

## **Dr. Ram Komal Prasad**

A-6/03, Sulabh Avas Yojana  
Sector-J, Janakipuram Ext., Kurshi Road  
Lucknow – 226024  
Mobile No: 9919360380  
Email: [prajapatikomol71@yahoo.com](mailto:prajapatikomol71@yahoo.com)  
[ramkomal.prasad@iccmrt.ac.in](mailto:ramkomal.prasad@iccmrt.ac.in)



---

### **Brief Profile**

Dr. Prasad received his Doctorate from IIM Mumbai (Formerly-National Institute of Industrial Engineering (NITIE Mumbai), MBA (Marketing) from the University of Lucknow, MBA (Finance) from Indira Gandhi National Open University, New Delhi, M.A. (English) from the University of Gorakhpur and M.A. (Economics) from Dr. RML Avadh University, Faizabad. Dr. Prasad possess more than 22 years of experience in Teaching, Training, Research & Consultancy. Apart from academic teaching to MBA, he has taught and Trained Officers/ Employees of Group A, B & C in state and central government. He has also taught and trained the probationers of Provincial Civil Services at various stages.

#### **Teaching Track/Area:**

Marketing Management (Consumer Behavior & Services Sector), Entrepreneurship Development, Research Methods, Business/Marketing Research, Analytics (Marketing, Business, Social media & Web, Data for Business Decision), AI & Machine Learning for Business & Marketing), SPSS-24 for research study and data analysis.

#### **Research Track/Area:**

Marketing & Consumer Research, Services and Educational Research, Service Quality, Entrepreneurship and Innovation, Trade & Management, AI & ML in Marketing Domain.

#### **Training and Consulting:**

ToT, DoT, MoT, TNA, Evaluation Study, Policy (making & evaluation), Preparation of DPR, etc.

**Ph.D. Guidance:** Out of six registered scholars one scholar has been permitted to thesis submission by the University.

### **Designation**

#### **Associate Professor (Management Science)**

Institute of Co-operative and Corporate Management Research & Training (ICCMRT), Indira Nagar, Lucknow (U.P.) India- 226016 From 6<sup>Th</sup> Auhust 2020 till date.

### **Educational Qualifications**

1. Ph.D. (Management Science) IIM Mumbai.

Formerly-National Institute of Industrial Engineering, (NITIE) Mumbai (2016).

2. M. Phil (Entrepreneurship) Madurai Kamraj University, Madurai (2007) Second Division
3. MBA (Finance Management) Indira Gandhi National Open University, New Delhi (2007).
4. M.A. (Economics) Dr. RML Avadh University, Faizabad (2004) Second Division
5. PGD (International Business) Indira Gandhi National Open University, New Delhi (2003).
6. MBA (Marketing Economics) Lucknow University, Lucknow (2001) First Division
7. M.A. (English) Gorakhpur University, Gorakhpur (1996) Second Division

### **Work Experience**

#### **Assistant Professor**

Institute of Co-operative and Corporate Management Research & Training (ICCMRT), Indira Nagar, Lucknow. (From 25th September 2006 to 05th August 2020).

#### **Assistant Professor**

Jhunjhunwala Business School, Faizabad, UP. (From 5th August 2004 to 24th September 2006).

### **Senior Lecturer**

Kamala Nehru Institute of Physical and Social Sciences, Management and Technology Centre, Sultanpur, UP. (From 2nd August 2004 to 4th August 2004).

### **Lecturer**

Jhunjhunwala Business School, Faizabad. U.P. (From 24th September 2001 to 30th July 2004).

## **Book Publications**

**Service Quality: Quest for Excellence in Management Education** (New Royal Book Publishing Company, Lucknow/Delhi-2016).

### **Chapters Contributed in Books**

Small Scale Industries: A new Paradigm, Studies in Indian Economy (2005) Vol. 1, PP 36-72, Atlantic Publisher and Distributor, New Delhi.

