



NAME: Dr. C. B. VENKATA KRISHNA PRASAD

Designation: Professor

QUALIFICATION: MBA, MBA (T&HM), M.Phil., Ph.D.

SPECIALIZATION: Marketing

ACADEMIC EXPERIENCE: 17 years

Industry Experience: 3 Years

BRIEF ABOUT YOU: (One para or 100 words) :

Dr. CB is a faculty member in the Marketing area, working as Professor in Dept. of Management Studies, Dayananda Sagar College of Arts, Science, and Commerce, Bangalore.

He has 20 years of combined experience in corporate, academic and research. He is acting as marketing consultant for few start-ups. He contributed more than 25 research papers in for several renowned national and international journals including ABDC and Scopus. He presented papers in various international conferences and forums. A certified Digital Marketer.

SUBJECTS TAUGHT: Marketing Management, Services Marketing, Retail Management, Entrepreneurship Development

QUALIFICATION/s:

- **Ph.D. (Management):** SCSVMV University, 2015
 - *Thesis:* A Study on Religious Tourism in Andhra Pradesh
- **MBA (Tourism & Hospitality Management):** Himalayan University, 2014
- **M.Phil. (Management):** Periyar University, 2007
 - *Thesis:* A study on Medical Tourism in India
- **MBA:** University of Madras, 2003
- **B.Sc.:** Sri Venkateswara University, 2001

ACHIEVEMENTS AND AWARDS:

1. Conferred upon "MTC Global Award for Excellence 2016" as "**Outstanding Management Teacher in Rural Area Award - 2016**" by Management Teachers Consortium (MTC) Global, Bangalore, India.
2. **Fellow** (Membership ID: F3140900243) of International Society for Research and Development, London.

PUBLISHED INDIAN PATENT:

PATENT APPLICATION PUBLICATION:

Title of the invention: A SYSTEM AND METHOD BASED ON MACHINE LEARNING FOR DETECTING SECURITY ISSUES IN COMPUTER NETWORKS

Application No.202341069367

Date of filing of Application:14/10/2023

Publication Date: 24/11/2023

BOOKS PUBLICATION:

SL.No.	TITLE OF THE BOOK	NAME OF THE PUBLISHER	YEAR OF PUBLICATION
1	Healthcare Tourism in India	Sonali Publications, New Delhi	2012 / ISBN No. 978-81-8411-400-3
2	Strategies to Accelerate Business and Economic Growth	EAIMS, Tirupati	2016 / ISBN: 978-93-5265-672-1

PUBLISHED RESEARCH ARTICLES:

SL.N O.	TITLE OF THE ARTICLE	NAME OF THE JOURNAL	VOL (ISSUE)	YE AR	ISSN/ISBN/DOI	PA GE NO
1	Decoding Trust: Blockchain Solutions for Transparency in Digital Advertising	European Economic Letters	Vol 14, Issue 2	2024	ISSN 2323-5233 https://doi.org/10.52783/eel.v14i2.1539	2053-2058
2	The Role of Life Insurance in Wealth Creation for Individual Investors in Bangalore	Journal of Informatics Education and Research	Vol 3 Issue 2	2023	ISSN: 1526-4726, https://doi.org/10.52783/jier.v3i2.303	1739-1747
3	The Effect Of Employee	JOURNAL OF THE	Volume-72, Issue	2023	ISSN: 0030-5324, UGC CARE Group-1	157-

	Empowerment On Organizational Goodwill In Information Technology Sector – A Study In Bengaluru	ORIENTAL INSTITUTE	03, No.08,			176 .
4	Factors associated with employee retention	International Journal of Research in Human Resource Management	4(2)	2022	-ISSN: 2663-3361, P-ISSN: 2663-3213	
5	Relationship Between Sustainable Leadership And Employee Performance In Higher Education Institutions	NeuroQuantology	June 2022, Volume 20, Issue 6	2022	doi: 10.14704/nq.2022.20.6.NQ22927	9477 - 9487
6	Factors Contributing To The Success Of Women Leadership In Higher Educational Institutes	Journal of Positive School Psychology,	Vol. 6, No. 8,	2022	ISSN: 2717-7564	Pp 3470-3478.
7	Synchronization of Technology and Human Resource Practices for Sustained Competitive	Empirical Economics Letters,)	21, (Special Issue 5)	2022	ISSN 1681 8997	221 - 233

	Advantage					
8	Changing Paradigms Of Leadership In The Digital Era	Shodhsamitha (UGC CARE Group-1)	Volume-IX, Issue-II (V)	2022	ISSN 2277-7067	76-85
9	Indian Management Education Curriculum & Industry Expectations - Diagnosing And Filling The Gap	Journal of Tianjin University Science and Technology	Vol:54 Issue:04: 2021	2021	ISSN (Online): 0493-2137 Q2 Scopus Indexed journal (DOI 10.17605/OSF.IO/2E7HD). (https://tianjindaxuexuebao.com/0493-2137-tju-v54-i04/)	166-173
10	Working Professionals' Perception On Virtual Learning During The Covid-19 Pandemic In Bengaluru, India	NavaJyoti, International Journal of Multi-Disciplinary Research	Volume 5, Issue 2	2021	ISSN 2456-3781	
11	A Study on impact of emerging technologies on employee reskilling	Shodh Sanchar Bulletin (UGC CARE Listed Journal and peer-reviewed refereed),	Volume 10, Issue 40	2020	ISSN 2229-3620	
12	A Study on Food Loss in Agricultural Supply Chain and Measures to Mitigate with Special	ISBR Management Journal	Volume 5, Issue 1	2019	ISSN 2456 -9062	16-30

