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Dr. Prabha Kiran

Senior Lecturer

Head of the Department,

PROFESSIONAL STATEMENT

An articulate, accomplished, and versatile Assistant Professor with notable years of diversified experience in teaching Digital Marketing, Business Management, Research Methodology, Social Media Marketing, Market Research and Analytics, International Business Entrepreneurship, and innovation. Responsible for preparing and delivering lectures in classroom discussions and well-versed in a variety of the field's concepts and practices. Form lesson strategies, present creative presentation material to students, respond to students' learning needs, and evaluate students' progress. Strong background in Marketing, Business Analytics, and other related fields with the ability to conduct research and feasibility in the fields of interest.

Core Competencies:

- ~ Academic Administration
- ~ Modern Classroom Technology
- ~ Interactive Teaching
- ~ Classroom Management
- ~ Curriculum Development
- ~ Entrepreneurship and Innovation
- ~ Research & Development
- ~ Digital technologies and Analytics
- ~ Teaching Methodologies

CAREER NARRATIVE

CO-FOUNDER & DIRECTOR – CHIEF CUSTOMER OFFICER (Oct 2019) till date

MICCAKA LABS, India

Main Duties:

Establish metrics for defining the relationship with customers

- Partners: Usually finance and marketing for guerrilla metrics; issue trending requires engagement and alignment with all functional vice presidents
- Guerrilla metrics; simple metrics to manage customers as an asset.
- Voice of the Customer competency development
- Real-- time issue (such as complaints) trending and tracking.
- Corraling all the surveys and uniting a company-- wide approach
- Optimizing for “listening” pipe opportunities, web, social media, field etc.
- Create a united platform for understanding and taking action.

Influence cross-- company agreement on how to deliver greatest value to customers

- Partners: Marketing and finance (and sales, depending on the organization)
- Define what customers value -- how to determine the differentiating experience to be delivered.
- Determine what customers to invest in.
- Decide where to make investment decisions, that is, the highest-- impact contacts and efforts.
- Create a common language set and definitions for the customer experience.

In partnership with leaders, drive accountability through cross-- company data and metrics

- Partners: The chief executive and all functional vice presidents
- Facilitate the development of the accountability action chain, establishing the approaches and implementation of research to understand customer loyalty and return on investment (ROI).
- Work with leaders to identify baseline metrics for tracking interaction with customers.
- Drive tracking and reporting to get to reliability in key interactions.
- Lead the accountability forums -- when to meet with whom to drive accountability.
- Work with leaders on messages, reinforcing, recommendations for recognition, and driving the culture change forward.

Clarify common approach and process for driving the work across the organization

- Partners: All of the functional vice presidents
- Identify operational accountability cross-- functional alliances.
- Facilitate working together across the silos instead of separately within them.

SENIOR LECTURER & HEAD OF THE DEPARTMENT (Sep 2021) – (Present)

**Business Management and Marketing Department, School of Business and Economics
Westminster International University in Tashkent**

Main Duties:

- UOW-WIUT Collaboration Fund - Investigating the impact of ESG factors on sustainable profitability in Central Asia's banking sector- Grant of 10000 GBP received and Project is ongoing. 2024-2025
 - Investigating the impact of ESG factors on sustainable profitability in Central Asia's banking sector, Prof. Charles Chi Cui (UoW); Dr. Prabha Kiran (WIUT); Feruza Yodgorova (WIUT)
- UOW-WIUT Collaboration Fund - Obstacles and barriers to innovation in emerging and transition economies- Grant of 10000 GBP received. Leading the project as Lead Supervisor- 2024-2025
 - Obstacles and barriers to innovation in emerging and transition economies (Central Asia, Eastern Europe, and Latin America)
Dr. Julio Cesar Zuluaga (WIUT); Dr. Prabha Kiran (WIUT); Dr. Charles Chi Cu (UoW); Dr. Julian Piñeres (WIUT)
- Internal Grant – WIUT - Research proposal entitled “**Government role in shaping CSR policy for Uzbekistan**”
- Policy Brief Published- As part of internal grants of WIUT- Role of Government in promoting corporate social responsibility in Uzbekistan
- Internal Grant – WIUT - Research proposal entitled “*Impact of Human Resource Information System Adoption on Talent Management Outcomes: Managers Perspective*”
- Digital Marketing Expert for the CTTN funded project on Digital Inequality study of Four Countries, By CAREC Institutes-Policy Framework 2022-2024
- Research Supervisor for Dissertation/Thesis (Level 6, Level 7 and Ph.D.) -
- Handling Subjects (Digital Marketing, Design Thinking, Marketing Analytics, Neuromarketing, Principal of Marketing, Marketing Strategy, Entrepreneurship and International Business Strategy)
- Module leader for Digital Marketing Course, International Marketing and Management, International Business Strategy, Design Thinking, Marketing Strategy (Level 6, Level 7 course)
- Marketing Research and Analytics Module leader (Level 7 - Masters and PhD Programs)
- Research Advisory Board member – Ethical Committee Approval panel
- Conducted workshops on Qualitative methods, Summer School, Research program for the Ministry of Science, innovation, and education under the English for Science program.
- WIUT Teaching and Learning Symposium- 2024- Awarded second place for our presentation on - **Green Skills for Sustainable Development of Uzbekistan: Case of Business Management Course at WIUT**
- ORGANISER and Session Chair- SOBE international conference, TBEC 2021- 104 papers received, 75 accepted and 54 Presented.
- Academic Council Member- WIUT
- Research Committee Members- WIUT
- Trainer and Project Member- As a part of the Project Implementation Group, the Ministry of Higher Education, Science, and Innovation of the Republic of Uzbekistan, delivered a training session to the Young Scientists of the country on conducting research for policy implementation and Publication. The program is aimed at training and supporting young scholars in Uzbekistan in writing high-quality articles for international peer-reviewed journals. I would be participating as a guest faculty and member of the project team and provide a lecturer on topics of "**Manuscript preparation and Statistical analysis in the social sciences**".
- Research Colloquium – Management and Marketing Research Cluster Coordination.
- FRP Workshop Series Initiated- Feb 2023- 2 faculties published their papers through this program.

