

CURRICULUM VITAE



Name	Dr.Prasanth M. K
Fathers Name	M.V Krishnan Nampoothiri
Date of Birth	01/05/1980
Sex	Male
Marital Status	Married
Nationality	Indian
Address for Correspondence	Assistant Professor, Institute of Management and Technology Punnpra(Under CAPE, Estd by Govt of Kerala), Vadakkal Post Alappuzha, Kerala. PIN- 688003.
Telephone	(R)04792427096, Mob:9947733416
E-Mail ID	prasanthtohl@gmail.com

Experience: Teaching 06 Years and 06 months and Industry 04 Years including one year at CIPLA.

Name of the Organization	Designation	Duration
IMT Punnpra (Under Co-operative Academy of Professional Education, Estd by Govt of Kerala)	Assistant Professor	April 03,2010 onwards
IMT Punnpra (Under Co-operative Academy of Professional Education, Estd by Govt of Kerala)	Lecturer	October 01,2009 to March 31,2010.
HLL Lifecare Ltd(Formerly Hindustan Latex Ltd)	Marketing Executive	August 07,2006 to September 08,2009.

Educational Qualifications:

Examination	Board/University	Subjects/ Courses
MCom	IGNOU	Commerce
MBA	Bharathiar University. (State University)	Marketing and Finance
PhD (Business Administration)	Department of Business Administration, Madurai Kamaraj University, Tamilnadu. (State University)	Marketing-Retail Management
P.G Diploma in Co- operative Management	Annamali University. (State University)	Co-operation

Publication and Report	
Book Review	1
Conference Proceedings	02
Publication in National Journals	02
Publication in International Journals	07

Paper presentation at International Seminar/Conference	01
Paper presentation at National Seminar/Conference	06
Participation at Workshop	02
Organized Workshop	02
Orientation Programme	01
FDP	01
Preparation of Consultancy Report	03

BOOK REVIEW

1. Sudarshan, R., Prakash, S.Ravi and Sarma, M.Subramanya (eds.).Retail Management: Principles and Practices. New Delhi: New Century Publication,2007- Review by Prasanth MK at “Journal of Third world Studies, Americus,Georgia,**United States of America**. ISSN 8755- 3449Vol.XXIX, NO.1, (Spring, 2012).

CONFERENCE PROCEEDINGS

1. **Dr.Prasanth MK**, “A Study on How People of Kerala Perceive the Concept of Social Marketing: The challenges Ahead for Social Marketing in 21st Century”, **Management Innovator, Published by Researchers Forum, IMK, University of Kerala**, ISSN: 0974-6749 Vol. 7, No 1, (January 2014).

2. Dr.B.Chandrachoodan Nair & Prasanth MK,“ A Study on Selected MID-CAP Mutual Funds in India”, International Conference on Global Challenges, Strategies and Solution in Engineering, Business and Disaster Management at School of Management Noorul IslamUniversity,Kumaracoil,Thuckalay,Tamilnadu,**ISSN NO:0973-3957, (March 2013)**.

NATIONAL JOURNALS

1.Dr.Prasanth MK,Dr.B.Chandrachoodan Nair & Deepa K.S“**The Myths and Realities of Devaluation vs Depreciation of Indian Rupee and Its Impact on Core Sectors of Indian Economy**”, **Management Researcher** ISSN 2230-8431,Vol.XX, No.4,(APR-JUN 2014).

2.Prasanth MK & J.Balan, “**The Private Label Realities and the Marketing Strategy Adopted by the Organized Retail Chains in the State of Kerala**”, *IOSR Journal of Business and Management (IOSR-JBM)* ISSN: 2278-487X. Vol. 7, Issue 4, (Jan. - Feb. 2013).

