



**FACULTY PROFILE**

1.	Name	<b>Dr. NEENA PRASAD</b>		
2.	Date of Birth	15-11-1968		
3.	UID (Aadhar No.)	xxxxxxxx4769		
4.	Email ID (Official)	prasad.neena@atria.edu		
5.	Designation	Professor & Head of the Department		
6.	Department	Department of MBA		
7.	Google Scholar Link:	<a href="https://scholar.google.co.in/citations?user=-o9_Ld0AAAAJ&amp;hl=en">https://scholar.google.co.in/citations?user=-o9_Ld0AAAAJ&amp;hl=en</a>		
8.	Area of Specialization	Marketing, OB & Emotional Intelligence		
9.	Courses Taught (UG)	Principles of Management, Marketing Management, Essentials of Organizational Behaviour, Research Methodology, Services Marketing.		
10.	Courses Taught (PG)	Principles of Management, Organisation Behaviour, Marketing Management, Statistics for Managers, Strategic Management, Research Methodology, Consumer Behaviour, Services Marketing, B2B Marketing, Strategic Brand Management, Product and Brand Management.		
11. QUALIFICATION DETAILS: Ph.D., M.Phil., MBA (Marketing & retail Management), B.SC. (PME).				
12.	Total Experience (in years)	Teaching	Industry	Research
		25	5	12
13.	Publication Details	<i>Type/Level</i>	National	International
		Journal	7	5
		Conference	4	6
14.	No. of Research and Projects Guided	More than 300		
15.	No. of Books Published/IPRs/Patents	Nil		
16.	Sponsored Projects/Grants (if any)	Nil		
17.	Professional Memberships	Nil		
18.	Coordinator/In-Charge/Part, of NAAC/NBA/any other Accreditations.	Coordinator for NBA		
19.	Academic Achievements	-		
20.	Extra-Curricular Achievements	TEDx Licensee and Curator		
21.	Co-Curricular Achievements	-		
22.	No. of Workshops/Seminars Conducted	5		
23.	No. of Workshops/Seminars Attended	12		
24.	Sports Achievements	Nil		
25.	Awards and Recognition (If any)	Nil		