

RAJIV PRASAD

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Amrita School of Business
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ACADEMIC APPOINTMENTS

- Associate Professor, Amrita School of Business, 2011 - Present
 - Assistant Professor, Amrita School of Business, 2007 - 2011
 - Scholar at Fellowship Programme in Management at IIM Calcutta, 2001 - 2007
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EDUCATION

- FPM, Indian Institute of Management, 2008* (Dissertation submitted in 2007, degree was awarded in 2008)
 - PGDRM, Institute of Rural Management, Anand, 1996
 - B.A. (Hons.), Patna College, Patna University, Political Science, 1992
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RESEARCH INTERESTS

- Positive Organizational Behavior
 - Business Ethics
 - Spirituality at Workplace
 - Leadership
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PUBLICATIONS

Journal Articles

- Banerji, S., & Prasad, R. (2019). Sustainable Development 2050: Spirituality – The Missing Link. *Purushartha: A Journal of Management Ethics and Spirituality*, 11(2).
- Parameswar, N., & Prasad, R. (2017). Humanistic Leadership, Organizational Culture and Corporate Citizenship Behaviour. *Purushartha: A Journal of Management Ethics and Spirituality*, 9(2).
- Sisodia, G. S., Soares, I., Ferreira, P., Banerji, S., & Prasad, R. (2015). Projected business risk of regulatory change on wind power project: case of Spain. *Energy Procedia*, 79, 1054-1060.
- Banerji, S., & Prasad, R. (2012). Role of teachers and educational institutions in value based higher education. *Purushartha: A Journal of Management Ethics and Spirituality*, 5(1).
- Bonin, Y. S. (2012). Spirituality: A key Factor to Achieve Sustainability Through the Empowerment of Compassionate/Altruistic Managers. *Purushartha: A Journal of Management Ethics and Spirituality*, 5(1).

CONFERENCE PROCEEDINGS

- Rambhatla, S., Gupta, D., & Prasad, R. (2018, December). Measuring the Performance of Cross-Functional Multidisciplinary Teams Using an Epistemic Game: Impact of Team Cohesion and Personality. In *2018 IEEE Tenth International Conference on Technology for Education (T4E)* (pp. 223-224). IEEE.
- Iyanar, Y., & Prasad, R. (2018, September). Impact of CSR Activities on Shareholders' Wealth in Indian Companies. In *2018 International Conference on Advances in Computing, Communications and Informatics (ICACCI)* (pp. 2196-2199). IEEE.
- Warriar, A. G., & Prasad, R. (2018, September). Motivators, Hygiene Factors and Job Satisfaction of Employees in IT Sector in India. In *2018 International Conference on Advances in Computing, Communications and Informatics (ICACCI)* (pp. 477-481). IEEE.
- Manoj, M., & Prasad, R. (2017, September). A study to understand the impact of emotional intelligence on employees' team orientation and behaviour. In *2017 International Conference on Advances in Computing, Communications and Informatics (ICACCI)* (pp. 2392-2395). IEEE.
- Shilpa, S. N., & Prasad, R. (2017, September). Self efficacy, perceived stress and happiness among students. In *2017 International Conference on Advances in Computing, Communications and Informatics (ICACCI)* (pp. 2105-2109). IEEE.
- Vasudha, S., & Prasad, R. (2017, September). Narcissism, happiness and self actualization. In *2017 International Conference on Advances in Computing, Communications and Informatics (ICACCI)* (pp. 2349-2358). IEEE.
- Unnikrishnan, L., & Prasad, R. (2016, September). The impact of globalization on the perception of beauty among South Indian women. In *2016 International Conference on Advances in Computing, Communications and Informatics (ICACCI)* (pp. 1487-1495). IEEE.
- Prasad, R., & Umesh, S. (2016, September). Factors affecting the consumer preference of non-packaged non-branded rice in South India. In *2016 International Conference on Advances in Computing, Communications and Informatics (ICACCI)* (pp. 2253-2257). IEEE.
- Rawat, U., & Prasad, R. (2015, August). Is Viral Marketing an effective and reliable method of advertising and branding? A perspective of Gen-Y of India. In *2015 International Conference on Advances in Computing, Communications and Informatics (ICACCI)* (pp. 1839-1842).

Presentations

- Human Values and Sustainable Living: What We can Learn from the Ancients. At October 2014 *International Conference on Towards Ecocultural Ethics: Recent Trends and Future Direction* .BITS, Goa.

Invited Presentations

- Teaching Values, Ethics and Wisdom based Courses: Essential Principles, Practices and Attitudes. As a keynote speaker at February 2019 7th International Conference on *Spirituality beyond Repertoire: A Leadership Key to Societal Happiness and Sustained Harmony*, SMS Varanasi.
- Revamping Higher Education System – Curriculum Development and Pedagogical Methods. As a keynote speaker at National Seminar on Higher Education 2020: New Strategies for Empowerment and Growth, SJCC, Bangalore