



Dr. Ch. JAYASANKARA PRASAD

Marketing

Assistant Professor (Senior Scale)

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EDUCATIONAL QUALIFICATIONS

Ph. D. (Full-time)	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

CAREER PROFILE

Oct 09, 2013 –Till date	Assistant Professor (Senior Scale), Department of Business Management, Krishna University, Machilipatnam, A.P., India.
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.
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.
Nov 07, 2006 – Apr 23, 2009	Joined Full Time Research Programme in Marketing Management, School of Management Studies, JNTUH, Hyderabad, A.P., India.
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

Retail Management, Marketing Management; Consumer Behaviour; Advertising Management; Product and Brand Management; Marketing Research; Business Research Methods; Statistics for Management.

SUBJECTS TAUGHT AT DOCTORAL LEVEL

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

RESEARCH EXPERIENCE & GUIDANCE

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

No. of Ph.D. theses Awarded: 04 (Four)

- (1) Mrs. G. Kathyayani (Regd. No. 1103PH1325) from JNTUH, Hyderabad **Awarded on 16 Oct 2015 (Topic: Cross-shopping Behaviour in Food and Grocery Retailing)**
- (2) Mr. P.V. Vijayakumar Reddy (Regd. No.10351006) from KL University (Deemed), Guntur **Awarded on 19 Oct 2015 (Topic: Antecedents and Consequences of Customer Satisfaction in Food and Grocery Retailing).**
- (3) Mr. M. SivaKoti Reddy (Regd.No.11351008) from KL University (Deemed), Guntur **Awarded 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).**
- (4) Mrs. P. Lakshmi Narayanamma (Regd.No.1307PH101006) from Krishna University, Machilipatnam **Awarded 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).**

Supervision of Doctoral Theses, under progress: 04 (Four).

- (1) Mrs. M. Lavanya (Regd.No.1307PH101012), Ph.D. (Part-time scholar) doing research on **“Children’s Pestering Behaviour and its Impact on Parents Purchase behaviour”**. The work is under submission to Departmental Research Committee (DRC) for conducting Doctoral Colloquium (Pre-submission seminar).
- (2) Mrs. K. Lidiya (Regd. No. 1307PH101010) Ph.D. (Part-time scholar) doing research on **“Marketing strategies in Banking sector”**.
- (3) Mrs. K.J. Priyadarshini (Regd. No. 1408PH101010), Ph.D. (Part-time scholar), doing research on **“Assessing the Impact of Marketing Communications in Determining the Attractiveness of India as a Medical Tourist Destination”**.
- (4) Mr. B. Srinivasa Rao (Regd. No. 1408PH101003), Ph.D. (Part-time scholar), doing research on **“Comprehensive Analysis of Quality of Educational Services in Schools in Andhra Pradesh”**.

No. M.Phil. Dissertations Awarded /Submitted: 02

- (1) Mr. Venkatesh Sakshi (Regd. No. 1408MP101009) M.Phil. Dissertation submitted to Krishna University on 07 Oct 2016 (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) M.Phil. Dissertation submitted to Krishna University on 30 Oct, 2017 (Topic: *Determinant Attributes of Online Grocery Shopping in India-An Empirical Analysis*).

Supervision of M.Phil. Dissertations under progress: 02 (Two).

- (1) Mrs. P. Shylaja (Regd. No. 1307MP101006), M.Phil scholar (Part-time) working on "*Consumers' Emotional Intelligence in Retail Organisations*".
- (2) Mr. Rajesh. M (Regd. No. 1408MP101006), RGNF M.Phil scholar (Full time) working on "*Social Media Adverting*".

Guidance/Supervision of MBA Projects/Dissertations.

More than 100 MBA Projects supervised/guided in Marketing Management and allied functions of Management in the Dept. of Business Management, Krishna University since Oct 2009.

RESEARCH PUBLICATIONS IN INTERNATIONAL REFEREED JOURNALS

1. Ch. J. S. Prasad (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.
2. Ch. J. S. Prasad & 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.
3. Ch. J. S. Prasad & 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.
4. Ch. J. S. Prasad & 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.
5. Ch. J. S. Prasad (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. 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.
2. 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), 56-61.
3. 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.

4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. Jayasankara Prasad. Ch & Vijaya Kumar Reddy. P (2012), Research paper entitled “**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.
16. 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.

17. Produturi, 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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. Ch. J. S. Prasad & 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.

