

Faculty Profile

Name: Prof. R Prasad
Designation: Professor
Teaching Areas: Strategy Entrepreneurship
Research Interests: Employability
Higher Education
Strategy
Entrepreneurship
Education: PGDM - IIM Kolkata, 1991
B.Tech - IIT Mumbai, 1989



Research/Selected Publication:

1. Prasad R, Aryasri A.R., & Prabhu Kumar A. (2020). Towards Modeling a Higher Education Prism for Graduate Employability: An Exploratory Study of Management Education in South India, The IUP Journal of Management Research, 19(3), 62-101.
2. Prasad R., Aryasri A.R. and Prabhu Kumar A. (November, 2018). Opportunities in Online Education to Influence Student Mindsets for enhanced Learning and Employability in Indian Business Schools, National Conference on Contemporary Business Issues in Digital Era, BS Publications, ISBN: 978-93-89354-85-0, 59-63
3. Prasad R., Aryasri A.R. and Prabhu Kumar A. (March, 2019). Internships at Business Schools: Influencing Mindsets for Better Employability, New Vistas in Services Marketing, Paramount Publishing House, ISBN 978-93-88808-05-7, 554-565
4. Prasad R. and Aryasri A.R. (2017), Employability and Higher Education, Geography & You, IRIS Publications Pvt. Ltd., 104, September- October, 18-25
5. Prasad R, Aryasri A.R., & Sudheer Reddy M. (2016). Enhancing employability: Initiatives from higher education institutions. Indian Journal of Science, 23(80), 385-393.