

FORMAT FOR DETAILS OF INDIVIDUAL TEACHERS

1. Name : Dr. N. Prasanna Kumar
2. Designation : Assistant Professor (Contract)
3. Department : International Business Studies
5. Qualifications : MBA., M.Com., M.Phil., Ph.D., PGDIB, PGDHRM., UGC-NET-JRF
6. Date of Birth : 08-05-1981
7. Date of Joining : 16-08-2008
8. Phones: (off): _____ (Res): _____
Cell: __ 998536947 ____

9. Email ID : npk_anu@yahoo.com

10. Title of Ph.D. Thesis :

Title of Thesis	University from which PhDs awarded	Awarded Year
Marketing strategies for Indian Regional Rural Banks	Acharya Nagarjuna University	2013

11. Areas of Research Interest : Marketing and Consumer Perception

12. Research Students Information (Awarded):

Guided Successfully		Presently Guided	
Ph.D	02	Ph.D	04

13. Academic Achievements: 25 articles published.

(Not exceed 10 lines)

1. Qualified for JRF in UGC-NET Examination in June 2008 in Commerce.
2. Qualified for Lectureship & UGC-NET-Examination in June 2004 in Management
3. 05 Research Papers published in UGC care listed/ Scopes indexed Journals
4. 25 Research papers published in referred /peer reviewed Journals
5. 20 Research papers presented in various international Seminars/Conferences.

14. No. of books published :

15. No. of research articles published/presented since the inception:

Journals		Conferences	
National	International	National	International
05	25	15	05

16. Details Major/Minor Research Projects held/holding:

Title and Sanction Order Particulars	Date of Project Sanctioned	Major/Minor and Funding Agency	Amount in Lakhs
--	--	--	--

17. Research Collaboration with the faculty of foreign Universities:

Signature of the Teacher