2. Ch. J. S. Prasad & A. R. Aryasri (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.

RESEARCH PAPERS UNDER SUBMISSION

1. Research paper titled “**Assessing the Role of Consumer Emotional Intelligence in Determining the Persuasiveness of Advertised Price Promotions: Moderating Effect of Pricing Tactic Persuasion Knowledge**” under submission to *Psychology and Marketing*.
2. Research paper titled “**Developing and Validating Determinant Attributes of Customer Loyalty Programs in Emerging Retail Market**” under submission to *Journal of Retailing and Consumer Services*.
3. Research paper titled “**Consumer Acceptance of Innovations in Private Labels in Indian Food and Grocery Retailing -An Exploratory Study**” under submission to *Journal of Product and Brand Management*.
4. Research paper titled “**Impact of Determinant Attributes of Organic Food Products on Consumer Buying Behaviour: Moderating Role of Perceived Behavioural Control**” under submission to *British Food Journal*

RESEARCH PAPERS UNDER PROGRESS

1. *Consumers’ Cross Buying Behaviour in Food and Grocery Retailing in India*
2. *An examination of Customers’ Compulsive Buying Behaviour in Food and Grocery Retailing*
3. *Exploring the Role of Consumer’s Emotions and emotional Intelligence in Assessing the Influence of Social Media Advertising in Emerging Market.*
4. *Determining Mere Exposure Effect of Online Banner Ads on Millennial Consumers’ Shopping Behaviour.*
5. *Impact of Multiple loyalty Cards on Shoppers Buying Behaviour in Food and Grocery Retailing.*
6. *Role of Big Data Analytics in Food and Grocery Retailing*
7. *Consumer Wellbeing and its Impact on Consumer Purchase Decision Making Process*

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

1. 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.
2. 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.
3. 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.

4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.

14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.

26. 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.
27. 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.
28. 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.

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.

MANAGEMENT MEETS / WORKSHOPS/COURSES CONDUCTED AND/OR ATTENDED

- ✓ **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 Dec 14, 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 Mar 31, 2007.

INVITED TALKS/LECTURES/RESOURCE PERSON IN TECHNICAL SESSIONS

- ✚ **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) One week Orientation Programme on Future Trend in Quality Enhancement of Professional & Academic Skills in HEIs** organised by IQAC, KBN College, 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 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 the Technical Session titled “**Changing Trends of Management in a Globalised Economic Era**” in the *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 *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 *APSCHS 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, 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, 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, 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, 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, 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, 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, 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, India on 23-25 Oct 2010.

PROFESSIONAL RECOGNITION

- 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), Hyderabad, A.P., India (2011-2013).
- Member, P.G. (M.B.A) Board of Studies, RVR & JC College of Engineering (Autonomous), Guntur, A.P., India (Apr, 2017 –Till date).
- Recognised research supervisor for Ph.D. in Marketing to KRU., JNTUH., and KLU.

ADMINISTRATIVE/ACADEMIC ASSIGNMENTS

- Observer to Regional Test center, APICET-2017, Online examination for admission into MBA & MCA Courses conducted by SV University, Tirupati on 02 May, 2017.
- Observer to Regional Test center, APEAMCET, 2017, Online examination for admission into Agricultural and Medical courses conducted by JNTUK, Kakinada on 28 Apr, 2017.
- Member, Board of Studies (BBM) under Choice Based Credit System (CBCS), Krishna University, Machilipatnam from 19-05-2017 till date.
- 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 till date.

- Member, Technical Committee of Krishna University to finalise specifications of Campus-III of University Campus College, 2015.
- Coordinator, Centre for Research Studies, Krishna University (14 May, 2015 – 30 Sep, 2015).
- Member, Krishna University Technology Business Incubation Centre (TBI) (02 Mar 2015- Till date).
- Coordinator, Sports & Games Cell, University Campus College, Krishna University (02 Dec 2014 - 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.
- Head of the Department (I/c), Dept. of Business Management from 19 July, 2014 – 03 July, 2017.
- Member, Departmental Research Committee (DRC) in the Department of Business Management, Krishna University (Jan, 2013- June, 2017)
- Coordinator, Centre for Research Studies, Krishna University, (17 Sep, 2012 - 04 Apr, 2014).
- Member, Board of Studies (MBA), Krishna University, Machilipatnam (2012-Till date)
- Nodal officer, Statistical Cell, Krishna University (06 Aug, 2011- Till date).
- 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-Till date).
- Member, PG Board of Studies (MBA), P.B. Siddartha College of Arts & Science (Autonomous), Vijayawada, A.P., India (2017-Till date).
- Member, PG Board of Studies (BBA), P.B. Siddartha College of Arts & Science (Autonomous), Vijayawada, A.P., India (2015-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 – Till date).
- 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 - Till date).

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. V. Venkaiah, M.Com., Ph.D.

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Hyderabad, A.P., India-500085

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PERSONAL DETAILS

Name in full : Cherukuri Jayasankara Prasad
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Permanent Address : Door No: 8-60
Prathipadu (Post & Mandal)
Guntur (Dist.), A.P., INDIA-522019.

Declaration

The information furnished in this curriculum vitae are facts and true to the best of my knowledge. I further affirm that the same is available in University website for authentication and validity.



(Dr. Ch. Jayasankara Prasad)

Date: 30/12/2017