### **Articles Published**

**ORCID No. <http://orcid.org/0000-0002-6510-9053>**

1. Prasad RK, Tiwari RK and Jha MK (2023), "Design and Development of Scale of Measurement for Effective Service Delivery in India" *Academy of Marketing Studies Journal*, Vol.27, Issue: 2; Pg. 1-17. *Indexed –ABDC (Grade-B)*.
2. Prasad RK and Tiwari RK (2023), "Public Service delivery facades: measuring effectiveness through grey relation theory" *Academy of Marketing Studies Journal*, Vol. 27 Issue: 2 Pg. 1-11. *Indexed –ABDC(Gr-B)*.
3. Prasad RK and Verma S, (2023), "Service Quality Measures: A systematic literature Review and future research direction" *International Journal of Management Practices*. Vol.15, Issue. 1, pp. 9-23. Scopus (Inder-Science). <https://doi.org/10.1504/IJSOM.2016.075245>
4. Prasad RK (2022), "Performance of Indian Economy in Covid-19 Eon: An Inferential Study" *International Journal of Research and Analytical Reviews*, Vol .9, Issue. 2, Pp. 113-121. <http://www.ijrar.org/IJRAR22B1128.pdf> (International Peer Reviewed & UGC –CARE approved).
5. Prasad RK (2022), "Marketing of professional education: Choice, Spending and Consumption" *International Journal of Scientific Research in Engineering and Management*, Vol. 06, Issue 05, Pp. 1-11. (UGC-CARE) <https://doi:10.55041/IJSERM13268>
6. Kumar A and Prasad RK (2021), "Maternal Satisfaction through Breastfeeding: An empirical study" *Journal of Health, Medicine and Nursing*, Vol. 95, Pp. 63-70, An International Peer-reviewed Journal <http://DOI:10.7176/JHMN/95-08>
7. Prasad RK, Kumar A. & Srivastava NK (2021), "Socio-economic Security of Migrant after COVID-19: Analysis of Reverse Migration in Uttar Pradesh" *The Eastern Anthropologist*, Vol. 74, Issue No. 2-3, pp. 273-295.
8. Prasad RK, Srivastava MK. (2021), "Switching behavior toward online shopping: coercion or choice during covid-19 pandemic", *Academy of Marketing Studies Journal*, Vol. 25, Special Issue 1, pp.1-15. **ID: covidwho-1196313**, Scientific Indexing Services, (ABDC, Listed- C grade).
9. Prasad RK, Deepak N. (2021), "Managing change in digital projects: a descriptive study", *Wutan Huatan Jisuan Jishu*, Volume 17, Issue I, pp; 454-461, [doi.org/10.37896/whjj](https://doi.org/10.37896/whjj) (Scopus indexed journal)
10. Prasad RK (2021), "Principles of Cooperative Business: Sustainability through good governance" Volume 16, *Wutan Huatan Jisuan Jishu*, Issue 2, pp; 132-149. [doi.org/10.37896/whjj](https://doi.org/10.37896/whjj) (Scopus indexed journal)
11. Prasad RK, Srivastava M.K. (2020), "Design and development of values education index and perceptual mapping in Indian perspective" *Journal of Education and Practice*. Vol.11, No.33, pp, 147-164. <http://DOI:10.7176/JEP/11-33-20>
12. Prasad RK, Rizvi A.Z., Srivastava N.K, Kumar S (2020). "Promoting Business through Co-operative Marketing: an Empirical Study in Uttar Pradesh" *International Journal of All Research Education and Scientific Methods (IJARESM)*, Vol. 8; Issue. 12; pp: 989-1008

13. Prasad RK and Verma S, (2019), "An investigation on brand boycott: understanding negative psychology of consumers in the era of digital marketing" *Academy of marketing studies journal*, Vol.24, Issue.1 pp. 1-16 (B grade in ABDC list)
14. Prasad RK, Jha M.K. and Verma S, (2019), "A comparative study of product life cycle and its' Marketing Applications" *Journal of Marketing and Consumer Research*, Vol.63, pp.62-69. <http://DOI:10.7176/JMCR/63-06>
15. Prasad RK, Deepak N (2019), "Community Radio and Women empowerment: A pragmatic Investigation" *Journal of new Media and Mass Communication*, Vol. 83, pp. 10-21. <http://DOI:10.7176/NMMC>
16. Faishal Akhatar, S.V. Pathak, Ram Komal Prasad and Ashif Akhatar Khan(2019) "Relation of income factor with consumer behavior regarding mobile phones" *Journal of Engineering and Science*, Vol. 10, Issue, 9. pp.88-100. (UGC CARE –A)
17. Prasad RK, Patankar V.A (2019) "Corporate Entrepreneurship: Theoretical concerns and research agenda" *Journal of Emerging Technology and Innovative Research*, Vol. 6, Issue: 3 pp. 17-30. (UGC CARE-A) <http://www.jetir.org/papers/JETIRAHo6004.pdf>
18. Prasad RK and Verma S. (2019), "Perceptual Map and Management Students Satisfaction Index (MSSI): A Road map for Academic Excellence" *Prabhandhan-Indian Journal of Management (Scopus Indexed Journal)*. <http://DOI:10.17010/pijom/2019/v12i11/148412>
19. Prasad RK and Verma S, (2017), "The MEQUAL scale: Measure of Service Quality in Management Education," *International Journal of Comparative Education and Development*, Vol. 19 No. 4, pp 1-16. (Emerald Publications). <https://doi.org/10.1108/IJCED-12-2016-0024>
20. Verma, S and Prasad RK, (2017), "Service Facet Prioritization Using Grey Relation Approach", *Asia-Pacific Journal of Management Research and Innovation*, Vol. 12, No.3, PP. 1-4. SAGE Publications. <https://doi.org/10.1177/2319510X17696650>
21. Prasad RK and Verma S, (2017) "Incorporating Voice of Consumers in Management Education" *International Conference on Emerging Markets*, Indian Institute of Management, Lucknow (Published in conference proceedings).
22. Prasad RK, and Gautam MK (2015), "Typology of online shoppers in India: An empirical study in Uttar Pradesh", *Journal of Marketing and Consumer Research*, Vol. 14, pp. 52-62. <https://doi.org/10.7176/JMCR>
23. Prasad RK, and Verma, S (2014), "Affective and Cognitive factors of television Advertisement: A Study conducted on children", *Journal of Marketing and Communication*, Vol. 10, No. 1, pp 11-18
24. Prasad, RK and Jha, MK (2014), "Consumer Buying Decision Models: A Descriptive Study", *International journal of Innovation and Applied Studies*, Vol. 6. No. 3, pp 335-351. Issn: 2391-8014
25. Prasad, RK and Jha, MK (2013), "Quality Measures in Higher Education: A Review and Conceptual Models", *Journal of Research in Business and Management*, Vol. 1 No. 3, pp 23-39.
26. Prasad, RK and Verma, S (2013), "Measuring the satisfaction gap in management education: A road map for achieving excellence", *International Journal of Business and Management*, Vol. 1, No. 3., pp 96-108. [Doi:10.35692](https://doi.org/10.7176/IJB).
27. Verma, S. and Prasad, RK (2012), "Valuing Quality in Educational Services", *European Journal of Business and Management*", Vol. 4. No. 19, pp 129-140. ISSN (Paper) 2222-1905 ISSN (Online) 2222-2839. <https://doi.org/10.7176/EJB>
28. Kaushal, SK and Prasad RK (2010) "Segmentation of shopping mall shoppers: a cluster analysis approach" *Global Journal of Business Management*, Vol.4 No. 2, pp. 75-92. (Google\_ebook.in)

