



Dr. CHERUKURI JAYASANKARA PRASAD

Professor

Marketing (Consumer Psychology)

E-mail: chjp.bman@kru.ac.in; jayasankaraprasad@gmail.com (personal)

Mobile (Personal): +91-9885982321

Google Scholar: <http://scholar.google.co.in/citations?user=a9gYC98AAAAJ&hl=en>

ORCID iD : <https://orcid.org/0000-0002-6611-0478>

Web of Science Researcher ID: **D-4779-2013**

Scopus ID : **55841915300**

EDUCATIONAL QUALIFICATIONS

Ph. D. (Full-time) (With fellowship)	JNTUH	2009	Thesis Topic: Determinant Attributes of Store Format Choice and Patronage Behaviour in Food & Grocery Retailing
PG (MBA)	Andhra University	2005	Marketing & HRM
PG Diploma	IGNOU	2004	Journalism & Mass Communication
PG Diploma	Andhra University	2002	PM & IR
UG (B.A)	ANU	1993	Sociology, History, Political Science

CAREER PROFILE

Oct 09, 2024 till date	Professor, Department of Management, Krishna University, Machilipatnam, A.P., India -521004.
Oct 09, 2021- Oct 08, 2024	Associate Professor, Department of Business Management, Krishna University, Machilipatnam, A.P., India -521004.
Oct 09, 2018 – Oct 08, 2021	Assistant Professor (Selection Grade), Department of Business Management, Krishna University, Machilipatnam, A.P., India -521004.
Oct 09, 2013 – Oct 08, 2018	Assistant Professor (Senior Scale), Department of Business Management, Krishna University, Machilipatnam, A.P., India -521004
Oct 09, 2009 – Oct 08, 2013	Assistant Professor, Department of Business Management, Krishna University, Machilipatnam, A.P., India.
Jun 18, 2009 – Oct 08, 2009	Assistant Professor, School of Management Sciences, K L University (Deemed), Guntur, A.P., India -522502
Jul 01, 2007– Apr 30, 2009	Teaching associate & Part-time faculty for MBA (Executive programme), School of Management Studies, JNT University Hyderabad, A.P., India -500085.
Nov 07, 2006 – Apr 23, 2009	Joined Full Time Research Programme with fellowship in Marketing Management, School of Management Studies, JNTUH, Hyderabad, A.P., India -500085.
Jul 07, 1991– Jul 31, 2006	Worked as a non-commissioned officer in Marine Engineering Department, Indian Navy, Ministry of Defence (MoD), India.

ACADEMIC ACHIEVEMENTS

- ✓ Qualified in UGC-NET (Lectureship) in Management in Dec, 2005.
- ✓ Got second rank in All India Research Entrance Examination conducted by Jawaharlal Nehru Technological University, Hyderabad in 2006, and got fellowship for pursuing Ph.D. (Full time) programme in Marketing Management in School of Management Studies, JNTU, Hyderabad.

AREAS OF SPECIALIZATION/RESEARCH INTERESTS

Retailing; Consumer Behaviour; Customer Satisfaction, Loyalty Programmes; Consumer Emotional Intelligence; Social Media marketing/Advertising; Price Promotions; Private Labels; and Marketing Research.

SUBJECTS TAUGHT AT PG LEVEL

Consumer Behaviour; Marketing Management; Digital & Social Media Marketing; Retail Management; Advertising Management; Sales & Distribution Management; Product and Brand Management; Marketing Research; Business Research Methods; Statistics for Management; HR Analytics; Business Analytics for Managerial Decision making; Research Methodology & IPR.

SUBJECTS TAUGHT AT DOCTORAL LEVEL

Marketing Management; Consumer Behaviour, Retail Management; Marketing Research; Research Methodology; HRM; Statistics for Management.

RESEARCH EXPERIENCE & GUIDANCE

Actively involved in conducting conceptual and/or empirical research in the areas of Marketing Management (Consumer Psychology) and General Management; and publishing original research papers in peer reviewed /refereed National and International journals since July 2007.

No. of Ph.D. Theses Guided & Awarded: 11 (Eleven)

- (1) Mrs. P. Shylaja (Regd. No. 1307MP101006) was awarded Ph.D. Degree in Management Science from Krishna University, Machilipatnam, A.P., India on **03 Dec 2024**. (*Topic: A study on Effect of Emotional Intelligence on Job Satisfaction with reference to Management Teachers in Select Districts of Andhra Pradesh*).
- (2) Mrs. K.J. Priyadarsini (Regd. No. 1408PH101010) was awarded Ph.D. Degree in Management Science from Krishna University, Machilipatnam, A.P., India on **09 Aug 2024** (*Topic: Assessing the Role of Social Media in Promoting India as a Tourist Destination: An Empirical Analysis*).
- (3) Mr. Y. Raghu (Regd. No. 1408MP101010) was awarded Ph.D. Degree in Management Science from Krishna University, Machilipatnam, A.P., India on **29 Feb 2024** (*Topic: Online Consumers' Buying Behaviour towards Organic Food Products in Indian Grocery Market – An Empirical Analysis*).
- (4) Mr. Venkatesh Sakshi (Regd. No.1408MP101009) was awarded Ph.D. Degree in Management Science from Krishna University, Machilipatnam, A.P., India on **18 Dec 2023** (*Topic: Assessing the Role of Consumers' Emotional Intelligence in Determining the Persuasiveness of Advertised Price Promotions in Grocery Retailing*).
- (5) Mrs. M. Lavanya (Regd.No.1307PH101012) was awarded Ph.D. Degree in Management Science from Krishna University, Machilipatnam, A.P., India on **03 Mar 2023** (*Topic: Pester Behaviour of Children and its Influence on Parents Purchase Behaviour*).

- (6) Mrs. S. Padmini (1303PH101006) was awarded Ph.D. Degree in Management Science from Krishna University, Machilipatnam, A.P., India on **08 Jan 2020** (**Topic: Impact of Westernisation on Indian Consumer with special reference to Secunderabad and Hyderabad)- Co-Supervisor.**
- (7) Mr. A. Srinivasa Rao (1307MP101002) was awarded Ph.D. Degree in Management Science from Krishna University, Machilipatnam, A.P., India on **18 Sep 2019** (**Topic: A structural Compendium on Service Quality and Customer Satisfaction – A Comparative Study between Public and Private Sector Banks in India) - Co-Supervisor.**
- (8) Mr. M. SivaKoti Reddy (Regd.No.11351008) was awarded Ph.D. Degree in Management Science from KL. University (Deemed), Guntur, A.P., India on **16 Dec 2016** (**Topic: Assessing the role of Customer Loyalty Programmes in Determining the Customer Emotional Loyalty in Food and Grocery Retailing - An Empirical Study in Andhra Pradesh).**
- (9) Mrs. P. Lakshmi Narayanamma (Regd.No.1307PH101006) was awarded Ph.D. Degree in Management Science from Krishna University, Machilipatnam, A.P., India on **12 Dec 2017** (**Topic: Role of Employee Engagement in Determining the Effectiveness of Balanced Scorecard in Manufacturing Sector with reference to selected companies in South India).**
- (10) Mr. P.V. Vijayakumar Reddy (Regd. No.10351006) was awarded Ph.D. Degree in Management Science from KL. University (Deemed), Guntur, A.P., India on **19 Oct 2015** (**Topic: Antecedents and Consequences of Customer Satisfaction in Food and Grocery Retailing).**
- (11) Mrs. G. Kathyayani (Regd. No. 1103PH1325) was awarded Ph.D. Degree in Management Science from JNTUH, Hyderabad on **16 Oct 2015** (**Topic: Cross-shopping Behaviour in Food and Grocery Retailing).**

No. M.Phil. Dissertations Awarded: 02 (Two)

- (1) Mr. Venkatesh Sakshi (Regd. No. 1408MP101009) was awarded M.Phil Degree from Centre for Research Studies (CRS), Krishna University, Machilipatnam on **16 Mar 2018** (**Topic: Determinant Attributes of Consumers' Buying Behaviour towards Store Brands in Food and Grocery Retailing -An Empirical Analysis).**
- (2) Mr. Y. Raghu (Regd. No. 1408MP101010) was awarded M.Phil Degree from Centre for Research Studies (CRS), Krishna University, Machilipatnam on **02 April 2018** (**Topic: Determinant Attributes of Online Grocery Shopping in India-An Empirical Analysis).**

RESEARCH AWARDS

- Research Excellence 2009 from JNT University, Hyderabad in 2009 for winning National prize & carrying out extensive research in retailing area in marketing management.
- National Second Prize with a cash award of Rs. 75,000 /- for presentation of research project titled “**Determinant Attributes of Store Format Choice and Patronage Behaviour in Food & Grocery Retailing in India**” in Anveshan-2009, 2nd National Student Research Convention held on 23-25 Feb 2009 at Bengal Engineering & Science University, Howrah, Kolkata under the aegis of Association of Indian Universities (AIU), New Delhi, India.
- Second Prize in South Zone competition for presentation of research project titled “**Determinant Attributes of Store Format Choice and Patronage Behaviour in Food & Grocery Retailing in India**” in Anveshan-2009, 2nd Student Research Convention held on 06-08 Feb 2009 at SVIMS University, Tirupati, A. P under the aegis of Association of Indian Universities (AIU), New Delhi, India.

BEST PAPER AWARDS

- ❖ Best paper commendation for presenting research paper titled **“Effect of Cross Shopping Behaviour on Store Format Choice in Food and Grocery Retailing-An Empirical Analysis”** in *4th IIMA Conference on Marketing in Emerging Economies* held on 5-7 Jan, 2011 at Indian Institute of Management, Ahmedabad, India.
- ❖ Best paper award second prize (cash award Rs. 5000/-) for presenting research paper titled **“Impact of Situational Factors on Retail Format choice Behaviour in Food and Grocery retailing in India-Multiple Discriminant Analysis”** in *2nd International Conference on Doing Business in India* held on 17-18 Dec, 2009 at IFIM Business School, Bangalore, India.

