



Dr. Ch. JAYASANKARAPRASAD
Marketing
Assistant Professor

E-mail: jayasankaraprasad@gmail.com

Mobile: +91-9885982321

EDUCATIONAL QUALIFICATIONS

Ph. D (Full-time)	JNTUH	2009	Thesis Topic: Determinant Attributes of Store Format Choice and Patronage Behaviour in Food & Grocery Retailing
NET	UGC	2005	Management
PG (MBA)	Andhra University	2005	Marketing
PG Diploma	IGNOU	2004	Journalism & Mass Communication
PG Diploma	Andhra University	2002	P M & I R
UG (B.A)	ANU	1993	Sociology

CAREER PROFILE

- 09 Oct, 2009-till date : Assistant Professor, Department of Business Management, Krishna University, Machilipatnam, A.P., India
- 01 Jun, 2009-08 Oct, 2009 : Assistant Professor, School of Management Sciences, K. L. University, Guntur, A.P., India
- 07 Nov, 2006-30 May, 2009 : Teaching Associate & Part-time faculty for MBA (Executive), School of Management Studies, JNT University Hyderabad, A.P., India.
- 01 Aug, 2006-06 Nov, 2006 : Assistant Professor, Dept of Business Administration, GRIET, Hyderabad, A.P., India.
- 07 Jul, 1991-31 Jul, 2006 : Worked as a non-commissioned officer in Marine Engineering Department, Indian Navy.

AREAS OF SPECIALIZATION / RESEARCH INTERESTS

Retail Management; Consumer Behaviour; Services Marketing; Advertising & Sales Promotion; Consumer Emotional Intelligence; Supply Chain Management in food & grocery Retailing; Strategic Marketing.

SUBJECTS TAUGHT

Retail Management, Marketing Management; Consumer Behaviour; Marketing Research; Business Research Methods; Quantative Techniques for Management; Advertising & Promotion Management, and Supply Chain Management

RESEARCH EXPERIENCE & GUIDANCE

He has been involved in conducting empirical research in the areas of retail management, marketing, and publishing original research papers since July 2007. Supervision of Doctoral Thesis, under progress: 04 (Four)

RESEARCH PAPER PUBLICATIONS IN INTERNATIONAL JOURNALS

(REFEREED/PEER REVIEWED)

1. 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.
2. Ch.J.S.Prasad and 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.
3. 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.
4. 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.

RESEARCH PAPER PUBLICATIONS IN NATIONAL JOURNALS (REFEREED/PEER REVIEWED)

1. 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.
2. 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.
3. 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.
4. Ch. J. S. Prasad & A.R.Aryasri (2009), “**Determinants of Shopper Behaviour in E-Tailing: An Empirical Analysis,**” *PARADIGM* (ISSN: 0971-8907), Vol. XIII (1), pp.73-83.
5. 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.
6. 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.
7. 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.

8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.

CHAPTERS IN 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.

RESEARCH PAPERS ACCEPTED FOR PUBLICATION

1. Research paper entitled “**Antecedents & Consequences of customer satisfaction in food and grocery retailing in India- An empirical analysis**”, accepted for publication in *Decision-special issue, Indian Institute of Management Calcutta (IIMC)*, Forth coming Issue.
2. Research paper entitled “**Effect of Cross Shopping Behaviour on Store Format Choice in Food and Grocery Retailing—an Empirical Analysis,**” accepted for publication in *VIKALPA-The Journal for Decision Makers, Indian Institute of Management Ahmedabad (IIMA)*, Forth coming Issue.

RESEARCH PAPERS UNDER SUBMISSION

1. Research paper entitled “**Effect of grocery loyalty programs on consumer emotional loyalty in emerging retail market: An empirical analysis,**” submitted for publication in *Journal of Psychology and Marketing*, U.S.A (15 Apr 2012).
2. Research paper entitled “**Cross-format shopping motives and shopper typologies in emerging retail market: A Multivariate Approach,**” submitted for publication in *The International Review of Retail, Distribution and Consumer Research*, U.K. (10 Mar 2012).
3. Research paper entitled “**An examination of customers’ emotional loyalty in emerging retail market: The role of customer satisfaction and its determinants,**” submitted for publication in *International Journal of Indian Culture and Business Management (IJICBM) (Special issue)*, U.K. (10 Feb 2012).

RESEARCH PAPERS UNDER PROGRESS

1. Changing dimensions of shopper buying behaviour in food and grocery retailing in India
2. An examination of customer compulsive buying behaviour in food and grocery retailing in India.
3. Determinants of customer emotional loyalty in emerging retail market.
4. Impact of emotional appeals on consumer buying behaviour in FMCGs.
5. Role of consumer emotional intelligence with respect to persuasiveness of retailer advertising and sales tactics in emerging retail market.
6. Development of customer satisfaction Index (CSI) in Indian retailing.
7. Consumer Acceptance of Innovative retail formats in food and grocery: An empirical analysis

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

1. 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, Noida Campus, New Delhi in India.
2. 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, Noida Campus, New Delhi in India.
3. 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, Noida Campus, New Delhi in India.
4. 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.
5. 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, Hyderabad, India.
6. 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.
7. 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.

8. 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 on 5-7 Jan 2011 at IIM, Ahmedabad, India.
9. 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 IIM Calcutta in India.
10. 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 ASCI, Hyderabad, India.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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, Hyderabad, A.P, India.
18. 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.

19. 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.
20. 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.
21. 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

- Won Research Excellence Award-2009 from JNT University, Hyderabad in 2009 for winning National prize & carrying out extensive research work in Management Science.
- Won 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.
- Won 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

- Got 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.
- Got 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.

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.
- ❖ Member, Market Research Society of India (MRSI), India.
- ❖ 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

- ✚ 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, (2012-present).
- ✚ Editorial Board Member, Journal of Management and Business Studies (JMBS), Nigeria, (2012-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).
- ✚ 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 JNTUH., JNTUK., NITW., K.L.U., & VIT.
- ✚ **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 ASSIGNMENTS

- Governing Body member, PG Studies, Hindu College, Machilipatnam, A.P., India (2010-2012).
- Member, U G Board of Studies (BBA), Mary Stella College for Women, Vijayawada, A.P., India (2010-2012).
- Member, U G Board of Studies (BBA), KBN College, Vijayawada, A.P., India (2012-2014).
- Member, U G Board of Studies (BBM), Andhra Loyola College, Vijayawada, A.P., India (2012-2014).
- Nodal Officer, Statistics & Information Cell, Krishna University (16 Aug, 2011-tilldate).

PERSONAL DETAILS

Name in full : Cherukuri Jayasankaraprasad
Nationality : Indian
Marital Status : Married [Two Daughters]
Date of Birth : 13-06-1972
Permanent Address : Door No: 8-60
Prathipadu (Post & Mandal)
Guntur (Dist.), A.P., India-522019.