



Dr. Ch. JAYASANKARAPRASAD

Marketing

Assistant Professor (Senior Scale) & HoD (I/c)

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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
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 since July 2007.

No. of Ph.D. theses Awarded: 03 (Three)

- One from JNTUH Awarded on 16 Oct 2015

(Topic: *Cross-shopping Behaviour in Food and Grocery Retailing*)

-Two from KL. University (Deemed), Guntur

(1) Awarded on 19 Oct 2015 (Topic: *Antecedents and Consequences of Customer Satisfaction in Food and Grocery Retailing*)

(2) 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*)

Supervision of Doctoral Theses, under progress: 03 (Three). (Topics: *Big data Retail Analytics, Private Labels, and Consumer emotional intelligence, Social Media and Internet advertising, Balanced Score Card*)

Supervision of M.Phil. Dissertation, under progress: 03 (Three) (Topics: *Online grocery shopping behaviour, Social media marketing Online banner Ads, Consumer well being and Price promotions*)

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. 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.
2. Ch. J. S. Prasad & 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.
3. Ch. J. S. Prasad & 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.
4. Ch. J. S. Prasad., B. Sreenivasarao & G. Kathyayani (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.
5. 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.
6. Ch. J. S. Prasad (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.
7. Ch. J. S. Prasad (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.
8. Ch. J. S. Prasad (2009), “**Importance of Store Attributes on Store Choice Behaviour in Food and Grocery Retailing in India,**” *Knowledge Hub* (ISSN: 0973-6425), Vol.5 (2), PP1-16.
9. Ch. J. S. Prasad & A.R.Aryasri (2009), “**Determinants of Shopper Behaviour in E-Tailing: An Empirical Analysis,**” *PARADIGM* (ISSN: 0971-8907), Vol. 13 (1), pp.73-83.
10. Ch. J. S. Prasad & A.R.Aryasri (2009), “**Determinants of Relationship Marketing on Customer Loyalty in Food & Grocery Retailing in India,**” *Journal of Business perspectives,* (ISSN: 0972-7612), Vol. 10 (2), PP.37-58.
11. Ch. J. S. Prasad (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.
12. Ch. J. S. Prasad & 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.

13. Ch. J. S. Prasad & 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.
14. Ch. J. S. Prasad & 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.
15. A.R.Aryasri & Ch. J. S. Prasad (2008), “**A Holistic Approach on Opportunities and Challenges of Organised Retailing in Food & Grocery Sector in India,**” *International Journal of Management Sciences (ISSN: 0973-2101)*, Vol. 4(1), pp.148-164.
16. Ch. J. S. Prasad & 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.
17. Ch. J. S. Prasad & 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.
18. Ch. J. S. Prasad & A.R.Aryasri (2008), “**Candour and Probity in Telecom Marketing,**” *SCMS Journal of Indian Management (ISSN: 0973-3167)*, Vol 5 (4), pp.26-37.
19. Ch. J. S. Prasad & 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.
20. Ch. J. S. Prasad & D.R.Reddy (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 entitled “**Assessing the role of consumer emotional intelligence in determining the persuasiveness of advertised price promotions**” under submission to *Psychology and Marketing*.
2. Research paper entitled “**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 entitled “**Consumer purchase decision making process towards store brands in grocery retailing in emerging market**” under submission to *Journal of Product and Brand Management*.
4. Research paper entitled “**Developing and validating Indian customer satisfaction Index (CSI) in Food and Grocery retailing**” under submission to *International journal of consumer studies*.

RESEARCH PAPERS UNDER PROGRESS

1. Cross buying behaviour in food and grocery retailing in India

2. An examination of customer compulsive buying behaviour in food and grocery retailing
3. Exploring the role of consumer emotions and emotional intelligence in assessing the influence of social media advertising in emerging market.
4. Consumer Acceptance of Innovative retail formats in food and grocery retailing: An empirical analysis

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

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. Presented research paper titled **“Role portrayal of women in Indian television commercials and its impact on consumer buying behaviour”** 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.
8. 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.

9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. 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.

21. 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.
22. 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.
23. 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.
24. 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.
25. 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 work in Management Science.
- National Second Prize with a cash award of Rs. 75,000 /- & Post Doctoral Fellowship (PDF) in Netherlands for presentation of research project titled **“Determinant Attributes of Store Format Choice and Patronage Behaviour in Food & Grocery Retailing in India”** in Anveshion-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 Anveshion-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 award 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

- ✓ **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.
- ✓ **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 for Ph.D. & M.Phil. 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 from 05-09-2011 to 01-10-2011.
- ✓ **Attended** Refresher Course on Innovation and Technology Management conducted UGC-ASC, JNTUH from 13-10-2008 to 04-11-2008.

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 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, Hyderabad, A.P., India (2011-2013).
- ✚ Recognised research supervisor for Ph.D. in Marketing to KRU., JNTUH., NITW., and KLU.
- ✚ **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 College), 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 Inter Disciplinary International Seminar on Women Entrepreneurship – a Global Perspective* organized by Department of Commerce and Management, KBN College, 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, 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, Hyd 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, 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, Hyd, 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.

ADMINISTRATIVE/ACADEMIC ASSAIGNMENTS

- o Coordinator, Centre for Research Studies, Krishna University, (14 May, 2015 – 31 Sep, 2015).
- o Coordinator, Sports & Games Cell, University Campus College, Krishna University (02 Dec 2014 - till date).
- o Head of the Department (I/c) from 19 July, 2014 – till date
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