ADMINISTRATIVE/ACADEMIC ASSIGNMENTS

- **Director (I/c)**, Centre for Research Studies/R & D Cell, Krishna University, Machilipatnam from 07 Aug 2024 to 30 Jan 2025.
- **Chairman (I/c)**, Board of Studies (BOS) for Commerce & Business Management, Krishna University, Machilipatnam from 27 July 2024 31 Oct 2025.
- **Director (I/c)**, Directorate of Academic Audit, Krishna University from 29 June 2021 to 06 Jan 2023.
- **Principal (I/c)**, KRU Dr.MRAR College of PG Studies, Nuzvid from 28 Oct 2021 to 04 Feb, 2022.
- **Controller of Examinations** (ad hoc), Krishna University, A.P., India from 21 Mar 2019 to 12 Mar, 2020.
- **Coordinator**, Training & Placement Cell, Krishna University, A.P., India from 12 Mar, 2020 to 07 Mar 2021.
- **Head of the Department (HoD)**, Dept. of Commerce & Business Management, Krishna University from 01 July 2022 to 12 Mar 2024 & 19 July 2014 to 03 July 2017.
- **Coordinator (Founder)**, Centre for Research Studies, Krishna University, (17 Sep, 2012 - 04 Apr, 2014).
- **Coordinator**, Centre for Research Studies, Krishna University (14 May, 2015 – 30 Sep, 2015).
- **Coordinator**, Sports & Games Cell, University Campus College, Krishna University (02 Dec 2014 – 30 July 2018).
- **Coordinator**, Legal cell, Krishna University from 10 Jun 22 to 20 Dec 2022.
- **Coordinator of Examinations** (UG, PG & Professional Courses, Krishna University, A.P., India from 21 Mar 2019 to 27 Jan 2020.
- **Nodal officer**, Statistical Cell, Krishna University (06 Aug, 2011- 2018).
- **Member**, Central Purchase Committee (CPC), Krishna University, Machilipatnam from 04 Oct 2023 to 04 Jan 2024.
- **Member**, Committee for Finalisation Draft Notification in Recruitment of Teaching Positions in Krishna University dated 27 Sep 2023.
- **Member**, PG Board of Studies (MBA & M.Com), Krishna University, Machilipatnam from 16 March 2022 till date.
- **Member**, PG Board of Studies (MBA), Kallam Haranadhareddy Institute of Technology (Autonomous), Guntur, affiliated to JNTUK, Kakinada, Andhra Pradesh from 10 March 2020 till date.
- **Member**, PG Board of Studies (MBA), Dhanekula Institute of Engineering & Technology Ganguru, affiliated to JNTUK, Kakinada, Andhra Pradesh from 2024 till date.

- **Member**, Academic Council, AG & SGS College (Autonomous), Vuyyur, AP., India (2020-2023)
- **Member**, PG Board of Studies (MBA & M.Com), ANR College (Autonomous), Gudiwada, A.P., India (2020-2022).
- **Member**, Board of Studies (BBM) under Choice Based Credit System (CBCS), Krishna University, Machilipatnam from 2017 to 2023
- **Member**, Sports Board, Krishna University (A.Y. 2016-17).
- **Member**, University Library Books purchase committee for the academic year 2016-17
- **Member**, Anti-Ragging Committee, Krishna University Campus College (29 Jun 2016-30 June 2017).
- **Member**, Internal Quality Assurance Cell (IQAC) of Krishna University from 2016 to 2020.
- **Member**, Technical Committee of Krishna University to finalise specifications of Campus-III of University Campus College, 2015.
- **Member**, Krishna University Technology Business Incubation Centre (TBI) (02 Mar 2015-Till date).
- **Member**, Interview Committee to conduct research interview for the qualified candidates in written test for research admissions into M.Phil/Ph.D. (Full time /Part-time) in the department of Business Management, Krishna University, for the academic year 2014-15.
- **Member**, Departmental Research Committee (DRC) in the Department of Business Management, Krishna University (Jan, 2013- June, 2017)
- **Member**, Board of Studies (MBA), Krishna University, Machilipatnam (2012-Till date)
- **Member**, UG Board of Studies (BBA), Montessori Mahila College (Autonomous), Vijayawada, A.P., India (2017-2020).
- **Member**, PG Board of Studies (MBA), RVR & JC College of Engineering (Autonomous), affiliated to Acharya Nagarjuna University, Guntur, A.P., India (2017-Till date).
- **Member**, PG Board of Studies (MBA), Andhra Loyola College (Autonomous), Vijayawada, A.P., India (2017-2021) and (2024 till date)
- **Member**, PG Board of Studies (MBA), P.B. Siddartha College of Arts & Science (Autonomous), Vijayawada, A.P., India (2017-2020) and (2024 till date)
- **Member**, PG Board of Studies (BBA), P.B. Siddartha College of Arts & Science (Autonomous), Vijayawada, A.P., India (2015-2020) and (2024 till date)
- **Member**, UG Board of Studies (BBM), Andhra Loyola College (Autonomous), Vijayawada, A.P., India (2012-2016).
- **Member**, UG Board of Studies (BBA), KBN College (Autonomous), Vijayawada, A.P., India (2012 – 2016).
- **Member**, UG Board of Studies (B.Com), Noble College (Autonomous), Machilipatnam, A.P., India (2012 – 2019).
- **Member**, UG Board of Studies (BBA), Mary Stella College for Women (Autonomous), Vijayawada, A.P., India (2011 - 2014).
- **Governing Body member**, PG Studies (MBA), Hindu College, Machilipatnam, A.P., India (2011 - 2018).

1. Jayasankara Prasad.Ch. (2024), **“Role of Social Media Marketing on Destination Choice and Revisit Intentions: A study of Foreign Medical Tourists in India”**, *Revista De Turism - Studii Si Cercetari In Turism*, (E-ISSN: 1844-29940), Issue No. (37), pp.1-17. <http://www.revistadeturism.ro/rdt/article/view/668/385>
2. Jayasankara Prasad. Ch. (2023), **“Effect of Customer Loyalty Programmes on Consumer Emotional Loyalty in Emerging Grocery Retail Market: An Empirical Analysis”**, *International Journal on Customer Relations* (ISSN: 2320-7515), Vol.11 (1), pp.20-40.
3. Jayasankara Prasad. Ch. (2022), **“Assessing the Influence of Food Safety, Nutrition Attributes Value Attributes and Package Attributes on Consumers' Purchase Intentions of Organic Food Products”**, *Global Journal of Research in Management* (ISSN: (P) 2319 – 8915 and (E) 2583-4282, Vol. 12 (2), pp.01-33.
4. Jyothsna Priyadarsini K., Jayasankaraprasad, Ch. & Govinda Rao. R (2022), **“Role of Social Media in Promoting India as A Medical Tourist Destination”**, *International journal of Food and Nutritional Sciences (IJFANS)* (P-2319-1775e-ISSN: 2320-7876), Vol. 11(Spl. Issue.1), pp. 3343-3356.
5. Jayasankara Prasad. Ch. (2021), **“A Study of Key Factors Driving Consumers' Intention to Purchase Organic Food Products: a Conceptual Framework”**, *International Journal of Marketing and Business Communication* (ISSN: 2277–484X), Vol. 10 (1), pp.13-34.
6. Jayasankara Prasad. Ch (2014), **“Consumers' Cross-Format Shopping Behavior in an Emerging Retail Market: Multiple Discriminant Analysis”**, *Journal of International Consumer Marketing* (ISSN: 0896-1530), Vol. 26 (1), pp.29-57.
7. Jayasankara Prasad. Ch & G. Kathyayani (2014), **“Cross- Format Shopping Motives and Shopper Typologies for Grocery Shopping: A Multivariate Approach”**, *The International Review of Retail, Distribution and Consumer Research* (ISSN: 0959-3969), Vol. 24 (1), pp.79-115.
8. Jayasankara Prasad. Ch & A. R. Aryasri (2011), **“Effect of Shopper Attributes on Retail Format Choice Behaviour for Food and Grocery Retailing in India”**, *International Journal of Retail & Distribution Management* (ISSN: 0959-0552), Vol.39 (1), pp.68-86.
9. Jayasankara Prasad. Ch & A. R. Aryasri (2010), **“Shoppers Attributes on Supermarket Store Choice Behaviour in Food and Grocery Retailing in India-An Empirical Analysis”**, *Journal of Business and Retail Management Research* (ISSN: 1751-8202), Vol. 4 (2), pp.100-120.
10. Jayasankara Prasad. Ch (2010), **“Effect of Situational Factors on Store Format Choice Behaviour in Food and Grocery Retailing in India-Multiple Discriminant Analysis”**, *IBSU Scientific Journal* (ISSN: 1512-3731), Vol.4 (2), pp.5-33.

RESEARCH PAPER PUBLICATIONS IN NATIONAL REFEREED JOURNALS

1. Shylaja. P. & Jayasankara Prasad. Ch. (2024), **“Investigating Emotional Intelligence as a Key Factor in Job Satisfaction within Andhra Pradesh Higher Education Institutions”** *International Journal of Research Publication and Reviews* (ISSN:2582-7421), Vol. 05 (9), pp.125-129.
2. Shylaja. P. & Jayasankara Prasad. Ch. (2024), **“Exploring the Influence of Emotional Intelligence on Job Satisfaction among Educators”** *International Journal of Modernization in Engineering Technology And Science* (ISSN: 2582-5208), Vol. 06 (8), pp.1721-1728.

