

PROFILE OF THE FACULTY

DR.RS.SUGASHWARPRASHANTH

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School : School of Management

Subject Specialization : Management

ACADEMIC QUALIFICATION

- **Bachelor of Computer Science** – PSG College of Arts and Science, Bharathiyar University, Coimbatore.
- **Master of Business Administration (M.B.A)** – Annamalai University, Chidambaram.
- **Doctor of Philosophy (Ph.D)** – University of Madras, Chennai.

WORK EXPERIENCE

- March 2022 – Still Assistant Professor cum Co-ordinator, Villupuram Regional Centre, Tamil Nadu Open University, Chennai 15.
- November 2020 – November 2021 Assistant Professor, College of Management, SRM Institute of Science and Technology, Ramapuram.
- June 2019 – June 2020 Assistant Professor, Department of BBA, Vivekanandha College of Arts and Sciences for Women, Tiruchengode.

SEMINARS COORDINATED

- Student Co-coordinator for Refresher course for faculty development conducted by Department of Management Studies on the topic “Recent trends in Business and Management” September 2017.
- UGC sponsored One-day Faculty Development Programme on “Creative and Innovative Teaching Methods in Management Education” August 2016.
- UGC sponsored International Conference on “Management Perspectives on Globalization, Technology and Innovation” March 2016.

PAPER PUBLISHED IN NATIONAL AND INTERNATIONAL CONFERENCES

/PROGRAMMES PARTICIPATED

- AICTE Training and Learning (ATAL) Academy Online FDP on “Innovation & Acquisition of Intellectual Property Rights” from 26-7-2021 to 30-7-2021 at Cochin University of Science and Technology.
- AICTE Training and Learning (ATAL) Academy Online FDP on “Data Analytics for Research” from 21-6-2021 to 25-6-2021 at IIM, Sirmaur.
- SRM Institute of Science and Technology Online FDP on “An Interdisciplinary Research Metrics: Fostering Faculty Knowledge and Skills” from 03.05.2021 to 08.05.2021 at SRM College of Management.
- AICTE Training and Learning (ATAL) Academy Online FDP on “Operations Management” from 23-2-2021 to 27-2-2021 at Institute of Management technology, Nagpur.
- AICTE Training and Learning (ATAL) Academy Online FDP on “Design Thinking” from 5-1-2021 to 9-1-2021 at The ICFAI Foundation for Higher Education.
- Two Day Faculty Development Programme on “Research and Data Analysis using SPSS and AMOS” organized by MEASI Institute of Management, 13th & 14th of February, 2020.
- Management Development Programme on “Data Visualization using Tableau” organized by PSG Institute of Management, 1st and 2nd November 2019.
- Three Days National Workshop on “Data Analysis and Advanced Statistical Techniques using SPSS AMOS” organized by Department of Technology Management, School of Mechanical Engineering, VIT University, 27th to 29th January 2017.
- One day faculty Development Programme on “Creative and Innovative methods in Management Education” organized by Department of Management Studies, 5th August 2016.
- One day Faculty Development Programme on “Inspire-Change the Learning organized by Madras Management Association, 19th August, 2016.
- Published a paper titled “**Attitudes intention to share knowledge**”, in **International Journal of Engineering Technology, Management and Applied Sciences** November 2016.
- Published a paper titled “**Attitude towards knowledge sharing behaviour**”, in **National conference on Innovating Paradigms in Management & Entrepreneurship** held on 25th and 26th of November 2016.

- HR Fusion '16 on “Employer Branding- Integrating People, Technology & Communities” organized by Department of Management Studies, November 2016.
- Published and presented a paper titled “**The Relationship of Willingness and Eagerness attitudes towards Knowledge sharing with an Intention to Share knowledge**”, in **International Journal of Business Intelligence & Innovations** August 2015.

AREA OF INTEREST

- Human resource management
- Performance management systems
- Marketing management
- B2B Marketing
- Product and Brand management
- Entrepreneurship
- Intellectual property rights
- Micro and macroeconomics
- Business communication
- Industrial relations
- Consumer behavior
- Advertising and sales promotion

Declaration

I hereby declare that the aforesaid particulars are true to the best of my knowledge and belief.

Dr.RS.Sugashwarprashanth