

Name: Dr. S. Loganatha Prasanna



Designation : Assistant Professor (SG)
Nature of Employment : Full-time
Qualification : BHM, MBA, Ph. D
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Educational Background:

Degree	Discipline	Year of Passing	University
Ph. D	Management	2019	Bharathiar University, Coimbatore
MBA	Marketing & HR	2008	Anna University, Chennai
BHM	Hotel Management	1998	Bharathidasan University, Trichy

Qualified State-Level Eligibility Test, Tamil Nadu for Lectureship in Management – Feb 2017

COURSE	GRADE	Institution
Marketing Management I	Elite+ Silver	IIT Kanpur
Marketing Management II	Elite+ Silver	IIT Kanpur

Designation	Institution	Duration	No. of Years
Assistant Professor (SG)	Hindustan Institute of Technology & Science, Chennai	From 01.08.2016	5
Assistant Professor	Agni College of Technology, Chennai	2009 to 2016	7
HOD	Kumaran Industrial School of Hotel Management & catering Technology, Chennai	2002 to 2008	6
Total			18 Years

Work Experience (Industry)

Designation	Name of the Organization	Duration	No. of Years
Sales Executive	Hotel Abu Palace, Chennai	2001to 2002	1
Sales Manager	Pride Group of Hotels, Chennai	2008 to 2009	1
Total			2

Lecture Courses:

Marketing Management, Services Marketing, Product & Brand Management, Retail Management, organizational Behaviour, Strategic Management, International Business Management

Research Areas of Research Interest:

Brand management, Strategic Positioning, Consumer Behaviour

Research Publications:

1. Presented & Published a Research paper titled “Strategies for Building Consumer brand Preference” at the National conference on “Sustaining Growth in the era of Global recovery SGEGR – 2011” held on 26th August 2011 at Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engg. College, Avadi, Chennai.
2. Published a Research paper titled “Warehouse Automation as a Strategic Catalyst” at the National Conference on “New Paradigms of Management- Global Challenges for Managers in 21st Century – (NPM- GCM 2012)” on 4th May 2012 at Agni College of Technology, Chennai.
3. Presented and published a research paper titled “The Advantages of Advertising on Social Networking Websites” at the National conference “New Paradigms of Management- Global Challenges for Managers in 21st century (NPM- GCM 2012)” conducted at Agni College of Technology, Chennai.
4. Presented and Published a research paper titled “History and Growth of Tourism & Hospitality Industry in the Indian Perspective of Brand Positioning Strategies with Taj Group of Hotels” at the “International Conference on Sacred Geographies, Religious Cultures and Popular Practices in History and Imagination (ICSGRCPPI- 2014) Conducted at Government Arts College, Thiruvannamalai
5. Published a research article titled “A Study on Heterogeneity characteristic of Services in the perspective of Positioning Employee Services delivery as a key strategy with reference to Hospitality Industry” in the UGC refereed journal named Research Directions with Vol. No 5 Issue No 5 ISSN No. 2321-5488 ,Page Nos 31-36 and year of publication 2017.
6. Published a research article titled “A Study on Sales Promotional Activities in Hospitality industry with special reference to Chennai market” in the UGC refereed journal named Review of Research with Vol. No 7 Issue no 2 ISSN NO. 2249-894X Page Nos 49-55 and year of publication 2017.

Certifications Obtained:

1. Scored Silver Elite score in the NPTEL Marketing Management- I course conducted by IIT, Kanpur in the year 2019
2. Scored Silver Elite score in the NPTEL Marketing Management- II course conducted by IIT, Kanpur in the year 2019
3. Completed 53 courses in Coursera in Marketing, Strategic Management, Organizational Behaviour and other domains from world class universities.
4. Completed and scored 90% in Marketing Management course offered by IIM- Bangalore in edX platform.

Participations in FDPs & Training Programmes:

1. Participated in FDP on Entrepreneurship conducted by VIT- TBI, Vellore.
2. Participated in Orientation Development Program for Training & Placement Officers conducted by Anna University, Chennai.
3. Participated in FDP on “Marketing Management” organized by DOMS, SSN School of Mgmt. & Computer Applications, Chennai.
4. Coordinated and participated in FDP titled ‘Instructional Design & Delivery System’ conducted by NITTTR, GOI, Ministry of HRD.
5. Participated in FDP on “Writing & Publishing Management Research Papers in Journals” organized by Easwari Engineering College, Chennai.
6. Participated in FDP on “ Supply Chain Management” organized by DOMS, SSN school of Management & Computer Applications, Chennai.
7. Participated in Workshop on “Social Networking Marketing” organized by DOMS, SSN school of Management & Computer Applications, Chennai.
8. Participated in workshop on “Effective After Sales Service of Competitive Advantage” organized by Vels University.
9. Participated in FICCI’s International Conference on trends in retailing and Branding 2015
10. Participated in NAAC sponsored seminar on “Teaching in Internet era: The Challenges Ahead – 2016”
11. Participated in NPTEL online FDP Marketing Management-I conducted by IIT, Kanpur- 2019
12. Participated in NPTEL online FDP Marketing Management-II conducted by IIT, Kanpur- 2019
13. Participated in two days virtual faculty development programme on “Online Teaching, and Evaluation with MOODLE & MOOC platform” held on 13-14th July 2020
14. Participated in SEAA, New Delhi’s 13th Annual International Accreditation Conference (Virtual) held on the 5-7th November 2020 on the theme of Re-Imagining Business Education with Cutting edge Quality Strategy