3. Jayasankara Prasad, Ch & Jyothsna Priyadarsini K. (2024), **"A Study on Impact of Social Media Marketing on Medical Tourists' Attitude and Behavioural Intention: A Case from India"**, *Indian Journal of Applied Hospitality & Tourism Research (ISSN 0975-4954)* Vol. 16, pp.78-102.
4. Jyothsna Priyadarsini K. & Jayasankara Prasad, Ch. (2023), **"Role of Government In Promoting India As A Medical Tourist Destination"**, *International Journal of Enhanced Research in Management & Computer Applications (ISSN: 2319-7471)*, Vol. 12(1), pp.10-13.
5. Jayasankara Prasad. Ch & Raghu.Y (2023), **"Factors influencing online purchase behaviour intention of health food supplements in India-UTAUT2-An Empirical Analysis"**, *International Journal of Creative Research Thoughts (IJCRT)* (ISSN: 2320-2882), Vol. 11(1), pp. a116-a130.
6. Jayasankara Prasad. Ch & Raghu.Y (2022), **"Online Consumer Buying Behaviour and Purchase Intention of Health Food Supplements – A Conceptual Framework"**, *International Journal of Research and Analytical Reviews (IJRAR)* (e-ISSN: 2348-1269, p-ISSN: 2349-5138), Vol. 9(4), pp.458-471.
7. Jayasankara Prasad. Ch & Venkatesh Sakshi (2022), **"Impact of Determinant Attributes of Loyalty Programs on Consumer Emotional Loyalty in Emerging Retail Market in India: A Conceptual Framework"**, *IOSR Journal of Business and Management (IOSR-JBM)* (e-ISSN: 2278-487X, p-ISSN: 2319-7668), Vol. 24(4), pp.01-12.
8. Sivakoti Reddy. M, & Jayasankara Prasad. Ch (2019), **"Customer relationship management practices and their impact over customer purchase decisions: A study on the selected private sector banks housing finance schemes"**, *Asian Journal of Multidimensional Research (AJMR)*, (ISSN: 2278 4853), Vol. 8(2), pp.132-144.
9. Sivakoti Reddy. M. & Jayasankaraprasad. Ch (2018), **"Role of Employee Relationship Management Practices in Determining Employee Performance – Investigation of the Mediating role of Employee Motivation"**, *Journal of Management and Entrepreneurship (JME)* (ISSN: 2229-5348), Vol. 12 (3), pp.30-53.
10. Jayasankara Prasad. Ch & Raghu.Y (2018), **"Determinant Attributes of Online Grocery Shopping In India - An Empirical Analysis"**, *IOSR Journal of Business and Management (e-ISSN: 2278-487X, p-ISSN: 2319-7668)*, Vol. 20 (2), pp.18-31.
11. Jayasankara Prasad. Ch & Venkatesh Sakshi (2017), **"Consumers Buying Behaviour towards Store Brand Products in Food and Grocery Retailing in India– An Exploratory Study"**, *IOSR Journal of Business and Management (e-ISSN: 2278-487X, p-ISSN: 2319-7668)*, Vol. 19 (9), pp.69-84.
12. Lavanya Moturi & Jayasankaraprasad. Ch (2017), **"Role of Family on the Child Pester Behaviour towards toys: A study with reference to Hyderabad city"**, *Business Horizons* (ISSN: 2395-2504), Vol.4 (1), pp.56-61.
13. Lavanya Moturi & Jayasankaraprasad. Ch (2017), **"Role of Source of Information, Peer Imitation and Shopping Experience of Kids on Pester Behaviour, Parent-child conflict and purchase decision making while buying toys: Empirical Evidence"**, *IOSR Journal of Business and Management (e-ISSN: 2278-487X, p-ISSN: 2319-7668)*, Vol.19 (7), pp.01-06.
14. Shylaja. P & Jayasankara Prasad. Ch (2017), **"Emotional Intelligence and Work Life Balance"**, *IOSR Journal of Business and Management (e-ISSN: 2278-487X, p-ISSN: 2319-7668)*, Vol.19 (5), pp.18-21.
15. Lavanya Moturi, & Jayasankaraprasad. Ch. (2017), **"Attributes of Toys Attracting Children, Factors Influencing To Buy, Parental Expectations and Strategies to Handle**

- Pester Behaviour in Shopping Malls**", *IOSR Journal of Business and Management* (e-ISSN: 2278-487X, p-ISSN: 2319-7668), Vol. 19(4), pp.32-37.
16. Sree Pavani. V, Sudhir Reddy. M, Ramachandra Aryasri. A, & Jayasankara Prasad.Ch (2017), "**Women Role Portrayal in Indian Television Commercials and Perceptions of Adolescents**", *Man in India* (ISSN: 0025-1569), Vol. 19 (4), pp.61-75.
 17. Padmini, S. Ramana Murthy, K.V. & Jayasankara Prasad, Ch. (2017), "**A case study on Impact of westernization on Youth**", *Airo International Research Journal* (ISSN: 2320-3714), Vol. X (April), pp.1-13.
 18. Padmini, S. Ramana Murthy, K.V. & Jayasankara Prasad, Ch. (2017), "**To study the Consumer Perception on Westernization with reference to Indian Consumers**", *Airo International Research Journal* (ISSN: 2320-3714), Vol. X (April), pp.1-10.
 19. Lakshmi Narayanamma. P, Sudhir Babu. D, & Jayasankara Prasad. Ch (2016), "**Balanced Scorecard and Its Iterations**", *IOSR Journal of Business and Management* (e-ISSN: 2278-87X, p-ISSN: 2319-7668), Vol. 18(2), pp.78-82.
 20. Sivakoti Reddy. M, Jayasankara Prasad. Ch & Kishore Babu. M (2015), "**Loyalty through Loyalty Cards – A Study on the Factors Affecting usage of Loyalty Cards in Indian Food and Grocery Retailing**", *International Journal of Social Science & Interdisciplinary Research* (ISSN: 2277-3630), Vol. 4 (7), pp.200-211.
 21. Sivakoti Reddy. M, Jayasankara Prasad. Ch. & Kishore Babu. M (2015), "**An Overview on Indian Food and Grocery Retailing Loyalty Programs and the Impact of Loyalty Cards on Consumer Purchase Behaviour**", *Asia Pacific Journal Of Marketing and Management Review* (ISSN: 2319-2836), Vol.4 (7), pp.33-44.
 22. Vijaya Kumar Reddy. P & Ch. J. S. Prasad (2015), "**An overview of Indian Retail and Organised Food and Grocery Industry**", *FOCUS: International Journal of Management Digest* (ISSN: 0973-9165), Vol.11 (1), pp.62-70.
 23. Sivakoti Reddy. M, Jayasankara Prasad. Ch (2014), "**Impact of Cash and Carry Stores on Traditional Wholesaler's Business: An Empirical Analysis on Traditional Wholesalers Merchandising and Retail Shopkeeper's Purchasing Decisions**", *International Journal of Marketing, Financial Services and Management Research* (ISSN: 2277 3622), Vol. 2(4), pp.12-18.
 24. Jayasankara Prasad.Ch & Vijaya Kumar Reddy. P (2013), "**Determinants of Customer Emotional Loyalty in Emerging Retail Market: An Empirical Analysis**", *FOCUS: International Journal of Management Digest* (ISSN: 0973-9165), Vol.8 (2), pp.81-93.
 25. Jayasankara Prasad. Ch & Vijaya Kumar Reddy. P (2012), "**Antecedents & Consequences of Customer Satisfaction in Food and Grocery Retailing in India- An Empirical Analysis**", *Decision- special issue, IIMC* (ISSN: 0304-0941), Vol.39 (3), December, pp.101-141.
 26. Jayasankara Prasad.Ch., Sreenivasarao.B, & Kathyayani.G (2012), Research paper entitled "**Study on Cross-format Shopping Motives and Shopper Typologies in Emerging Food and Grocery Retail Market in India**", *Metamorphosis: A Journal of Management Research, IIML* (ISSN: 0972-6225), Vol. 11 (1) Jan-July, pp.15-35.
 27. Prodhuturi, V.K.R., & Jayasankaraprasad, Ch. (2012), "**Customer Preferences with References to Private Labels of Big Bazaar**", *The International Journal's Research Journal of Commerce & Behavioural Science – RJCBS* (ISSN: 2251-1547), Vol. 1(6), pp.7-12.

28. Jayasankara Prasad.Ch (2010), **“Effect of Consumer Demographic Attributes on Store Choice Behaviour in Food and Grocery Retailing: An Empirical Analysis”**, *Management and Labour Studies* (ISSN: 0258-042X), Vol. 35 (1), pp.35-58.
29. Jayasankara Prasad.Ch (2010), **“Effect of Consumer Psychographics on Retail Format Choice Behaviour in Food and Grocery Retailing: An Empirical Analysis”**, *GITAM Review of International Business* (ISSN: 0974-357X), Vol.2 (2), PP.59-82.
30. Jayasankara Prasad.Ch (2009), **“Importance of Store Attributes on Store Choice Behaviour in Food and Grocery Retailing in India”**, *Knowledge Hub* (ISSN: 0973-6425), Vol.5 (2), pp.1-16.
31. Jayasankara Prasad.Ch & A.R.Aryasri (2009), **“Determinants of Shopper Behavior in E-Tailing: An Empirical Analysis”**, *PARADIGM* (ISSN: 0971-8907), Vol. 13 (1), pp.73-83.
32. Jayasankara Prasad.Ch & A.R.Aryasri (2009), **“Determinants of Relationship Marketing on Customer Loyalty in Food & Grocery Retailing in India”**, *Vision-Journal of Business perspectives*, (ISSN: 0972-7612), Vol. 10 (2), pp.37-58.
33. Jayasankara Prasad.Ch (2009), Case Analysis titled **“Inter-organisational Systems in a Consumer Packaged Goods network: Case of Godrej Consumer Products Limited (GCPL)”**, *Vision-The Journal of Business Perspective* (ISSN: 0972-2629), Vol.13 (1), pp.100-101.
34. Jayasankara Prasad.Ch & Sree Babu, S (2009), **“A Study on Role of Consumerism in Modern Retailing in India”**, *GITAM Journal of Management* (ISSN: 0972-740X), Vol.7 (1), pp.227-247.
35. Jayasankara Prasad.Ch & A.R.Aryasri (2008), **“A Study of Customer Relationship Marketing Practices in Organised Retailing in Food & Grocery Sector in India-An Empirical Analysis”**, *Vision-The Journal of Business Perspective* (ISSN: 0972-2629), Vol.12 (4), pp.31-45.
36. Jayasankara Prasad.Ch & A.R.Aryasri (2008), **“Study of E-tailing Perspectives and Challenges in India”**, *PCTE Journal of Business Management* (ISSN: 09734066), Vol. 5(1), pp. 84-93.
37. A.R.Aryasri & Jayasankara Prasad.Ch (2008), **“A Holistic Approach on Opportunities and Challenges of Organized Retailing in Food & Grocery Sector in India”**, *International Journal of Management Sciences* (ISSN: 0973-2101), Vol. 4(1), pp.148-164.
38. Jayasankara Prasad.Ch. & A.R.Aryasri (2008), **“Relationship Marketing versus Relationship Quality & Customer Loyalty in Food Retailing”**, *PRANJANA-The Journal of Management Awareness* (ISSN: 0971-9997), Vol.11 (2), pp.51-71.
39. Jayasankara Prasad.Ch & A.R.Aryasri (2008), **“Loyalty Programs and Customer Loyalty in Apparel Retailing-An Empirical Analysis”**, *SCOUR* (ISSN: 0973-6123), Vol.2 (2), pp.47-58.
40. Jayasankara Prasad.Ch & A.R.Aryasri (2008), **“Candour and Probity in Telecom Marketing”**, *SCMS Journal of Indian Management* (ISSN: 0973-3167), Vol. 5 (4), pp.26-37.
41. Jayasankara Prasad.Ch & A.R.Aryasri (2008), **“A Study of Challenges in Food & Grocery Retailing in India”**, *Management Trends* (ISSN: 0973-9203), Vol.5 (2), pp.31-38.
42. Jayasankara Prasad.Ch & Reddy, D.R. (2007), **“A study on the Role of Demographic and Psychographic Dynamics in Food & Grocery Retailing”**, *Vision-The Journal of Business Perspective* (ISSN: 0972-2629), Vol.11 (4), pp.21-30.

