|------|----------|-------------|--------------|--|-------------------------|
| | | From | To | | |
| 1 | RUSA 2.0 | Dec 2021 | Till date | SECTORALCONTRIBUTIONOFFDI ININDIA:ANEMPIRICALANALYSIS(Stage II) | 1.25 |

Completed Projects:

| S.No | Agency | Period | | Project Title | Budget (Rs.In lakhs) |
|------|-------------|-----------|-------------|---|----------------------------|
| | | From | To | | |
| 1 | AURF | Sept2017 | Dec2021 | A STUDY ON EXPORT PERFORMANCE OF SPICES IN INDIA | 0.25 |
| 2 | RUSA 2.0 | Sept 2019 | Dec 2021 | SECTORAL CONTRIBUTION OF FDI IN INDIA: AN EMPIRICAL ANALYSIS | 1.98 |

Events organized in leading roles

1. Assisted the Department in discharging roles assigned in about **30** programs.
2. Co-Organized **Seven** Webinars as Organizing Secretary, Convener and Organizing Committee.
3. Co-Organized **Two** Workshops on Research Methodology and Publications.
4. Co-Organized Five Days AICTE Training and Learning (ATAL) online FDP on **BlockChain in FinTech** as Organizing Committee
5. Co-Director for Ten Day Research Methodology Course in Social Sciences

Number of Seminars / Conferences / Workshops / Events organized:

| Position | Programme | Duration | Institution |
|----------------------|--|----------------------|---|
| Organizing Committee | One Day Workshop on “Tips and Tricks of publishing in high impact journals” | 26th August, 2019 | School of Management, Alagappa University, |
| Organizing Committee | International Day of Peace | 23rd September, 2019 | School of Management, Alagappa University |
| Organizing Committee | Webinar on “Global Economic Scenario: A Boon or Bane for FDI and Supply Chain Management?” | 20th May, 2020 | Department of International Business, Alagappa University |

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|----------------------|---|-----------------------------|---|
| Organizing Committee | Webinar on “Global Trade Challenges and Opportunities in the Current Economic Scenario” | 22nd June, 2020 | Department of International Business, Alagappa University |
| Organizing Committee | Webinar on “Export Competitiveness of Indian Textile Industry” | 26th June,2020 | Department of International Business, Alagappa University |
| Organizing Committee | Webinar on “Logistics Intermediaries in Global Trade–Challenges and Opportunities” | 17th July, 2020 | Department of International Business, Alagappa University |
| Organizing Secretary | Webinar on “Emerging India with Resilience and perseverance” | 16th September, 2020 | Department of International Business, Alagappa University |
| Organizing Committee | Webinar on “Contemporary Relevance of International Finance” | 7th October,2020 | Department of International Business, Alagappa University |
| Organizing Committee | Four Days Online Workshop on “Econometric Models: Theory & Practice” | 13th to 16th October, 2020 | Department of International Business, Alagappa University |
| Organizing Committee | International Webinar on “Global Trade Risks: Strategies & Challenges” | 7th October,2020 | Department of International Business, Alagappa University |
| Organizing Committee | Five Days AICTE Training and Learning(ATAL) online FDP on “Blockchain in FinTech” | 11th to 15th December, 2020 | Department of International Business, Alagappa University |

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| Co-Director | Ten-Day ICSSR Sponsored Workshop on Research Methodology and Data Analysis. | 19 th Feb 2021 to 28 th Feb 2011 | Department of International Business, Alagappa University |
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Events Participated

Number of Conferences/Seminars/Workshops:45

Overseas Exposure/Visits

- Visited University Tunku Abdul Rahman Malaysia to present paper in International Conference

Membership

Professional Bodies

1. Life Member: Indian Academic Researchers Association of India

Advisory Board

| Year/Period | Name of the BoS/Administrative Committee / Academic Committee | Role |
|-------------|--|---------|
| 2021 | Advisory Member in Commerce -DDE, Alagappa University | Advisor |
| 2021 | Board of Studies Member in International Business, Alagappa University | Member |

Academic Bodies in Other Institutes/Universities

| Year/Period | Name of the BoS/Administrative Committee / Academic Committee | Role |
|-------------|--|-----------------------|
| 2016 | UG & PG Examiner, Question Paper Setter in Bharathidasan University. | Chairman and Question |