	Reference to Indian Agricultural Sector					
13	A Review on Gadgil Report (2011), Kasturirangan Report (2013) & Oommen V Oommen Report (2013) on Western Ghats - Environmental Management Planning in India	Research Chronical International Multidisciplinary Research Journal	Volume VII Issue V	2019	print ISSN 2347-5021 & online- ISSN 2347-503X	102 - 109
	Women Empowerment through Entrepreneurship Role of Training Intuitions and Bodies – A Study	Journal for Research in Engineering Application & Management	Volume 04, Issue 05	2018	EISSN 2454-9150	108 - 115
	A Study on Personal and Business Ethics of Bank Managers in Select Capital Cities in South India	SJCC Management Research Review	Volume 7(2)	2017	ISSN-2249-4359 UGC Approval No: 62905),	17-36

Participation and Presentation of Research Papers: Attended and presented research papers in 11 international conferences and 27 national conferences.

Board of Studies or Universities:

- Acted as Member, Board of Studies – Management Studies, at DRW College (Re-accredited by NAAC with 'A' Grade, Recognized by UGC, New Delhi as "College with Potential for Excellence"), Gudur, SPRR Nellore District, Andhra Pradesh, India 2014-16.

No. of Students Guided PG & Doctorate level: 200 Plus MBA dissertation and 1 Doctoral Level

Participation of FDP/MDP/Workshop/Orientation Programme (Just Numbers): 35

Special Achievements:

- Acted as Coordinator for "NHRD Student & Faculty Conference", scheduled on 7th December, 2016 in Christ University, Bangalore and also for "NHRD HR Show Case" scheduled during 8-9, December, 2016 at Palace Grounds, Bangalore.
- Acting as Panel Member – Viva Voce Examination, Question Paper Setter and Project Evaluation for MBA course at DRW College (Re-accredited by NAAC with 'A' Grade, Recognized by UGC, New Delhi as "College with Potential for Excellence"), Gudur, SPRR Nellore District, Andhra Pradesh, India for the period of 2013-2015.
- Acting as soft skills and marketing skills trainer for Eurocoustic Products Limited, Daman (www.eplmodular.com).
- Acted as Resource person in two weeks Faculty Development Program on Entrepreneurship Development organized by ni-MSME (National Institute for Micro, Small and Medium Enterprises), Government of India at Yoganandha Institute of Technology and Science, Tirupati, India on 16th October 2014.
- Acted as Resource person in one day national seminar on "Goal Setting and Communication Skills", organized by Government Degree and PG College (Reaccredited with "B" Grade by NAAC, Bangalore), Puttur, India on 05th August 2014.

Other Certifications:

- Certificate in Cyber Supply Chain Management Public Version, from U.S. Department of Home Land Security, in July, 2023 (Credential ID: 45ca314757b04ec5e5bc6872223f4a0d).
- Digital Marketing Strategy from Simplilearn in Jan 2022 (Credential ID: 3199798).
- Professional Certificate in Digital Analytics from Amity Future Academy, Amity University, Noida in September 2020 (Credential ID: GKtw2yZmWj).
- Professional Certificate in Digital Marketing Strategies from Amity Future Academy, Amity University, Noida in September 2020 (Credential ID: IGK96ErOYrz).
- Certificate in Logistics Management by NIYA Logistics & Aviation Skill Training Academy, Bangalore in August, 2020 (Certificate Number: NIYA/FT/208).
- Completed Google Ads Fundamentals on June 29, 2019 (Completion

ID: 34381949, Expired on June 29, 2020).

- Post Graduate Diploma in Tourism and Travel Management from Sri Venkateswara University, Tirupati, India in 2004.

Panellist and Judges:

- Event: International Conference on “Global Innovations: Sustainable Practices and Emerging Trends”.
 - Date: 1, March, 2024
 - Role: Session Chair
 - Organizations: ISBR Business School, Bangalore, India
- Event: Management Development Program on Digital Transformation and Industry Co-Creation'.
 - Date: 1-3, February, 2024
 - Role: Panel Speaker
 - Organizations: Ramaiah University of Applied Sciences (RUAS), Bangalore, India
- Event: International Conference on “Digital Technology Diffusion: Transforming the Business and Societal Landscape”.
 - Date: 22-23, December, 2023
 - Role: Keynote Speaker
 - Organizations: Parul University, Vadodara, Gujarat, India
- Event: National Conference on Multidisciplinary Approach to Innovation Prospects and Challenges in Modern Business Landscape
 - Date: 29.04.2023
 - Role: Session Chair
 - Organizations: Nirmala Memorial Foundation College of Commerce & Science in Collaboration with Department of MBA Andhra Loyola Institute of Engineering and Technology, and University of Mumbai
- Event: 7th National Competition for Managers (NCM) 2023
 - Date: 17.02.2023
 - Role: Judge
 - Organization: All India Management Association, New Delhi
 - Number of Participants: 12 Teams from Private and PSUs like NTPC, Indian Oil, HPCL, BPCL, and Bosch etc. competed
- Event: 48th National Competition for Young Managers
 - Date: 30.09.2022
 - Role: Judge
 - Organization: All India Management Association, New Delhi
 - Number of Participants: 23 Teams from PSUs like NTPC, Indian Oil, HPCL, BPCL, SBI, IGL, SAIL competed
- Event: Two Day International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics
 - Date: 2-3, September, 2022

- Role: Session Chair
- Organization: CMS, Jain (Deemed -to- be University)