PAPERS IN EDITED TEXT BOOKS

1. Jayasankara Prasad, Ch. (2024), “**Determinant Attributes of Customer Emotional Loyalty in Emerging Grocery Retail Market in India-An Empirical Analysis**” in **AAROHAN-2024** (Sustainable Marketing: Transforming Consumer Behavior through ESG Strategies) edited by Dr. Varsha Agarwal Dr. Anand Kopare Dr. Kajal Chheda Dr. Poonam Singh, Eureka Publications (A Division of EnTo Tech Pvt. Ltd.), Malaysia (ISBN: 978-81-19567-18-8), pp.164-183.
2. Jayasankara Prasad, Ch., & Prasad & Aryasri, A.R. (2009) “**An Evaluation of Shopper Psychographics on Store Format Choice Behaviour in Food and Grocery Retailing**”, in *Global Interdependent and Decision Sciences* edited by M.Chandrasekhar and Nirmalya Bagchi, *Macmillan Publishers India Ltd, New Delhi* (ISBN: 0230328520), pp.315-333.
3. Jayasankara Prasad, Ch., & D.R.Reddy (2007), “**Consumerism and Retailing in India**”, in *Retail Management-Principles & Practices* edited by R. Sudarshan, S. Ravi Prakash & M. Subramanya Sarma, *New Century Publications (P) LTD, New Delhi* (ISBN: 8177081489), pp.39-61.

RESEARCH PAPER PRESENTATIONS (*International conferences/National Seminars*)

1. Research Paper titled “**A Study on Parents’ Demographic Effect on the Pestering Power of Children**” in the International Conference TiES 2024 held at Vivekanand Education Society’s Institute of Management Studies and Research, Mumbai during 02-06 April, 2024.
2. Research Paper titled “**Online Millennial Consumers Buying Behaviour towards Organic Food Products with special reference to Online Banner Ads and Price Promotions – An Exploratory Study**” in the Two Day International Conference organised by Faculty Research Cell –Samshodhana, School of Commerce, Jain (Deemed-to-be University) in association with International Skill Development Corporation (ISDC) & Association of Chartered Certified Accountants (ACCA) on 04-05 April, 2024.
3. Research Paper titled “**Determinant Attributes of Customer Emotional Loyalty in Emerging Grocery Retail Market in India- An Empirical Analysis**” in the AAROHAN 2.0 Global Summit on Sustainable Futures: Integrating ESG Principles for Global Transformation organised by Student Research and Development Cell, ATLAS SkillTech University, Mumbai, India in association with University of Bristol Business School, University of York, University of Bath, University of Westminster, US university of Sussex on 11 Mar 2024.
4. Research Paper titled “**A Study on Impact of Social Media Marketing on Medical Tourists’ Attitude and Behavioural Intention: A Case from India**” in the 14th India International Hotel, Travel and Tourism Research Conference on Tourism & Hospitality: Climate Change, Geopolitical Conflicts & Crisis Management organised by Banarsidas Chandiwal Institute of Hotel Management & Catering Technology, New Delhi, Affiliated to GGSIP University, New Delhi on 6-7 March, 2024.
5. Research Paper titled “**Exploring Innovative Marketing Strategies for Promoting Tribal Products in India**” in the ICSSR Sponsored Two Day National seminar on the Existing Opportunities Facilitating the Preservation, Promotion and Dissemination of Tribal’s in India organised by Dept. of Commerce & Management, KBN College (Autonomous), Vijayadada, affiliated to Krishna University, Machilipatnam, India on 18 Nov 2023.
6. Research Paper titled “**Management Education in 21st century- The Need for Critical Perspectives**” in the Three Day International conference on Academic Leadership and Management in Higher Education in a Globalised Economic Era: Perspectives and Challenges organised by Dept. of Commerce & Business Management, Krishna University in association

with Andhra Pradesh State Council of Higher Education (APSCHE), Andhra Pradesh on 01-03 Mar 2023.

7. Research Paper titled **“A study on Blended Learning in Management Education in India – Critical Reflections”** in the Three Day International conference on Academic Leadership and Management in Higher Education in a Globalised Economic Era: Perspectives and Challenges organised by Dept. of Commerce & Business Management, Krishna University in association with Andhra Pradesh State Council of Higher Education (APSCHE), Andhra Pradesh on 01-03 Mar, 2023.
8. Research Paper titled **“A Qualitative Study on Understanding the Perception of Informal Economic Workers towards Health Insurance”** in the Two Day UGC National Seminar on Health Insurance in India : Need of the Hour organised by Dept. of MBA (Hospital Administration), Acharya Nagarjuna University, Guntur, Andhra Pradesh, India on 10-11 Feb, 2023.
9. Research paper titled **“Social Innovation Research in India –An Exploratory Study”**, in the ICSSR sponsored Two-Day National seminar on Social Innovation & Entrepreneurship in India”, Organised by Department of Commerce & Management, KBN College (Autonomous), Vijayadada, affiliated to Krishna University, Machilipatnam, India on 25-26 Feb, 2022.
10. Research paper titled **“Determinant Attributes of Consumers' Purchase Intentions of Organic Food Products - An exploratory Study”**, in International Conference on Commerce, Management and Interdisciplinary Subjects (ICCMIS 2021) Organised by Department of Commerce and International Business, School of Business Studies, Central University of Kerala, India on 28-29 Oct, 2021.
11. Research paper titled **“Assessing the Role of Consumers' Emotional Abilities in Determining the Persuasiveness of Online Reviews on Online purchase intentions in India–An Empirical Analysis”**, in International Seminar on Emerging Challenges and Opportunities in Business and Economy: Lessons from Covid 19 Pandemic organized by Faculty of Management and Commerce, ICFAI University Tripura, India and IUBAT, Dhaka, Bangladesh on 01-02 Sep, 2021.
12. Research paper titled **“Assessing the Role of Food Safety, Nutrition Attributes Value Attributes and Package Attributes in Consumers' Purchase Intentions of Organic Food Products”**, in global conference on Innovations in Management and Business, organized by NIT Warangal in association with Chapman University and Howard University on 27-28 July, 2021.
13. Research paper titled **“The Study of the Continuous and Comprehensive Evaluation -CCE-a Service Model in the School Based Assessment in Context with the 4V - Model”** in 1st IIM Bodh Gaya Management Conference 2021 on Post COVID Management Strategies: Recovery, Resilience & Adaptation, organised by Indian Institute of Management, Bodh Gaya, India on 23-24 April, 2021.
14. Research paper titled **“Impact of Industry 4.0 on Marketing Automation”** in UGC Sponsored Two Day National Seminar on 4.0 Industrial Norms and Its Impact on Business Functions, organised by Dept. of Commerce and Business Administration, Acharya Nagarjuna University, Guntur, A.P., India on 26-27 March, 2021.
15. Research paper titled **“Exploring the Role of Emotional Abilities in Determining the Persuasiveness of Online Banner Ads”** in 11th International Business Research Conference 2021 on Envisioning and Rethinking Strategies for Business, Economy, Governance and Society in New Normal, organised by IES MCRC, Bandra, Mumbai, India on 20 Feb 2021.
16. Research paper titled **“The Role of Consumer Emotional Intelligence in Determining the Effectiveness of Customer Reviews and Ratings in Online Grocery Retailing”** in

International virtual conference on Strategic Research to Turnaround Business in Emerging scenario, organised by IIPM, Bangalore, India on 04 July 2020.

17. Research paper titled **“Role of Digital Technology in Transforming Retailing Business in India- A Conceptual Study”** in *ICSSR (IMPRESS) Sponsored Two-day International Seminar on Strategies for Transforming India –The Way forward (SFTI)* held at Dept. of Commerce & Management, K.B.N. College (autonomous), Vijayawada in collaboration with Krishna University, Machilipatnam, .A.P. India, on December 18-19, 2019.
18. Research paper titled **“Rural Indian Consumers’ Satisfaction towards BHIM App: An Empirical Analysis** in *National Conference on Cross-culture & Consumer Behavior* held at Providence College for Women, Coonoor, Tamilnada, India on Sep 21, 2018.
19. Research paper titled **“Role of Parental Demographics on the Purchase Decision Making while Handling Child’s Pester Behavior in Shopping Malls”**, in *12th International Conference on Management 2022: Growth and Sustainability Challenges* held at IFM Business School, Bangalore on Sep15-16, 2017.
20. Research paper titled **“Consumer Acceptance of Innovations in Private Labels in Food and Grocery Retailing" An exploratory study”** in *UGC sponsored Two day National Seminar on Innovation Management –A strategic imperative for Growth* held on 22-23 Aug 2017 at Dept. of Commerce & Business Administration, P.B. Siddartha College of Arts & Science, Vijayawada, A.P., India.
21. Presented research paper titled **“Assessing the Mediating Role of Visual Content, Qualitative Information and Responsiveness in Social Media Advertisements to Generate Purchase Intentions Among the Millennial Customers: A sustainable Strategy for the Effective Marketing”**, in the 2017 IIM Indore NASMEI Summer Marketing Conference – Creating Customer Value held on July 22-29, 2017 at IIM Indore., A.P., India.
22. Presented research paper titled **“Impact of Observed Learning & Family Shopping Patterns on the Child Peter Behavior towards Toys: A study with reference to Hyderabad city”**, in the *ICSSR-sponsored National Seminar on Innovations & Challenges in Global Business Management (NS-ICGBM’17)* held on 28th July 2017 at Dhanraj Baid Jain College (Autonomous), Chennai, India.
23. Research paper titled **“Foreign Direct Investment Chaos in Multi-brand Retail Trade in India: An Inquiry into the Policy Paralysis and Regulatory Uncertainty”** in *APSCHE sponsored Two-Day National seminar on Foreign Direct Investment in Services Sector in Emerging Economy: Opportunities and Challenges* held on Apr 24-25, 2014 at Dept. of Business Management, Krishna University, A.P., India.
24. Research paper titled **“Role of Consumer Emotions in Determining Persuasiveness of Retail Price Promotions: Moderating Effect of Pricing Tactics Persuasion Knowledge”** in *ACITE sponsored Two-day International conference on Consumer Dynamics and Marketing Strategies in the Globalised Economic era – Perspectives and Challenges* held on Oct 29-30, 2013 at Dept. of Management Studies, GRIET, Hyderabad, India.
25. Research paper titled **“Exploring the Influence of Social Media Advertising on Online Consumers in Emerging Market”** in *ACITE sponsored Two-day International conference on Consumer Dynamics and Marketing Strategies in the Globalised Economic era – Perspectives and Challenges* held on Oct 29-30, 2013 at Dept. of Management Studies, GRIET, Hyderabad, India.
26. Presented research paper titled **“Assessing the role of consumer Emotional Intelligence with Respect to Persuasiveness of Advertised Price Promotions”** in *International conference in Marketing (MARCON 2012) on Sustainability, and Marketing in a Socially-Connected World of Consumers*, held on 28-30 Dec, 2012 at Indian Institute of Management Calcutta (IIMC), India.