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|------|--|-----------------------|
| | | paper setter |
| 2017 | PG Examiner, Question Paper Setter in Anna University. | Question paper setter |
| 2022 | Question Paper Setter in Dr.NGP Arts and Science College, Coimbatore | Question paper setter |
| 2022 | PG Examiner, Question Paper Setter in Govt. Arts College, Coimbatore | Question paper setter |

Ph.D. Thesis Guided

1. No.ofPhDThesis evaluated : 01
2. No.ofPhDPublic VivaVoceExaminationconducted : 01

| S.No | Name of theScholar | TitleoftheThesis | Year ofCompletion |
|------|--------------------|--|-------------------|
| 1 | A.PAUL WILLIAMS | A Study on Effects of Global Macroeconomic Variables on Currency Fluctuations with special reference to selected Asian Countries' Currencies | 2022 |
| 2 | M.KALIDASU | A Study on Influence of Gold Price on World Stock Indices, Currency | On Going |

| | | | |
|----------|---------------------|--|-----------------|
| | | Fluctuations and Selected Macroeconomic Variables | |
| 3 | M.GANAPATHY | A Study on Trade Facilitation Measures on India's Global Trade | On Going |
| 4 | S. ARAVINDAN | Operational and Financial Prospects of Major Indian Ports: An Empirical Study | On Going |

List of Research Articles / Recent Publications

| S. No | Authors/Title of the paper/Journal | Impact Factor |
|-------|---|---------------|
| 1 | S.Prasad (2012) Antecedents of online purchase behavior in India, IFRSABusinessReview, June 2012, Volume 2 Issue 2, p.no.165-171, ISSN 2249-8168 | |
| 2 | S.Prasad (2012) Mobile Phone Market in the Indian Surveillance-A Conceptual analysis, Journal of Marketing & Communication Issue 1, May-Aug 2012, Vol. 8 P.no 12-15 | |
| 3 | S.Prasad (2011) Banking and Financial Services for Financial Inclusion, Conference Proceedings of Compendium of Conference Papers on Challenges and Issues in Services Marketing Organized by SNR Sons College, Coimbatore-06 | |
| 4 | S.Prasad (2016) Innovation and Invention, Conference Proceedings of Compendium of International Conference Papers on Global Growth: Gears and Glows | |
| 5 | S.Prasad (2016) The rural marketing strategies adapted by Hindustan Unilever Limited to attract the consumers International Journal of Trade and Global Business Perspectives Jan-Mar 2016 Vol.5, No.1, p.no.2243-2250 | |
| 6 | S.Prasad (2016) The Effects of Rural Marketing Strategies of Purchase Decision Making International Journal of Retailing and Rural Business Perspectives Jan-Mar 2016 Vol.5, No.1, p.no.2081-2089 | |
| 7 | S.Prasad (2016) Online Marketing – Challenges of Future in India Shanlax International | |

