



**Name:** **Dr.A.Arunprakash**

Designation: Assistant Professor

Specialization: Marketing

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**Qualification**

**Work Experience**

**Courses Facilitated**

**Member on Committees / Editorial Boards**

**Professional Memberships**

**Career Summary**

**Research Interest**

Dedicated Professor with over two and a half years of experience serving as an Assistant Professor in School of Commerce at Jain (Deemed-to-be University). A marketing expertise, a passionate instructor and a researcher, wish to bring forth knowledge from a variety of marketing concepts with multi-disciplinary concepts. Adept at working with students to successfully prepare them for personal and professional success in today's world. Knowledgeable and experienced in various educational philosophies, which best promote the overall experience of a student. A committed faculty member, passionate about working to further enhance the educational offerings of the esteem University.

- Participated in the one day workshop on e-resources and Art of Publishing Research Papers organized by the Internal Quality an Assurance Cell (IQAC), PSG College of Arts and Science, on 19th January 2016
- Participated In One Day Workshop On Research Analysis Using SPSS Held On February 20<sup>th</sup> 2018 At The Dr. G.R.Damodaran College of Science, Coimbatore.
- Participated in 7 days national level workshop on Multivariate Analysis Using SPSS, AMOS and R held on 24<sup>th</sup> – 30<sup>th</sup> March 2018 organized by Department of Management Studies, Kongu Engineering College, Perundurai.
- Participated in one-day workshop on Data analysis using statistical packages organized by the department of statistics, held on 23<sup>rd</sup> February 2019 at PSG college of Arts and Science, Coimbatore.

**Research  
Publications**

- Published an article entitled “Traditional Indian Batter: A contemporary Context on Brand Exposure” in TEST Engineering and Management Scopus Journal, Volume 81 (Nov-Dec 2019) PP: 4633 – 4636 on 23<sup>rd</sup> December 2019
- Published an article entitled “Social Networking Sites: Antecedents of Social Formation and Social Presence of Millennial Generation in Digital Era” in International Journal of Psychosocial Rehabilitation, Volume 24 (6) PP: 5261 – 5270 on April 2020
- Published an article entitled “Consumer Perception and Consumption Behaviour of Packages Drinking water” In the South Asian Journal of Marketing and Management research, Volume 8 (2) PP: 47-51 on March 2018
- Published an article entitled “Predilection Towards Social Networking Sites’ Students Perspective” In the International Journal of Recent Scientific Research, Volume 9 (3) PP:24692-24694 on March 2018
- Published an article entitled “ Preference and Intention of Users on Social Networking Sites: A Present Scenario in Coimbatore City” In the International Journal of Management Technology and Engineering, Volume 8(9) PP 1698-1705 on September 2018
- Published an article entitled “ Website Trust, Consumer Satisfaction, Loyalty and its effects on Online food Ordering Services” in the International Journal of Interdisciplinary Research and innovations, Volume7(2) PP:386-400 on June 2019
- Published an article entitled “Virtual Networking: The Role of Networked Publics’ Social Life in Current Era” in Sambothi The UGC Care Journal, Volume44(1)V PP:144 - 149 on 2021
- Published an article entitled “Food Safety and Security in India” in International Journal for Research in applied Science and Engineering

	Technology, Volume10(VI) on June 2022 ➤ Published an article entitled “A Study on Role and Performance of Edible Oil Manufacturing Companies in India” in Journal of Jilin University, Volume42(3) CN22-1342 on March 2023.
<b>Articles / Case Studies</b>	<b>NIL</b>
<b>Consultancy / Projects</b>	Assisted as a project Fellow to the principal investigator for an UGC funded Major Research Project entitled “Service Quality in Higher Education: Service Recipients and Service Providers Perspective” in the year of 2015-2017
<b>Books / Chapters</b>	<ul style="list-style-type: none"> <li>➤ Editor of a book titled “Standard Statistical Tool: Process, Procedure and Interpretation for Social Science Research (SPSS-HANDBOOK)” published in Amazon and Amazon Kindle (E-Book). E-Book ISBN: ASIN: B07M7X5SQM. Paperback ISBN: 9781796333336.</li> <li>➤ Author of a Book “Principles of Marketing” published by Sapna Book house (Hard Cover Book). ISBN: 9789354562211.</li> </ul>
<b>Activities</b>	<ul style="list-style-type: none"> <li>➤ Completed an online course of Financial Markets in Yale University offered by Coursera on 2020</li> <li>➤ Completed another Online course of Brand Management: Aligning Business, Brand and Behavior in University of London offered by courser on 2020</li> </ul>
<b>Recognition / Awards</b>	<b>NIL</b>
<b>Seminar Conferences Attended</b>	<ul style="list-style-type: none"> <li>➤ Presented a paper entitled “Social Networking Sites in the Modern Era - An Empirical Review” A national conference conducted by department of commerce BPS and A&amp;F in Sri Ramakrishna College of Arts and Science on 27<sup>th</sup> September 2017</li> <li>➤ Presented a paper entitled “Online Social Networking Sites: Users Perspective in current era” An international conference conducted by School of Commerce, self-financing wing, Erode Arts and Science College on 22<sup>nd</sup> February 2019</li> </ul>

		<ul style="list-style-type: none"> <li>➤ Presented a paper entitled “Social Networking Sites’ Present Scenario: User Perspective” A one day international conference conducted by PG and research department of commerce in Trinity College for Women, Arts and Science College on 24<sup>th</sup> January 2019</li> <li>➤ Presented a paper entitled “ Traditional Indian Batter: A Contemporary context on Brand Exposure” a two days international conference on New Achievements in Multidisciplinary research organized by Sri Krishna Arts and Science College Coimbatore on 26 &amp; 27 September 2019.</li> <li>➤ Presented a paper entitled “Virtual Networking: The Role of Networked Publics Social Life in current Era” in an international conference organized by faculty Research Cell – Samshodhana, at Jain (Deemed-to-be University), Bangalore, Karnataka, on 29<sup>th</sup> January 2021.</li> <li>➤ Presented a paper entitled “A Study On Total Quality Management (TQM) In Warehouse Management in Mahindra Logistics Limited” in an National conference on Digital Transformation: Leveraging Technology to drive Business organized by Department of BBA, Faculty of Arts &amp; Science, BIHER on 10.05.2023.</li> <li>➤ Presented a paper entitled “A pragmatic Review on Social Policy Advocacy and the Role of Courts in India in the Contemporary Context in a Two-Day International Conference on Business Resilience in the Era of Global Turbulence, Organised by Faculty Research Cell Samshodhana, School of Commerce Jain (Deemed-to-be University), Bangalore, Karnataka, on 4<sup>th</sup> and 5<sup>th</sup> of April 2024.</li> </ul>
	<p><b>PATENTS</b></p>	<ul style="list-style-type: none"> <li>➤ Filed a patent entitled on “Empowering Employee Engagement and Faculty Feedback Systems through AI Powered Linguistic Innovations” with an application No of 202441020358A, published on 29/03/2024.</li> </ul>