27. Presented research paper titled **“Cross-format Shopping Motives and Shopper Typologies in Emerging Markets”** in *International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead* held on 12-14 Jan 2012 at Indian Institute of Management Lucknow (IIML), Noida Campus, New Delhi in India.
28. Presented research paper titled **“Effect of Grocery Loyalty Programs on Customer Emotional loyalty in Emerging Retail markets: An Empirical Analysis”** in *International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead* held on 12-14 Jan 2012 at Indian Institute of Management Lucknow (IIML), Noida Campus, New Delhi in India.
29. Presented research paper titled **“Role Portrayal of Women in Indian Television Commercials and its Impact on Consumer Buying Behavior”** in *International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead* held on 12-14 Jan 2012 at Indian Institute of Management Lucknow (IIML), Noida Campus, New Delhi in India.
30. Presented research paper titled **“Determinants of Customer Emotional Loyalty in emerging Retail Market: An Empirical Analysis”** presented in 4th *International conference on Doing Business in India -Opportunities & Challenges in the Service Sector* held on 11-12 Jan 2012 at IFIM Business School, Bangalore, India.
31. Presented research paper titled **“Role of Shopping Motivations in Store Patronage Behaviour in Emerging Market: An Empirical Analysis”** in *International conference on Business Growth in Emerging Markets: Global Shifts and Local Effects* held on 15-16 December 2011 at Institute of Public Enterprise(IPE), Hyderabad, India.
32. Presented research paper titled **“Green Marketing Initiatives in India-Perspectives and Challenges”** in *National seminar on Green Management* held on 02 Apr 2011 at Hyderabad Business School, GITAM University, Hyderabad, India.
33. Presented research paper titled **“Determinant Attributes of Store Brands in Food and Grocery Retailing in Indian-An Empirical Analysis”** in 4th *International Conference on Management & Social Welfare Issues: Contemporary Perspectives* held on 13- 14 Jan 2011 at Indian Institute of Business Management & Social Welfare, Calcutta in India.
34. Presented research paper titled **“Effect of Cross Shopping Behaviour on Store Format Choice in Food and Grocery Retailing-An Empirical Analysis”** in 4th *IIMA Conference on Marketing in Emerging Economies* held n 5-7 Jan 2011 at Indian Institute of Management Ahmedabad (IIMA), India.
35. Presented research paper titled **“Antecedents and Consequences of Customer Satisfaction in Food and Grocery Retailing-An Empirical Analysis”** in *International Marketing Conference- MARCON 2010* held on 27-29 Dec 2010 at Indian Institute of Management Calcutta (IIMC), India.
36. Presented research paper titled **“A Study on influence of Shopper Psychographic Determinants on Retail Format choice Behaviour in Food and Grocery retailing in India”** in 3rd *International Conference on Global Interdependence & Decision Sciences* held on 28-30 Dec 2009 at Administrative Staff College of India (ASCI), Hyderabad, India.
37. Presented research paper titled **“Impact of Situational Factors on Retail Format choice Behaviour in Food and Grocery retailing in India-Multiple Discriminant Analysis”** in 2nd *International Conference on Doing Business in India* held on 17-18 Dec 2009 at IFIM Business School, Bangalore in India.

38. Presented research paper titled **“Critical Factors of Viral Marketing in India-Perspectives and Challenges”** in *National Seminar on Innovations in the Rout to Win the Market* held on 3-4 Dec, 2009 at Institute of Public Enterprise (IPE), Hyderabad, A.P, India.
39. Presented research paper titled **“Price Promotion as Retail Strategy in an Uncertain Economic Era with Reference to Food and Grocery Retail in India”** *National Seminar on Managing in an uncertain Economic era - Embracing Change in a Service Economy* held on 5-7 Nov, 2009 at School of Management Studies, Central University, Hyderabad, A.P, India.
40. Presented research paper titled **“Store Choice Behaviour in Food and Grocery Retailing in India”** accepted for presentation in *International Conference on Indigenous Management Practices (ICIMP)* held on 16-18 July 2009 at Department of Business Administration, Annamalai University, Chennai, India.
41. Presented doctoral thesis titled **“Determinant Attributes of Store Format Choice and Patronage Behaviour in Food & Grocery Retailing”** presented in 3rd *International Doctoral Theses Conference* held on 04-07 Mar 2009 at ICFAI Business School, Hyderabad in collaboration with IGIDR, Mumbai, India.
42. Presented research paper titled **“Impact of Loyalty programs on Customer Loyalty in Modern Retailing”** in *International Conference on Marketing and Business Strategy”* held on 6-8 Jan 2009 at ICFAI Business School, Hyderabad, India.
43. Presented research paper titled **“A Study of Consumer Behaviour in E-tailing”** in *International Conference on Retail Marketing-Globally Emerging and Evolving Trends: Lessons for Developing Economies*, held on 07-08 Mar 2008 at Institute of Management & Research, Bharati Vidyapeet University, New Delhi, India.
44. Presented research paper titled **“Empirical analysis of Relationship Marketing Practices in Modern Retailing”** in *International Conference on Retailing in the Globalised era-Perspectives & Challenges*, held on 10-12 Jan 2008 at School of Management Studies, Central University, Hyderabad, A.P, India.
45. Presented research paper titled **“A Study of Employee Turnover and Retention Strategies in Retailing Industry in India”** in *National Seminar on Dynamics of Employee Engagement- HR Initiatives*, held on 19-20 Dec, 2008 at Department of Commerce and Management Studies, Andhra University, Visakhapatnam, A.P, India.
46. Presented research paper titled **“Emergence of E-tailing Perspectives & Challenges”** in *National Seminar on Human Dynamics in Retail Sector*, held on 14-15 Dec, 2007 at Department of Commerce and Management Studies, Andhra University, Visakhapatnam, A.P, India.
47. Presented research paper titled **“Consumerism & Retailing in India”** in *National Seminar on Emerging Trends in Indian Retailing-Problems and Prospectus*, held on 28-29 Mar, 2007 at School of Management, Kakatiya University, Warangal, A.P, India.

INVITED TALKS/LECTURES/RESOURCE PERSON IN TECHNICAL SESSIONS

- ✚ **Resource person** to online Research Orientation Programme (ROP) to the research scholars in the stream of Science, Arts, Management and Engineering organised by *Research & Development Cell, Yogi Vemana University, Kadapa, Andhra Pradesh, India* on 17 May 2026 (**Technical Sessions: (1) Approaches to Research Design – Qualitative and Quantitative Research from 1400 hrs – 1525 hrs, (2) Ethnographic Methods & Documentation Methods from 1535 hrs to 1700 hrs).**
- ✚ **Resource person** for ICSSR sponsored Two-day National seminar on Next-Gen GST Reforms towards Vikisit Bharat: Transforming Entrepreneurship, Employment and Sustainable Livelihoods in Andhra Pradesh organised by *Dept. of Commerce, CSTS Govt. Kalasala, Jangareddigudem A.P., India* during 09-10 Apr, 2026. (**Technical Session –II: Impact of GST Reforms on Consumer Markets & Consumption Behaviour in India on 09 April 26).**

- ✚ **Resource person** for RUSA sponsored Two-day National conference on Emerging Trends in Commerce and Management organised by *Dept. of Commerce & Management, Andhra Layola College (Autonomous), Vijayawada, A.P., India during 30-31 Mar, 2026. (Technical Session –I: Analytics-Based Managerial Decision Making in a Globalised and Digitalised Economy on 30 Mar 26).*
- ✚ **Resource person** for ICSSR-SRC sponsored Two-day National seminar on Revisiting GST Reforms and Their Socio-Economic Implications in Southern India: Regional Experiences and Policy Perspectives organised by Dept. of Commerce & Management, KBN College (Autonomous), *Vijayawada, A.P., India during 12-13 Mar, 2026. (Technical Session –I: Consumption and Market Behaviour after GST on 12 Mar 26).*
- ✚ **Resource person** for ICSSR-SRC sponsored Two-day National seminar on Empowering Higher Education in Andhra Pradesh: NEP 2020 and the Journey to Viksit Bharat @2047 organised by Dept. of Commerce, SRR & CVR Govt. Degree College (Autonomous), *Vijayawada, A.P., India during 05-06 Mar, 2026. (Technical Session –IV: Accreditation Recognition & Financing of Higher Educational Institutions on 05 Mar 26).*
- ✚ **Resource person** for UGC MMTTC Refresher course on Commerce & Management, conducted by *School of Management Studies (SMS), University of Hyderabad, Telangana (Topic: Philosophical Thoughts in Management Research on 13 Jan 2026).*
- ✚ **Resource person** for student induction program in the *Department of Management, Dr. Abdul Haq Urdu University, Kurnool, Andhra Pradesh, on 13 Nov 2025 (Topic: Career Goal Setting – A Strategic Approach).*
- ✚ **Resource person** for ICSSR-SRC Sponsored Two day Seminar on Challenges & Opportunities faced by Innovative Entrepreneurs in India, organized by Dept. of Commerce and Management, KBN College (Autonomous), *Vijayawada on 04 July 2025. (Technical Session–II: Market Access & Consumer Behaviour).*
- ✚ **Resource person** for a **Six-Day** (online) ATAL - AICTE Training And Learning (ATAL) Academy **Faculty Development Program (FDP)** on “**Aligning Corporate and National Goals: CSR’s Contribution to Viksit Bharat**” in the *Department of Management, KL Business School, KL (Deemed) University, Guntur, A.P., India on 09 Dec, 2024 (Session theme: Role of Corporate Social Responsibility (CSR) in Inclusive Economic Growth (IEG) in India).*
- ✚ **Resource person** for **One Day Faculty Development Program (FDP)** on “**Publishing academic Research in Scholarly Peer Reviewed International Journals in Commerce and Business Management**” in the *Department of Commerce and Business Management, K.B.N College (Autonomous), Vijayawada, A.P., India on 29 July, 2024.*
- ✚ **Resource person** for ICSR sponsored **Two-day International Seminar** on the Indian Start ups - Issues, Challenges & Opportunities: The Way Forward organized by *Department of Commerce and Management, KBN College (Autonomous), Vijayawada, A.P., India during 21-22 June, 2024. (Technical Session –II: Role of Startups in Promoting Research in India on 21 June 24).*
- ✚ **Resource person** for ICSR Sponsored **Two-day National Seminar** on the Existing Opportunities Facilitating the Preservation, Promotion and Dissemination of Tribal’s in India organized by *Department of Commerce and Management, KBN College (Autonomous), Vijayawada, A.P., India on 17-18 Nov, 2023. (Technical Session –V: Innovative Marketing Opportunities to Promote Tribal Products/Produce in India on 18 Nov 23).*
- ✚ **Resource person** to deliver a talk on “**Changing Trends of Digital Marketing and Its Influence on Marketing Effectiveness**” in the Department of Business Management for the benefit of MBA Students, *K.B.N College (Autonomous), Vijayawada, A.P., India, on 24 June, 2023.*