### **Training Programmes / FDP attended**

1. FDP From 26 to 27 November 2004, NIPM Calcutta.
2. DTS From 12 to 16 November 2007, UP-ATI through DoPT, New Delhi.
3. FDP From 21 to 27 May 2009, IIT Kanpur.
4. FDP From 7 to 12 December 2009, IIM Lucknow.
5. FDP From 17 to 31 October 2013, GIDS, Lucknow.
6. FTP From 23 to 27 March 2015, TOPIC Gurgaon & ICCMRT, Lko.

7. MOT From 20 to 24 December 2021, UP-ATI through DoPT, New Delhi.
8. Certified Trainer Fin. Coop. From 21 to 25 November 2022, BIRD, Lucknow (NABARD).
9. Certified Trainer Fin. Coop. From 19 to 23 December 2022, BIRD, Lucknow (NABARD).
10. ToT (Checks,Control & Fraud)From 09 to 11 February 2023, BIRD, Lucknow (NABARD).
11. CTFC Certified Trainer for Fin. Cooperatives-2023 (NCCT Govt. of India).
12. DoT From 03 to 07 April, 2023, ISTM (DoPT), New Delhi.
13. FDP (Data Analytics using R)From 28 April to 04 May, 2023, SGBT Khalsa College (D.U.)
14. Certified Enquiry Officer (DP)From 08 to 09 May, 2023, RCS UP, ICCMRT, Lucknow.

### **Seminars / Workshops / Conferences attended**

1. Management Summit India Inc.-The road ahead, UIM Greater Noida, 10th Feb. 2007
2. Contemporary pedagogical approach in operations management, USEFI & UPTU, 14th April, 2007
3. Share of agriculture sector in state domestic product, UPUEA &MJP Rohilkhand University, Bareilly, 17th & 18th Nov. 2007
4. Socio economic and environmental implication of globalization in Indian perspective, JNPG College, Lucknow, 26th & 27th Feb. 2005
5. Research methodology and project formulation, ASSI & GIDS Lucknow, 7th March to 12th March, 2011.
6. Practice Leadership Forum-2013, POMS-USA & NITIE Mumbai, 23rd &24th Dec. 2013
7. Emerging Markets in Developing Economy, IIM Lucknow (NOIDA Campus), 5th to 7th January 2017.
8. Regional Conference on Strengthening the State Institutes of Public Administration Organized by DoPT (Capacity Building Commission), UP-ATI (BIRD Campus, Lucknow), 11-12 November, 2021. Inaugurated and addressed by Hon'ble Chief Minister of U.P and Dr. Jitendra Singh, Hon'ble Minister of DoPT, Govt. of India.
9. International Conference on Religious Tourism, 27 to 28 March, 2023, Dr. Babashaheb Bhimrao Ambedkar Central University, Lucknow. Presented research paper on "Entrepreneurial orientation and recitals of tourism sector in Uttar Pradesh: an analytical study using grounded theory approach" accepted and under review for publication.

### **Achievements / Awards/Trainer /Academic Association**

1. GIRI Institute of Development Study, Aliganj, Lucknow.
2. National Institute Participatory Cooperation & Child Development, Kurshi Road, Lucknow.
3. National Academy of Custom, Indirect Taxes and Narcotics (NACIN), Kanpur and Lucknow.
4. Training Centre of UP Sahkari Gram Vikas Bank (UPLDB), Mall Avenue, Lucknow.
5. Lucknow University, Lucknow.
6. Integral University, Lucknow.