

Faculty Profile

Name: **R Prasad**

Designation: Professor

Teaching Areas: Strategy
Entrepreneurship

Research Interests: Higher Education
Strategy
Entrepreneurship

Education: PGDM from IIM – Kolkata, 1991
B.Tech, IIT – Mumbai, 1989



Professional Experience (26 Years)

1. Since 2002: ICFAI Group, Hyderabad
2. 1992 to 2002: Edupreneur – Multiple ventures, Hyderabad, Kochi
3. 1991 to 19912: Godrej and Boyce, Mumbai
4. 1990 to 1991 : Teaching Assistant – IIM-Kolkata, Kolkata

Research/ Selected Publications:

1. Change Management, Concepts and Cases, Edited book, ICFAI Publication, 2005
2. Entrepreneurship , Concepts and Cases, Edited book, ICFAI Publication, 2003
3. Digital Marketing, Concepts and Experiences, Edited book, ICFAI Publication, 2002
4. Digital Marketing Approaches and Applications, Edited book, ICFAI Publication, 2002
5. Strategic Management - Concepts and Cases, Edited book, ICFAI Publication, 2002
6. Prasad R, Aryasri A, Sudheer Reddy M. Enhancing employability: Initiatives from higher education institutions. Indian Journal of Science, 2016, 23(80), 385-393
7. Education And Employability Challenges For Growth Of Logistics Sector In India, National Seminar on LOGISTICS & SUPPLY CHAIN MANAGEMENT – Issues, Challenges and Prospects, February 19-20, 2016