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Dr. Prabha Kiran

ASSISTANT PROFESSOR

PROFESSIONAL STATEMENT

An articulate, accomplished and versatile Assistant Professor with notable years of diversified experience in Teaching, Business Management, Research Methodology, Social Media Marketing, and Market Research and Analytics. Responsible for preparing and delivering lectures in classroom discussions and well-versed in a variety of the field's concept and practices. Form lesson strategies, presented creative presentation material to students, responding to students learning needs and evaluating 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 | • ~ Classroom Management | • ~ Research & Development |
| • ~ Modern Classroom Technology | • ~ Curriculum Development | • ~ Staff Development |
| • ~ Business Management | • ~ Business Operations | • ~ Customer Relations |

CAREER NARRATIVE

SENIOR LECTURER

Sep 2021 till date

Westminster International University in Tashkent

Main Duties:

- Responsible for administrative work assigned as per department's requirement and contribute to 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.

CONSULTANT DIRECTOR

Apr 2020 till date

Rousing Design Pvt. Ltd, India

Main Duties:

- Determine, develop and deliver innovative strategies and tools to target new and current clients.
- Initiate and center team efforts to gather, analyze and interpret data and formulate recommendations and conclusions.
- Ensure resources leverage by coordinating with staff scheduling and project planning.
- Develop solutions for complex client situations to ensure meeting of goals and objectives and deliver results on time.
- Engage in practice management such as tools, methodologies, people development and proposals.
- Report on final client status and present to engagement staff to demonstrate factual material command.
- Expand and identify current and new business projects by strengthening client relationships.
- Develop and review staff performance such as mentoring and recruiting staff.
- Measure project progress, client benefits and budget expectations through proprietary tracking tools.

CO-FOUNDER & DIRECTOR – CHIEF CUSTOMER OFFICER
MICCAKA LABS, India

Oct 2019 till date

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.
- 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.
- Decide where to make investment decisions, that is, the highest--impact contacts and efforts.

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 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 the functional vice presidents
- Instill the discipline of process change and change management into the organization.

ASSISTANT PROFESSOR

Aug 2018 till date

School of Business and Management, CHRIST University, 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 – Jul 2018

CMS Business School Jain University, India

Main Duties:

- 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:

- Spearhead the planning and implementation of the Academic Calendar

POSITIONS OF RESPONSIBILITIES

- Current member of research advisory committee (RAC) for the research department of CHRIST deemed to be university.
- Editor for 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 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 – SAR Criteria 7- Industry and International Connect)

EDUCATION

- **PhD, Vels University, India – 2017** (*Professionally Registered in the field of 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 (2014-2015)**
- **MBA - M-Commerce - Adaptability, Acceptability and Risk Concerns - 2012**
- **Internship - Organizational Study at ISRO , Sriharikota (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

- **Article published in Journal (with ISSN) (10 Scopus Articles Published, 4 under Review Process) – International – 23 & National 12**
- **Article published in Edition Book (with ISBN) – International 25 & National 21**
- **Text and Edited Book (with ISBN) (Ongoing) – International 1**

EVENTS ATTENDED

- **Conference Attended – International 29 & National 24**
- **Workshop Attended – International 5 & 15**
- **FDP Attended – International 3 & 7**
- **Funded Research (TNSCST) – National 1**

WORKSHOPS & FDPs ATTENDED

- **National Level Workshop on Research Methods and Quantitative Techniques, Pondicherry University – Feb 2015**
- **National Workshop on SEM and CFA using AMOS, JAYA College of Arts and Science, India – Aug 2015**

- **DMS-DAM Workshop on Data Analysis for Research Application**, Pondicherry University - Oct 2015
- **DMS DAM Workshop - Data Analysis for Model Building**, Pondicherry University - Nov 2015
- **Research Methodology Workshop - Basic of Research**, VIT Vellore – Feb 2016
- **Research Methodology Workshop**, Sponsored by ICSSR at VIT Vellore - May 2016 -Jun 2016
- **National Level Workshop on R Programming, Data Analysis and Meta-Analysis**, Institute for Statistics and Analytical Research, India - June 2017
- **Understanding Digital Business**, Sponsored by AICTE at VIM, India – May 2015
- **2 Weeks FDP on Managing online classes and co-creating MOOCs organized by MHRD, Govt. of India**, University of Delhi, India – Apr 2020 - May 2020

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