- ✚ **Resource person for Two-day UGC National Workshop on Health Insurance in India: Need of the Hour** ” held at Dept. of M.B.A (Hospital Administration), Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, A.P. India on 11 Feb 2023 (**Technical Session: Health Insurance Frauds**).
- ✚ **Resource person** for One Day National workshop on Research Methodology –An Interdisciplinary Approach organised by IQAC, AG & SG Siddhartha Degree College of Arts and Science (Autonomous), Vuyyur on 13-12-2022 (**Technical Session: Research Design and Research Process**).
- ✚ **Resource person** for **Three Day FDP** on Advanced Research Methodology" organised by Dept. Of Business Administration, Prasad V. Potluri Siddhartha Institute of Technology (Autonomous), Kanuru, Vijayawada, Andhra Pradesh in collaboration with the SRC, ICSSR, Hyderabad from 24-11-2022 to 26-011-2022 (**Technical Session: Research Methods and Research Design on 24 Nov 2022**).
- ✚ **Resource person** for **10 Days Pre-Ph.D. Course Work** on “Research Methodology” Organised by Research & Development Cell, Krishna University, Machilipatnam from 31-10-2022 to 10-11-2022 (**Topic: Foundations of Research and Research Problem -10 Sessions**).
- ✚ **Resource person** for **One Week FDP** on the “**Framework for Improving the Quality of Scientific Research in Universities**” Organised by Department of Biosciences and Biotechnology, Krishna University from 22-08-2020 to 27-08-2022 (**Technical Session: Statistical Inference Tests, correlation and regression analysis in research** on 24 Aug 22).
- ✚ **Resource person** for **Two-day UGC National Workshop** on Green Healthcare Management: Emerging Issues and Challenges ” held at Dept. of M.B.A (Hospital Administration), Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, A.P. India on **26 March, 2022**. (**Technical Session: Green Purchasing in Healthcare**).
- ✚ **Resource person** for **National Webinar** on “**Marketing Education in a Globalised Economic Era: Perspectives and Challenges**” organised by Dept. of Commerce & Business Administration, P.B. Siddhartha College of Arts & Science (Autonomous), Vijayawada, Affiliated to Krishna University, A.P. India, on **August 12, 2021**.
- ✚ **Resource person** for **Two-day UGC National Workshop** on “**Healthcare management in pandemics: Emerging Issues and Challenges**” held at Dept. of M.B.A (Hospital Administration), Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, A.P. India on March 30-31, 2021 (**Technical Session: Health Insurance and Financing of Healthcare in Pandemics**).
- ✚ **Resource person** for **One Week AICTE & ISTE Sponsored Refresher FDP on Research Methodology: Tools & Techniques**, organised by DNR School of Business Management, DNR College of Engineering & Technology, Bhimavaram, A.P. India on 02 Dec 2020 (**Technical session: Multivariate Analysis -Hypotheses Testing and Analysis**).
- ✚ **Resource person** for **One Week Research Methodology course for M.Phil./Ph.D. research scholars**, organised by Research & Development (R & D) Cell, Krishna University, A.P., India on 17 & 19 Oct, 2020 (**Technical sessions: Sampling Theory, Tests of Hypothesis, Parametric Vs Non-Parametric Tests, Procedure for Testing Hypothesis, Use of Statistical Techniques for Testing Hypothesis in multivariate data, Statistical Interference**).
- ✚ **Resource person** for **Two-Day UGC Sponsored National Level online Seminar** on “Changing Dimensions of Business Environment in Covid-19 Era – Strategies for formulation and Implementation” held at Dept. of Commerce & Management, K.B.N. College (autonomous), Vijayawada in collaboration with Krishna University, Machilipatnam, .A.P. India, on June 22-23, 2020 (**Technical Session Themes: Legal Environmental Aspects of Business during Covid—19; Business Challenges in 21st Century – Preparing for the Future; Modern Business Environment – Change and Innovation**).

- ✚ **Resource person for Two-day UGC National Workshop** on “Quality Management in Hospitals: Emerging Issues and Challenges” held at Dept. of M.B.A (Hospital Administration), Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, A.P. India, on March 13, 2020 (**Technical Session: Quality Management in Hospitals (Six Sigma, Lean Management and Three Sigma):The Emerging Issues and Challenges**).
- ✚ **Resource person for National seminar** on “Interface of Allied Science Technology on Life Science Research-2020 (IASTLSR-2020)” held at Department of Biosciences & Biotechnology Krishna University, Rudravaram, A.P., India, on February 28, 2020 (**Technical Session: Application of Statistical tools and Techniques in Research**).
- ✚ **Resource person for ICSSR (IMPRESS) Sponsored Two-day International Seminar** on Strategies for Transforming India–The Way forward (SFTI) held at Dept. of Commerce & Management, K.B.N. College (autonomous), Vijayawada in collaboration with Krishna University, Machilipatnam, .A.P. India, on December 18-19, 2019 (**Technical Session Theme: Growth, Current Issues and the way to Forward**).
- ✚ **Resource person for UGC sponsored One-day National workshop** on “**Bloom’s Taxonomy**”, organised by Jagarlamudi Kuppaswamy Choudary College (JKC) (Autonomous), affiliated to Acharya Nagarjuna University, Guntur, A.P., India on Nov 12, 2019.
- ✚ **Resource person for One-day National Conference** on “Management Perspectives -2019” organised by Dept. of Management Studies, Vignan’s Foundation for Science, Technology and Research (Deemed to be University), Guntur, A.P., India on 10 Aug 2019 (**Technical session Theme: Business Strategies for Sustainability in 20th Century**).
- ✚ **Resource person for One-day Faculty Development Programme** on “**Perspectives of Research and Technical Paper Writing**”, organised by *Department of Management Studies*, Ramachandra College of Engineering (Affiliated to JNTUK, Kakinada, A.P.), Eluru, on 02 March, 2019.
- ✚ **Resource person for the technical session in UGC Sponsored Two-day National workshop on “Corporate Happiness Management**”, organised by *Department of Human Resource Management*, Acharya Nagarjuna University, Guntur, on 08-09 Feb, 2019 (**Technical session Theme: Emotional Intelligence and Stress Management for Corporate Happiness**).
- ✚ **Resource person for the technical sessions in One-Week AICTE-ISTE Induction / Refresher Programme 12-17 Nov, 2018) on “Research Methodology, Design and Analysis of Experiments**” organised by *Department of Mechanical Engineering, RVR & JC College of Engineering (Autonomous)*, affiliated to Acharya Nagarjuna University, Guntur, on 13 November, 2018 (**Session topics: Literature Review - Critical Review, Analysis, Compilation, and Identifying Research Gaps; Methods and Tools/Techniques for Data Collection for Different Research Approaches**)
- ✚ **Resource person for the technical sessions in One-day workshop on “Research Methodology and Business Analytics**”, organised by *Department of Management Sciences, RVR & JC College of Engineering (Autonomous)*, affiliated to Acharya Nagarjuna University, Guntur, on 19 April, 2018 (**Session topics: Business Research Methods; Business Analytics for Managerial Decision Making**).
- ✚ **Resource person for the technical sessions in AICTE Sponsored Two Week Faculty Development Program (FDP) on "Advances in Research Methods and Data Analytical Tools by using SPSS for Social Sciences and Management"** on 08, 09 &10 Mar, 2018, organised by *Department of Management Studies, Aditya Institute of Technology and Management (Autonomous)*, permanently affiliated to JNTUK, Kakinada, A.P., India (**Topics: - Hands on experience using SPSS and Testing of hypothesis: Parametric & Non-parametric, Factor Analysis, Conjoint and MDS, PLS & SEM Techniques**).