INTERNATIONAL JOURNALS

1. Prasanth MK & J.Balan, "The Consumption Pattern of Private Labels in Kerala", International Journal of Marketing, Financial Services & Management Research ISSN 2277-3622, Vol.2, No. 2, (February 2013).
2. Prasanth MK & J.Balan, "A Study on the Consumption Pattern of Private Labels in Kerala with reference to Grocery And FMCG", International Journal of Scientific & Technology Research ISSN 2277-8616 Vol. 2, Issue 2, (February 2013).
3. Prasanth MK & J.Balan, "The Consumer Perception and Rating of Private Label in the Organized Retail Chains in Kerala", IJERT ISSN: 2278-0181, Vol. 2 Issue 1, (January- 2013).
4. Prasanth MK & J.Balan, "The Private Label Realities and the Marketing Strategy Adopted by the Organized Retail Chains in the State of Kerala", *IOSR Journal of Business and Management (IOSR-JBM)* ISSN: 2278-487X. Vol. 7, Issue 4, (Jan. - Feb. 2013).
5. Suresh Kumar .N, Prasanth MK & Ajith Sundaram, "Campus Placements in Kerala – An Empirical Study at the Selected Engineering Colleges in Kerala", International Journal of Scientific and Research Publications ISSN: 2250-3153, Vol. 3, Issue 1, (January 2013).
6. Prasanth MK, Suresh Kumar .N & Ajith Sundaram, "The Changing Face of Engineering Education in Kerala -An Empirical Study at Engineering Colleges in Kerala", International Journal of Engineering Research and Technology ISSN: 2278- 0181, Vol. 1, Issue 10, (December – 2012).
7. Prasanth MK, Suresh Kumar .N & Ajith Sundaram, "Backwater tourism has created positive impact in the foreigners mind in promoting Alleppey as a Tourist Destination –An empirical study at Alappuzha in Kerala ", International Journal of Social Science and Interdisciplinary Research ISSN: 2278- 0181, Vol. 1, No.4, Oct (Oct-December – 2012).

INTERNATIONAL SEMINAR/ CONFERENCE

1. Prasanth MK, "The Changing Face of Mutual Funds in India", Paper Presentation at International Seminar on Financial Markets: Issues and Challenges-(FIMIC-2013) held at **Bharathidasan University, Trichy, Tamilnadu, India**, (January 5 & 6, 2013).

NATIONAL SEMINAR/ CONFERENCE

1. Prasanth MK, "Marketing of Private Label in the Organized Retail Sector", Paper Presentation at Colloquium of Research Scholars held at **Loyola Institute of Business Administration, (LIBA), Chennai, India**, (April 12, 2012).
2. Prasanth MK, "The Consumer Perception of Private Label in Kerala With Reference to Grocery and FMCG-A Study in Modern Trade Outlets", Paper Presentation at the National Conference on Emerging Trends in Business (NCETB) held at **Christ University, Bangalore, India**, (January 28 & 29, 2013).
3. Prasanth MK, "The Threat Perception for the Bio-Diversity of Kuttand: The Need for Protection and Challenges Ahead", Paper Presentation at UGC, DST-CURIE and TNSCST Sponsored Interdisciplinary National Conference on BIODIVERSITY AND ECO-"TOURISM held at **Avinashilingam University, Coimbatore, Tamilnadu, India**, (January 07 & 08, 2013).
3. Prasanth MK, "Rupee Depreciation: Causes and Consequences", Paper Presentation at MES-AIMAT, Marampally Aluwa, Ernakulum, (September 28, 2013).
4. Dr. Prasanth MK, "Indian Retail Sector", Paper Presentation on Indian Retailing-Opportunities & Challenges at National Conference held at KMM College of Arts and Science, Cochin, Kerala, (March 25th, 2014).
5. Dr. Prasanth MK, "The Store Brand Realities in Kerala", Paper Presentation at National Conference on New Age Solutions For Managing New Challenges held at Berchmans Institute of Management Studies, Changanassery, Kerala, (January 15-16, 2015).

WORKSHOP

1. Participated One Day Workshop on AICTE Approval Process 2012-2013 organized by AICTE.
2. Participated One Day Workshop on AICTE Approval Process 2013-2014 organized by AICTE at CET Campus.

ORGANIZED WORKSHOP

1. Organized Workshop with Axis-Mutual Fund at IMT Punnappra on the Topic:Your Route to Zimmedarion 19th February 2014.

ORIENTATION/REFRESHER PROGRAMME

1. Attended Orientation/Refresher Programme at UGC-Human Resource Development Centre, University of Kerala from 28/05/2015 to 17/06/2015.

FACULTY DEVELOPMENT PROGRAMME

1. Attended Faculty Development Programme at VHNSN College, Virudhunagar from 08to 09 March 2013.

CONSULTANCY SERVICE

1. Carried out consultancy work for Top Gear (Auto Magazine) Ernakulum Region.
2. Worked along with Prof. (Dr) G. Antony, Emirates Professor, School of Management Studies, Cochin University for a consultancy Report of MILMA, Ernakulam Region.

PHD GUIDESHIP

1. Guiding Mr.Ajith Sundram, Assistant Professor, SCMS College, Cochin at JJT University, Rajasthan in Management Studies.

References:

Prof.Dr.Antony Gregory
Emirates Professor, School of Management Studies, Cochin University of Science and Technology, Cochin, Kerala, India.
Mob: 9895560752
E-Mail:antonygregory@gmail.com

Prof.Dr.V.P Jagathyraj
Professor, School of Management Studies, Cochin University of Science and Technology, Cochin, Kerala, India.
Mob:9847220016
E-Mail:jagathyraj@gmail.com