ASSISTANT PROFESSOR**(Aug 2018) – (July 2021)****School of Business and Management, India****Main Duties:**

- PhD Supervisor and Course coordinator for subjects- Research paper writing and publication.
- Prepare and deliver lectures to more than 100 MBA & PGDM students for internships and projects and published their works in renowned journals.
- Responsible for administrative work assigned as per department's requirement and contribute in academic events of the college.
- Guided Research & development related projects and Industry related projects to the students
- Organize national and international conferences, Workshops, FDPs, Seminars at University Level.
- Evaluate student overall academic performance at the end of every term and preparing comprehensive feedback.
- Involved in students screening and admission process the candidates before admission during presentations.

ASSISTANT PROFESSOR**(Nov 2017) – (July 2018)****CMS Business School Jain University, India****Main Duties:**

- Actively worked on all other academic responsibilities throughout the year.
- Prepare lecture material according to course curriculum specified and executed internal assessment.

ASSISTANT PROFESSOR**(July 2017) - (Oct 2017)****International School of Business Research, India****Main Duties:**

- Responsible for departmental work assigned and contribute towards all college activities
- Spearhead the planning and implementation of the Academic Calendar

POSITIONS OF RESPONSIBILITIES

- Appointed Chair, editorial board for Academy of MARKETING studies journal, Indexed in ABDC B category
- Editorial and Review Board- International Management Review-ISSN 1551-6849- Indexed in EBSCOhost Education Source, ProQuest, Google Scholar, UGC CARE List- peer-reviewed and published bi-annually
- Current member of the research advisory committee (RAC) for the research department of CHRIST deemed to be a university.
- Editor for the University's Research Journal (USHUS Journal of Management)
- In charge of organizing QIP (Quality Improvement Programs), Research Development Activities, and HED(Holistic Educational Development) sessions at the University Level
- Part of the Universities Funded Research Group Committee and responsible for identifying the research areas for government-funded research opportunities.
- On Board of University Accreditation team for NBA and AACSB (NBA)

EDUCATION

- **PhD**, Vels University, India – 2017 (Completed in the field of Virtual Management - Social Media Marketing)
- **Diploma in Supply Chain Management**, Indian Institute of Materials Management, India – 2015
- **M.B.A (Marketing & Systems)**, Canara Bank School of Management Studies, Bangalore University, India – 2012
- **B.E. (Electrical and Electronics Engineering)**, MVJ College of Engineering, VTU, India - 2009

ACADEMIC PROJECTS

- **Ph.D. (Management)** - Influence Of Social Media Communication On Consumer's Car Purchase Intention - 2017
- **Funded Project (Research Associate)** - Tamil Nadu State Council for Science and Technology (TNSCST) funded project for Vels University, India (2014-2015)
- **MBA - M-Commerce** - Adaptability, Acceptability and Risk, Concerns Bangalore University, India - 2012
- **Internship** - Organizational Study at ISRO , Sriharikota, India (3rd Semester MBA) - 2011
- **Certificate Course** - French Certificate course Level 1 - 2011
- **B.E (EEE)** - Power System of Pilotless Target Aircraft - 2009

ACHIEVEMENTS

- Received “Young Scientist Award”, 2017 by leading publication house in Chennai, and “Best Professor in Market Research”, 2018 by a leading B-School in Hyderabad.
- My research papers have been awarded with best papers in the year 2015 for my research on twitter analytics and information credibility analysis of social media content in the year 2017.

PUBLICATIONS AND PATENTS

- **Article published in Journal (with ISSN) (20 Scopus Articles Published, 4 under Review Process)** – International – 50 & National 21
- **Article published in Edition Book (with ISBN)** – International 35 & National 21
- **Text and Edited Book (with ISBN) (Ongoing)** – International 4
- **Patent Published:**
 - Patent Number-202221031673- Title- A Novel Inclusive Educational Model for Children with Greater Disabilities, Published on-17/07/2022, Field of Invention- Electronics, Country- India Status- Published <https://ipindiaservices.gov.in/PatentSearch/PatentSearch/ViewApplicationStatus>
 - Patent number- 2022/08187- Title- A method for enhancing educational leadership and management in international school context- Country- South Africa, Status- Published https://iponline.cipc.co.za/Publications/PublishedJournals/E_Journal_September%202022%20Part%202.pdf , Patent details : IPC class: G06Q, Application number: 2022/08187

EVENTS ATTENDED

- **Conference Attended** – International 29 & National 24
- **Workshop Attended** – International 10, National- 15
- **FDP Attended** – International 3 & 7 National
- **Funded Research** – National 3, International 4

PROFESSIONAL PROFILES

- **ORCID ID:** <http://orcid.org/0000-0002-9256-8407>
- **Scopus Profile Link:** <https://www.scopus.com/authid/detail.uri?authorId=57190005214>
- **Google Scholar Profile:** <https://scholar.google.co.in/citations?user=n7z3QDYAAAAJ&hl=en>
- **Research Gate Profile:** https://www.researchgate.net/profile/Prabha_Kiran3