



Dr.S. Prasad
AssistantProfessor

Contact

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AcademicQualifications:MBA,MHRM,M.Com,Ph.D.

TeachingExperience:11 Years

ResearchExperience:11 Years

AdditionalResponsibilities:

Time table, Extra-curricular activities, Student cells, Mentor-Mentee, Remedial Classes,
SWAYAM Coordinator

AreasofResearch

Port and Terminal Management, Foreign Exchange Management,
Marketing,HumanResourceManagement,Systems(ICT),

ResearchSupervision/Guidance

ProgramofStudy		Completed	Ongoing
Research	Ph.D	-	4
	M.Phil.	13	-
Project	PG	25	-

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books /Chapters/ Monographs /Manuals
16	3	4	7	-

Eventsorganizedinleadingroles:

AssistedtheDepartmentindischargingrolesassignedinabout10programs.

Participated

Conferences / Seminars / Workshops: 40

OtherTraining Programs

1. RefresherCourse conducted by Academic Staff College, Madurai
KamarajUniversity,Madurai
2. Orientation Course conducted by Academic Staff College, Madurai
KamarajUniversity,Madurai

Membershipin

ProfessionalBodies

1. LifeMember:IndianAcademicResearchersAssociationofIndia

Recent Publications

Dr.S.Prasad(2019), "Data: The New Currency of the Digitalized World and the Race Amongst the Nations to Protect it". International Journal of Recent Technology and Engineering Vol:8, Issue-2S6.

Dr.S.Prasad,(2019) "Sectoral Contribution of FDI in India (with special reference to Automobile, Telecommunication, Services and Computer Hardware & Software sector)" International Journal of Recent Technology and Engineering Vol:8, Issue-2S10.

Dr.S. Prasad,(2019) "FDI and Gender Employment Rate in India", International Journal of Scientific & Technology Research

Dr.S. Prasad,(2019) "FDI Contribution to Maritime Industry in India", International Journal of Recent Technology and Engineering, Vol:8, Issue-2S10,

Dr.S. Prasad,(2019) "A Study on the Determinants of Exchange rates of selected Asian Countries' Currencies" International Journal of Advanced Science and Technology Vol:28, No.19 pp.1202-1207.

Dr.S. Prasad,(2020) "Sales Performance of Selected Passenger Car Companies: An Empirical Overview" Alochana Chakra Journal, Volume IX, Issue XII, pp. 848-860.

Dr.S.Prasad, (2021) "Production Performance of Selected Passenger Car Companies: An Empirical Overview" Shodh Sanchar Bulletin, Volume X, Issue 40, pp. 59-65

Dr.S.Prasad,(2012),"Antecedents of online purchase behaviour in India", IFRS A business Review, June 2012, vol2, issue 2, P.No.165-171

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

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

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

- 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)
- 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)
- 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
- 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
- Dr.S.Prasad,(2016),"Recent Trends and Prospects in Retailing", Shanlax International Journal of Management, Special Issue.2, Volume 3, pp.299-302