- ✚ **Chairperson and Resource person** for the Technical session titled “**Global Business Transformation**”, in **One-day UGC supported National Seminar on “Global Business–A Paradigm Shift**” on 23rd February, 2018 organised by *UG and PG Departments of Commerce and Management of Maris Stella College (Autonomous), Vijayawada, A.P., India (Technical Session Theme: Global Business Transformation)*.
- ✚ **Resource Person** for Technical Session titled “**Innovative Marketing Strategies in a Digitalized Economic Era**” in a **Two-day UGC Sponsored Student Centric National Seminar on Marketing Trends in Virtual Era**” on 24 Jan 2018, organised by *SRR & CVR Govt. Degree College (Autonomous), Vijayawada, A.P., India during 23-24 Jan, 2018*.
- ✚ **Resource Person** for technical session titled “**Data Analysis & Descriptive Statistics**”, and “**Application of parametric & non-parametric Statistical techniques**” on 19 Dec 2017 in a **Three-day Faculty Development Programme (FDP) on “Research Methodology”** organised by *Department of Master of Business Administration, Gudlavalleru Engineering College (GEC), an autonomous institution affiliated to JNTUK, Kakinada, A.P., during 18-20 Dec, 2017*.
- ✚ **Keynote Speaker & Resource Person** for “**Quality Concepts in HEIs in India-Prospects & Challenges**”, and “**Research based Teaching & Learning**” in UGC sponsored (Under CPE Grant) in **One week Orientation Programme on Future Trend in Quality Enhancement of Professional & Academic Skills in HEIs** organised by *IQAC, KBN College (Autonomous), Vijayawada, A.P., India during 5-11 Aug 2017*.
- ✚ **Keynote Speaker** for “**Opportunities & Challenges in Logistics & Supply Chain Management in a Globalised Economic Era**” in UGC sponsored **Two Day National Workshop on Logistics & Supply chain Management (NWLSCM-2017)**, organised by *Dept. of Commerce, Management & Logistics, KBN College (Autonomous), Vijayawada, A.P., India during 28-29 July 2017*.
- ✚ **Resource Person** for Technical sessions titled “**Six Sigma Approaches**” & “**Service Quality Dimensions**” in a **Three day Residential Training Programme on Total Quality Management in Government** organised by *Andhra Pradesh Human Resource Development Institute (APHRDI), Govt. of A.P. during 4-6 May 2017 at APHRDI, Bapatla, A.P., India*.
- ✚ **Resource Person** for Technical session titled “**Theory Building, Model development and Hypothesis Testing**” in **One day Faculty Development Programme on Research Methodology and Technical Paper Writing** organised by *Dept. of Mechanical Engineering, Sri Mittapalli College of Engineering (affiliated to JNTUK, Kakinada, Andhra Pradesh), Guntur, A.P., India on 07 Jan 2017*.
- ✚ **Resource Person** for the Technical Session titled “**Changing Trends of Management in a Globalised Economic Era**” in a **Three day Faculty Development Programme on Challenges and Trends in Management Education** organised by *Dept. of Business Administration, Andhra Loyola Institute of Engineering & Technology, Vijayawada, A.P., India during July 28-30, 2016*.
- ✚ **Resource Person & Session Chair** for the Technical Session titled “**Corporate Governance and Corporate Social Responsibility**” in the **UGC sponsored Two-Day National Seminar on Good Corporate Governance in India and Challenges** organised by *Dept. of Commerce, SDMS Mahila Kalasala (Autonomous), Vijayawada, A.P., India during Feb 04-05, 2015*.
- ✚ **Resource Person & Session Chair** for the technical session titled “**Success Attributes of Women Entrepreneurs in a Globalised Economic Era**” in the **UGC sponsored Two-day International Seminar on Women Entrepreneurship – a Global Perspective** organized by *Department of Commerce and Management, KBN College (Autonomous), Vijayawada, A.P., India, during Aug 06-07, 2014*.

- ✚ **Resource Person & Session Chair** for the Technical session titled “**FDI in Indian Retailing**” in **APSCHE sponsored Two-day National Seminar on FDI in Services Sector in Emerging Economy: opportunities and Challenges** organized by *Department of Business Management, University Campus College, Krishna University, Machilipatnam, A.P., India during Apr 24-25, 2014.*
- ✚ **Guest Lecture** on “**Millennial Consumers and Retailing Strategies in India**” at *Dept. of Commerce, Noble College (autonomous), Machilipatnam, A.P., India on 09 Nov 2013.*
- ✚ **Resource Person & Session Chair** for *ACITE sponsored Two-day International conference on Consumer Dynamics and Marketing Strategies in the Globalised Economic era – Perspectives and Challenges* organized by *Dept. of Management Studies, GRIET (autonomous), Hyderabad, India during Oct 29-30, 2013* (**Topic: Consumer Dynamics in Retailing in a Globalised Economic Era**).
- ✚ **Resource Person** for *AICTE Sponsored Staff Development Programme on “Statistical Packages and their Applications in Business Research”* was organised by *Holy Mary Institute of Management Studies, Hyderabad, A.P., India during 23 July, 2012 to 5 August, 2012* (**Topic: Hypothesis Formulation and Testing for Univariate, Bivariate and Multivariate Analysis in Business Management Research**).
- ✚ **Resource Person** for *AICTE sponsored Staff Development Programme (SDP) on “Developing Research Skills in Management Teachers/Scholars”* was organized by the *Dept. of Business Administration, GRIET(Autonomous), Hyd, A.P., India during May 02 – May 16 2012.* (**Topic: Hypotheses testing for Bivariate and multivariate Analysis in Business Management Research**).
- ✚ **Resource Person** for *AICTE sponsored Staff Development Programme (SDP) on “Research Methodology and Statistical Analysis using SPSS”* was organized by the *Dept. of Business Administration, QIS College of Engg. & Technology, Ongole, A.P., India during April 30 – May 13 2012.* (**Topic: Research Approaches and Methods in Business Management**).
- ✚ **Guest Lecture** on “**Consumerism and Innovations in Indian Retailing**” at *Dept. of Business Administration, Montessori Mahila Kalasala (autonomous), Vijayawada, A.P., India on 04 Apr 2010.*
- ✚ **Resource person** for *UGC sponsored Two- day National level workshop on “Research Methods in Commerce and Management Studies”* was organised by *Dept. of Commerce & Business Administration, K.B.N College, Vijayawada, A.P., India during 25-26 June 2011.* (**Topic: Statistical Packages in Business Research-Application Orientation**)
- ✚ **Resource Person** for *AICTE sponsored Staff Development Programme on “Research Methodology and Statistical Analysis using SPSS”* was organized by the *Dept. of Management Sciences, K.L. University (Deemed), Guntur, India during March 17 - 30 Apr 2010.* (**Topic: Bivariate & Multivariate analysis, Time series, and Index numbers in Management Research**).
- ✚ **Resource Person** for *AICTE Sponsored National Seminar on Developing research skills in management scholars* was organised by *Dept. Management Studies, GRIET(autonomous), Hyderabad, India during 26-27 Mar 2010* (**Topic: Problem Formulation and Theory Building in Marketing Research**).
- ✚ **Resource person** for *National Workshop on Research Methodology* was organised by the *Dept. of Business Administration in QIS College of Engineering & Technology, Ongole, A.P., India on 10 Apr 2010.* (**Topic: Publishing Research Papers in Peer Reviewed Scholarly Journals International Repute in business management**).
- ✚ **Guest Lecture** on “**Development & Testing of Models in Business Management Research**” at *Dept. of Management Studies in GRIET (autonomous), Hyderabad, India on 05 May 2010.*
- ✚ **Resource person** for *Faculty Development Program on Promulgate and Collate: How to Glorify Research Works* organised by *School of Management Studies, JNTUK, Kakinada, A.P., India on 23-25 Oct 2010.*

MANAGEMENT MEETS / WORKSHOPS/CONFERENCES CONDUCTED AND/OR ATTENDED

- ✓ **Attended Five-Day Global ESG and Sustainability Summit AAROHAN 2.0** titled “Sustainable Future: Integrating ESG Principles for Global Transformation” organised by Student Research & Development Cell-SRDC, ATLAS SKILL TECH University, Mumbai on 11-15 March 2024.
- ✓ **Attended Three-Day FDP on “Citation & Reference Management for Scholarly Writing”, organized by IQAC, NSB Bangalore in collaboration with Mendeley, Netherlands** on 26-28 February 2024.
- ✓ **Conducted** (as Organising secretary) **Three Day International Conference** on “*Academic Leadership and Management in Higher Education in a Globalised Economic Era: Perspectives and Challenges*” in the Dept. of Business Management, UCAS, Krishna University, Machilipatnam in Association with Andhra Pradesh State Council of Higher Education (APSCHE), Andhra Pradesh on 01-03 Mar, 2023.
- ✓ **Conducted** (as Convenor) of **One Day National Workshop** on *Consumer Awareness Meet* BY Dept. of Commerce & Business Management, UCAS, Krishna University, Machilipatnam in Association with Dept. of Consumer Affairs, Food & Civil Supplies, Government of Andhra Pradesh on 07 Feb 2023.
- ✓ **Attended One Week Global Entrepreneurship & Management Summit AAROHAN 2023** sustainable Ideas for Business in the New Normal organised by Student Research & Development Cell-SRDC, ATLAS SKILL TECH University, Mumbai on 23-29 March 2023.
- ✓ **Conducted** (as Coordinator) **One week Faculty Development Program** titled “*Research Methodology and Data Analysis in Business Management*” organized by Dept. of Commerce and Business Management, UCAS, Krishna University, Machilipatnam from 25 Aug 2022 to 01 Sep 2022. 25-23 Aug, 2022.
- ✓ **Conducted** (as Coordinator) **One week Faculty Development Program** titled “*Art of Innovative Design Thinking*” organized by Dept. of Commerce and Business Management, UCAS, Krishna University, Machilipatnam on 17-23 Aug, 2022.
- ✓ **Attended UGC sponsored webinar** on “*NEP 2020: Multi Disciplinary and Holistic Education*” organised by HRD centre, Pondicherry University on 27-06-2022.
- ✓ **Attended UGC sponsored webinar** on “*NEP 2020: Motivated, Energized and Capable Faculty*” organised by HRD centre, Pondicherry University on 28-06-2022.
- ✓ **Attended UGC sponsored webinar** on “*NEP 2020: Technology Use and Integration*” organized by HRD centre, Pondicherry University on 29-06-2022.
- ✓ **Attended One week AICTE Sponsored STTP II on “21st Century Emerging Trends in Research and Paradigm shift in Business Practices”**, organized by Dept. of Business and Management Studies, Meerut Institute of Engineering & Technology (MIET), Meerut, U.P., India from 15-20 Dec, 2020.
- ✓ **Attended Five Day FDP on “Case Discussion Methodology on Rural Marketing & Rural Entrepreneurship”, organised by Faculty Development Center, Mahatma Gandhi National Council of Rural Education, MHRD, Govt. of India, sponsored by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching** on 23-27 Nov, 2020.
- ✓ **Conducted One Day National Online Workshop on BBA & MBA Rural Management Curriculum** in association with Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India on 08 Dec 2020.
- ✓ **Attended Five Day AICTE Training and Learning (ATAL) Academy online Faculty Development Programme (FDP) on "Social Enterprise Management"** organized by Indian Institute of Management, Nagpur from Oct 19, 2020 to Oct 23, 2020.

