



**PERSONAL PROFILE**

Name	K. PRATHAP
Designation	ASST PROFESSOR
Department	BBA
Primary discipline (Area of interest)	HUMAN RESOURCE & MARKETING
Educational qualification	MBA, M.Phil.
Additional qualification (SET/NET/CISR/JRF)	
Gender	MALE
Date of birth	14/05/1981
Contact number	9443079145
Email	prathaap145@gmail.com
Address for communication	EDAYARPALAYAM, POORNANKUPPAM POST, PUDUCHERRY 605007

**CAREER PROFILE**

<b>ACADEMIC EXPERIENCE</b>	
Total years of teaching experience (Both UG & PG)	10 YEARS AND 6 MONTHS
Years of teaching experience (UG) (In current institution)	1.7YEARS
Years of teaching experience (PG) (In current institution)	
Years of experience in current academic rank	2 YEARS
Previous academic rank (if yes, mention the details)	
Research experience (Excluding PhD)	8 YEARS
Area of specialization	HR & MARKETING
<b>RESEARCH GUIDANCE</b>	
Number of Ph.D. guided	-
Number of M.Phil. guided	-
Number of UG – projects (Project work must have been documented as dissertations)	25
Number of PG – projects (Project work must have been documented as dissertations)	30
<b>RESEARCH &amp; PUBLICATIONS</b>	
Number of articles published in web of science indexed journals	-
Number of articles published in Scopus indexed journals	-
Number of books authored	-
Number of book chapters published	-
Number of editorials published	-
Number of communications/letters published	-
Number of monographs	-
Number of course materials published	-
Number of funded research projects	-
Number of scientific innovations guided	-

**EXTENSION ACTIVITIES**

Number of seminars organized	International: 2 National: 5
Number of seminars attended	International: 8 National: 15
Number of workshops organized	International: National:
Number of workshops attended	International: 2 National: 3
Number of conferences organized	International: National:
Number of conferences attended	International: National: 4

Number of faculty induction/development programmes organized	International: National:
Number of faculty induction/development programmes attended	International: National:
Number of refresher/orientation programmes organized	International: National:
Number of refresher/orientation programmes attended	International: National:
Number of certificate/training programmes organized	International: National:
Number of certificate/training programmes attended	International: National:
Number of invited presentations/participations	International:2 National:6
Number of participations in national events/professional bodies	-
Number of international visits	-
Memberships in university bodies	-
Memberships in government bodies/meetings/societies	-
Memberships in non-government bodies/meetings/societies	-
Number of awards received	International: National:
Number of citations received	-
Honorary memberships	-
Honorary fellowships	-
Number of consultancy work	1
<b>ADDITIONAL RESPONSIBILITIES (held in the current institution)</b>	
Co-ordinator of any committees/cells (If yes, mention the name alone)	-
Member of any committees/cells (If yes, mention the name alone)	-
Any other achievements	-

**DETAILS OF RESEARCH AND PUBLICATIONS:**

1. IMPACT OF ICT IN RURAL POPULATION,
2. EMERGING MARKETS AND ISSUES IN MANAGEMENT:  
BUILDING SUSTAINABLE EMPORIA THROUGH FRUGAL  
INNOVATION FOR THE NEXT THREE BILLION IN 2030
3. PRODUCTIVITY IMPROVEMENT IN THE SERVICE SECTOR:  
QUALITY CONTROL CIRCLE APPROACH