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|----|--|-------|
| | Journal of Management Feb 2016, Vol.3,SpecialIssue 2,p.no.127-129. | |
| 8 | S.Prasad(2016) Recent Trends and Prospects in Retailing Shanlax International Journal of Management Feb 2016, Vol.3,SpecialIssue 2,p.no.299-302. | |
| 9 | S.Prasad (2016) Psychographic Segmentation of online consumers and its antecedents of online purchase experience-an analytical study International Journal of Applied research Feb 2016, Vol.2,Issue2,p.no.748-753 | |
| 10 | S.Prasad (2016) A Study on Consumers KnowledgeinpreferringFMCGproductsinRuralMarket International Journal ofMultidisciplinary Researchreview Vol.2, Issue2, p.no. 156-169 | |
| 11 | S.Prasad(2017)GrowthofOnline MarketingbyDemonetization Conference proceedings ofInnovative practices in modernbusiness(COMMET-2017),p.no.207-209 | |
| 12 | S.Prasad (2017) SignificanceofERPandE-LogisticsforNextGenerationLogistics Conference proceedings ofNxtGenLogistics Management4.0,p.no.102-106 | |
| 13 | S.Prasad (2018)AConsumerAwarenessProgramme“JagoGrahakJago”inIndianSociety Conference proceedings ofConsumer Protection andEmpowermentinIndia,p.no.138-141 | |
| 14 | S.Prasad(2018)Impact ofBREXITonForeignDirectInvestments Conference proceedings ofFDI-Astute Conduit for TradeIntegrationand SustainableDevelopment, p.no. 8-13 | |
| 15 | S.Prasad(2018)PromotionofFDI-InitiativesinIndia Conference proceedings ofFDI- Astute Conduit for TradeIntegrationand SustainableDevelopment, p.no. 14-18 | |
| 16 | S.Prasad (2018)SectoralTrends&Country-WiseContribution of FDI- AnEmpiricalAnalysis FDI- Astute Conduit for TradeIntegration and SustainableDevelopment, Vol.4,SpecialIssue1,March2018.p.no.119-124 | |
| 17 | S.Prasad (2018)Green Consumerism and itssignificance of green productsconsumption Shanlax International Journal ofManagement, March 2018Vol.5,SpecialIssue 3,p.no.11-15 | |
| 18 | S.Prasad (2018)TechnologicalInnovationsinIndianPortInfrastructure International Journal ofAdvance andInnovativeResearch,Oct-Dec2018,Vol.5,Issue 4,p.no.102-104 | |
| 19 | S.Prasad(2019)ImpactofFDIonGDPofIndianEconomyInternational Journal ofadvance and InnovativeResearch Vol.6,Issue2.P.no.150-153. | 7.12 |
| 20 | S.Prasad (2019) ILL-EffectsofDeceptiveAdvertising Facetsof DigitalMarketingSpree,pp85-90. | |
| 21 | S.Prasad (2019) Women:TheGuardianoftheFamilyandtheSociety CleanIndia forNewIndia,pp37-40. | |
| 22 | S.Prasad(2019)DigitalizedWorld:EraofModernCivilizationDepthandExpans eofonlinemarketing mettle. P.no.103-106. | |
| 23 | S.Prasad (2019)Data:TheNewCurrencyoftheDigitalizedWorldandtheRaceAmongsttheNationstoProtectit .InternationalJournalofRecent Technology andEngineering Vol:8,Issue-2S6 | 5.92 |
| 24 | S.Prasad(2019)SectoralContributionofFDIinIndia(withspecialreferencetoAutomobile,Telecom munication,ServicesandComputerHardware&Softwaresector) InternationalJournalofRecent Technology andEngineering Vol:8,Issue-2S10 | 5.92 |
| 25 | S.Prasad (2019)FDI and Gender Employment RateinIndiaInternational Journal ofScientific&Technology Research | 7.466 |
| 26 | S.Prasad (2019)FDIContributiontoMaritimeIndustryinIndia InternationalJournalofRecent Technology andEngineering Vol:8,Issue-2S10,September2019 | 5.92 |
| 27 | S.Prasad (2019)A Study on the Determinants ofExchangeratesofselectedAsianCountries’Currencies International Journal ofAdvanced Science andTechnologyVol:28, No.19(2019) pp.1202-1207 | 0.11 |
| 28 | S.Prasad (2019)Digital Banking will Lead to aSustainableandInclusive Society DigitalBanking forSustainable Development Vol-II, pp125-128. | |
| 29 | S.Prasad (2020)Sales Performance of SelectedPassengerCarCompanies: | 5.86 |

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| | An Empirical Overview Alochana Chakra Journal, Volume IX, Issue XII, December/2020, pp.848-860 | |
| 30 | S.Prasad (2021) Production Performance of Selected Passenger Car Companies: An Empirical Overview Shodh Sanchar Bulletin, Volume X, Issue 40, pp.59-65 | 6.99 |
| 31 | S.Prasad (2022) Export performance of spices in India: An empirical Overview Alochana Chakra Journal, Volume XI, Issue I, January/2022, pp.1-11 | |
| 32 | S.Prasad (2022) Significance of selected macroeconomic variables in Gold's substandardness Journal Of Management & Entrepreneurship, Vol.16, No.1(I), pp.140-144 | |
| 33 | S.Prasad (2023) A Study on India's Trade Performance Dogo Rangsang Research Journal, Vol-13, Issue-4, No. 13, April 2023, pp. 187-194 | |
| 34 | S.Prasad (2023) An Analytical Overview of Cargo Traffic in Indian Airports Dogo Rangsang Research Journal, Vol-13, Issue-5, No. 5, pp. 119-123 | |
| 35 | S.Prasad (2023) A Study on Exim Performance of Cotton in India Mukh Shabd Journal, Volume XII, Issue VI, June 2023, pp. 707-717. | |

Resource persons in various capacities

National Conferences : Organizing Committee

International Conferences : -Organizing Committee , Delivered Welcome Address and
Vote of Thanks

Invited Lectures : _

Date : 24-02-2024

(Signature)

Place : Karaikudi

Name Dr.S.Prasad

Designation : Associate Professor