- ✓ **Attended** One week **Faculty Development Programme (FDP) on "Open Source Tools for Research"** organized by Ramanujan College, University of Delhi from June 08, 2020 to June 14, 2020.
- ✓ **Attended** Two weeks **Faculty Development Programme (FDP) on "Managing Online Classes and Co-Creating MOOCs: 2.0"** organized by Ramanujan College, University of Delhi from May 18 -June 03, 2020.
- ✓ **Attended** UGC sponsored One week **International Faculty Development Programme (FDP) on "Technology Assisted Teaching and Virtual Learning through ICT Tools"** organized by S.B.VR. Degree and PG College, Badvel, A.P., India from 25 May, 2020 to 30 May, 2020.
- ✓ **Attended** National level One week **Online Faculty Development Programme (FDP) on "Post Covid-19 - Challenges and Opportunities for Indian Business"** organized by Govt. First Grade College, Malur, Dept. of Collegiate Education, Govt. of Karnataka from 13 May 2020 - 19 May 2020.
- ✓ **Attended** Two-Day **"Faculty Development Programme (FDP) on Data Analytics using SPSS"** organized by *Central Library, Central University of Karnataka, Kalaburagi in collaboration with SPSS South Asia on 10-11 Jan, 2018.*
- ✓ **Attended** Two-Week **"Faculty Development Programme (FDP) on Research Methodology for Management Teachers using MS Excel, SPSS and R Programming"** organized by *School of Management Studies, University of Hyderabad* from 20 Nov 2017 to 03 Dec 2017.
- ✓ **Attended** One-day Seminar on **"Demonetization of Currency and using Digital Products"** organized by *Centre for Human Resource Development and Dept. of Commerce, Krishna University* on 19 Nov, 2016.
- ✓ **Attended** One-day workshop on **"Mental Health Awareness"** organized by *Training & Placement Cell, Krishna University* on 05 Oct, 2016.
- ✓ **Attended** One-day NAAC Awareness workshop on **"Assessment and Accreditation Preparations in Higher Education"** organized by *Internal Quality Assessment Cell (IQAC), Krishna University* on 24 Sep, 2016.
- ✓ **Conducted** One-Day Workshop on **"National Institutional Ranking Framework (NIRF)-2017"** for 145 colleges affiliated to Krishna University on 15 September, 2016.
- ✓ **Conducted** One-Day Sensitization Workshop on **"All India Survey on Higher Education (AISHE)"** for 145 affiliated colleges on 22 Feb, 2016.
- ✓ **Convener & Treasurer** of Two-day **"National Level Management Meet, Vidusha-2k15"**, organized by *Dept. of Business Management, Krishna University* on Mar 16-17, 2015.
- ✓ **Attended** Four-day **"workshop on Open Educational Resources (OER)"** conducted by *Commonwealth Educational Media Centre for Asia (CEMCA) in collaboration with Krishna University, Machilipatnam* during Mar 02-05, 2015.
- ✓ **Attended** Two-day NAAC Awareness Workshop on **"Role of Assessment and Accreditation in Enhancing Quality of Higher Education"** sponsored by *National Assessment and Accreditation Council, Bangalore* on 5 & 6 Feb, 2015.
- ✓ **Convener** of **"National Level Management Meet, Vidusha-2k14"**, organized by *Dept. of Business Management, Krishna University* on Apr 29, 2014.
- ✓ **Co-convener** of a Two-day National level seminar on **"Foreign Direct Investment in Services Sector in Emerging Economy: Opportunities and Challenges"** organized by *Dept. of Business Management, Krishna University in association with Andhra Pradesh State Council of Higher Education (APSCHE), Hyderabad* on Apr 24-25, 2014.
- ✓ **Conducted** Research Coursework on **"Research Methodology to Ph.D. & M.Phil. Research Scholars in the Faculty of Commerce and Management"**, *Krishna University* from 11.07.2013 to 30.09.2013.
- ✓ **Organizing Committee Member & Treasurer** of Two-day National seminar on **"Microfinance: Issues, Challenges and Policy options in Emerging Economies"** organized by *Dept. of Business Management, Krishna University in association with Andhra Pradesh State Council of Higher Education (APSCHE), Hyderabad* on Feb 17-17, 2012.

- ✓ **Attended 23rd Orientation course** conducted by UGC-ASC, JNTUH, Hyderabad from 05-09-2011 to 01-10-2011.
- ✓ **Attended Two-day Champion workshop on “Six Sigma Methodologies”** organized by School of Management Studies (SMS), JNT University, Hyderabad during April 12-13, 2008.
- ✓ **Attended Refresher Course on “Innovation and Technology Management”** conducted by UGC-ASC, JNT University, Hyderabad from 13-10-2008 to 04-11-2008.
- ✓ **Attended SPSS Faculty Development Programme in Management Research”** jointly conducted by SPSS, Bangalore and School of Management Studies (SMS), JNT University, Hyderabad in 3 phases on Dec14, Dec 28, 2006 & Jan 10, 2007.
- ✓ **Attended One-day workshop on “Management Games”** jointly organized by School of Management Studies (SMS), JNT University, Hyderabad & MANTIS, New Delhi on 14 May 2007.
- ✓ **Attended One-day workshop on “Soft Skills for Personality Development”** jointly organized by Tata Consultancy Services and School of Management Studies (SMS), JNT University, Hyderabad on Mar31, 2007.

PROFESSIONAL RECOGNITION

- Reviewer, Journal of Business and Management (JBM), Taiwan (2020-Present).
- Reviewer, Journal of Global Scholars of Marketing Science (JGSMS), USA (2015 – Present)
- Editorial Board Member, International Journal of Management Today (IJMT), India (2010 - present).
- Editorial Advisory Board Member, International Journals of Multidisciplinary Research Academy (IJMRA), India (2011-present).
- Editorial Board Member, African Journal of Business Management (AJBM), Kenya, (2011-present).
- Editorial Board Member, Journal of Management and Business Studies (JMBS), Nigeria, (2012-present).
- Reviewer, International retail review, Distribution and Consumer Research, U.K. (2014 – present).
- Reviewer, Journal of International Consumer Marketing, U.S. A (2014 – present).
- Reviewer, International Journal of Indian Culture and Business Management (IJICBM), U.S. A (2014 – present).
- Reviewer, South Asian Journal of Global Business Research (SAJGBR), 2014 – till date)
- Reviewer, Ammons Scientific, USA (2013 – present).
- Reviewer, International Journal of Retail & Distribution Management, U.K. (2011-present).
- Reviewer, African Journal of Business Management (AJBM), Kenya (2010-present).
- Reviewer, International Journal of Marketing and Technology (IJMT), India. (2011-present).
- Reviewer, Science Journal of Business Management (SJB), Science Journal Publication, Nigeria, (2012-Present).
- Reviewer, PLOS ONE (Public Library of Science), international, peer-reviewed, open-access, online publication, USA (2012-Present).
- External Examiner for conducting Viva-Voce for MBA program in JNTUH, JNTUK, A.U & K. L. University.
- Member, P.G (M.B.A) Board of Studies, GRIET (Autonomous), Affiliated to JNTUH, Hyderabad, A.P., India (2011-2013).
- Member, P.G. (M.B.A) Board of Studies, Godavari Institute of Engineering and Technology (Autonomous), Affiliated to JNTUK, Kakinada, A.P., India (Mar, 2019 –Till date).
- Member, P.G. (M.B.A) Board of Studies, RVR & JC College of Engineering (Autonomous), Guntur, A.P., India (Apr, 2017–2020).
- Member, Development of the course material (Marketing Management Course) of 2-Year MBA Program (Semester system), Dr. B.R. Ambedkar Open University, Hyderabad.

- Recognised research supervisor for Ph.D. in Marketing to KRU, JNTUH, and KLU.

EXTRA CURRICULAR ACTIVITIES

- **Coordinator**, Ceremonial Guard to Governor of Andhra Pradesh & Chancellor of Krishna University, Machilipatnam in the Fourth Convocation held on 22 Apr, 2017.
- **Convener & Treasurer**, All India Inter University Archery Championship (Men & Women) held on 15-19 Feb, 2017
- **Coordinator**, Transportation Committee in Krishna Tarang-2016, Inter-collegiate Youth Festival, Krishna University, held on 26, 27 & 28 Nov, 2016.
- **Organising Secretary**, Inter-collegiate Volleyball (Men) Tournament cum University team Selection trials, 2016 held on 11, 12 & 13 Nov, 2016.
- **Convener**, South Zone Inter University Volleyball (Women) tournament held on 11-15 Feb, 2016.
- **Coordinator**, Event Management in Krishna Tarang-2015, Youth Festival, Krishna University, held on 04, 05 & 06 Jan, 2016.
- **Coordinator**, Protocol Committee in the Third Convocation held on 07 Dec, 2015.
- **Organising Secretary**, Inter-collegiate Hockey (Men) Tournament cum University team Selection trials, 2015 held on 21 Nov, 2015.
- **Coordinator**, Event Management in Krishna Tarang-2014, Youth Festival, Krishna University, held on 13, 15 & 16 Nov, 2014.
- **Coordinator**, Protocol Committee in the Second Convocation held on 01 Aug, 2014.
- **Coordinator**, Protocol Committee in the First Convocation held on 09 Dec, 2012.
- **Participated** in National Voter's Day (NSS) on 25 January, 2012.

ASSOCIATION WITH PROFESSIONAL BODIES/ASSOCIATIONS

- ❖ Life member, All India Management Association (AIMA), India.
- ❖ Life member, Association of Indian Management Scholars International (AIMS), USA.
- ❖ Life Member, National Human Resource Development (NHRD) Network, New Delhi.
- ❖ Senior Member in International Association of Computer Science and Information Technology (IACSIT), Singapore.
- ❖ Member, American Marketing Association (MAMA), USA.
- ❖ Member, Association for Consumer Research, USA.
- ❖ Member, Marketing Science Institute (MSI), USA.
- ❖ Life member, Emerald Literati Network (ELN), U.K.
- ❖ Member, Social Responsibility Research Network, Leicester, U.K.
- ❖ Member, ResearchGate Scientific Network, USA.
- ❖ Member, Emotional Intelligence Network, USA

PROFESSIONAL REFERENCES

Dr. Vunnam Venkaiah, M.Com., Ph.D.

Professor of Management
Former Vice-Chancellor
Krishna University (State Govt. of A.P.)
Machilipatnam, A.P., INDIA -521004
E-mail: venkaiah.v@gmail.com
Mobile: **91-9063215294**

Dr. B. Raja Sekhar, M.B.A., Ph.D.

Senior Professor of Management & Vice –Chancellor of
Yogi Vemana University, Kadapa
Former Registrar & Former Pro-Vice-Chancellor
Former Dean of School of Management Studies
University of Hyderabad,
Hyderabad, Telangana-500046
E-mail: brsmsuh@gmail.com
Mobile: **91-9866699983**

Dr. Cherukuri Jayasankara Prasad,
Associate Professor
KRISHNA UNIVERSITY
Verified email at kru.ac.in - [Homepage](#)

Grocery Retailing

Consumer Psychology

Private labels

Loyalty Programs

Medical Tourism

ARTICLES

CITED BY

CO-AUTHORS

	All	Since 2019
Citations	990	419
h-index	13	11
i10-index	14	11

