

Dr K Sai Prasad

MBA, MPhil, PGDJMC, PhD

**Dean and Professor, College
of Journalism and Mass
Communication, Dayananda
Sagar University**

Seasoned academician and
administrator



MY OBJECTIVES AND VALUES:

I was groomed by the Sri Sathya Sai system of education, and I believe that education is for life and not to earn a living.

I have close to 30 years of work experience in industry and academics, specializing in subjects that are at the intersection of marketing, management and communication, with the last seven years in an academic leadership role. As the head of a postgraduate college, I have a proven track record of making Commits a niche postgraduate marketing and communications college, highly rated by the industry. And the institution (small as it may be) has produced some of the best professionals over the past 23 years, alumni who are stars in their own fields.

My close association of 21 years with Commits has led me to believe that the fundamentals of life should be strong and rooted in culture, for there can be no greater power to a student than personal discipline and human values in achieving both academic victory and professional success.

At Commits, my team and I recruited senior industry professionals as course directors (Professors of Practice), and designed practical course delivery mechanisms to enhance the learning experience, some of which are acknowledged by the educational sector today as valuable factors in shaping outcomes.

With technology taking over humanity, I believe we should focus even more on students and their learning outcomes, while using emerging technologies as experiential learning tools. All students have equal potential and capabilities, and it is their exposure to life

situations that make them differently skilled and experienced. As a teacher my objective is always to empower the students and make them self-confident and self-reliant.

I strongly feel that ethics and values in higher education along with academic professionalism, which includes discipline, learning flexibility and academic freedom are the cornerstones of any educational effort, and this is what I look for in any organization I engage with.

My objective going forward is to make students more self-confident, self-reliant and empathetic to humanity through the courses I teach, and the topics I do research on.

CAREER HIGHLIGHTS:

- **Impactful Leadership:** As the dean, and head of the institution, I was independently in charge of both academic and administrative responsibilities, and worked closely with the business leadership reporting directly to the top management, university leadership to fulfill mandatory regulatory obligations, and industry leadership to create a solid industry interface framework.
- **Founding Member of Globcom Institute:** I am a founding member of Global Communications Institute, a non-profit trust set up in Germany in 2003, which runs the annual Global Communications Project and Symposium (Globcom.org), involving 18 universities from 18 countries, with the aims to provide real-time exposure to communications management and how to work with global businesses.
- **Organising the Global Communications Symposium:** One of the high points of my career was in successfully organizing the Global Communications Symposium 2017, in Bangalore, in partnership with Global Communications Institute, Germany. Commits hosted close to 150 global students and faculty over four days. The schedule included industry interface programmes, field visits, panel discussions, seminars, faculty paper presentations, students' project presentations and social networking sessions.
- **Curriculum Design:** The MA-MMC (Marketing and Management Communication) course which I designed is positioned uniquely between an MBA (Marketing) and an MA (Mass Communication), giving the students the best of both programmes, and preparing them for well-defined career opportunities in the intersection of

Media, Mass Communication and Marketing. I was a member of the panel that designed the one-of-its-kind non-MBA course for Commits, which was recognized and accepted by Makhanlal Chaturvedi National University of Journalism and Mass Communication as a model curriculum in Marketing and Management Communication.

- **Senior Resource Management:** I have coordinated and managed CXO level leadership from marketing, brand, public relations, advertising, cinema, media and politics, both as course directors as well as invited resources at special events.
- **SPADE Technique:** Conceptualised and implemented the SPADE technique which has served as a tool for effective learning. SPADE stands for Self-study, Present, Analyse, Discuss and Evaluate, for students to be proactive in their learning. This method allows the use of classroom time for analysis and discussion, instead of just lecturing.
- **BLOGS:** Introduced compulsory blogging of class assignments, which will remain as their portfolio in public domain. The value students give to assignments thereby increases by several notches.

ACADEMIC PROFILE:

2016: Doctor of Philosophy (PhD - Marketing)

National Law University, Jodhpur

Thesis: A Study of Effectiveness of Customer Relationship Management Strategies In The Indian Telecom Sector, With Communication as a Key Influencer

2006: Master of Philosophy (MPhil - Marketing)

Alagappa University, Karaikkudi

Thesis: A Study of Customer Relationship Management Strategies in The Telecom Sector With Specific Reference To Service Providers In Bangalore City

1997: Post Graduate Diploma (Journalism and Mass Communication)

Madurai Kamaraj University, Madurai

Dissertation: Use of cinema as a medium of political communication, with reference to Politics in Tamil Nadu

1991-93: Master of Business Administration (MBA - Marketing)

Sri Sathya Sai Institute of Higher Learning (Deemed University), Puttaparthi

Project: A study of best management practices at Karnataka Agro Corporation

1988-93: Bachelor of Science (BSc - Physics)

Sri Sathya Sai Institute of Higher Learning (Deemed University), Puttaparthi

1986-88: Higher Secondary Certificate (Mathematics, Physics, Chemistry, Commerce)

Sri Sankara Vidhyalaya Higher Secondary School, Chennai

TOTAL PROFESSIONAL EXPERIENCE: 31 YEARS

Currently serving as Dean and Professor, College of Journalism and Mass

Communication, Dayananda Sagar University (NAAC A+), Bengaluru – since November 2013

1. PAST ACADEMIC EXPERIENCE (20 YEARS):

Academic Dean and Professor of Marketing and Communication (since 2016) at Convergence Institute of Media, Management and Information Technology Studies (Commits) in Bengaluru. Commits is an independent postgraduate media college associated with Makhanlal Chaturvedi National University of Journalism and Communication in Bhopal for close to 23 years, and acknowledged by the university as one of the best affiliated colleges.

Between 2003 and 2016 I served as Assistant Professor and Associate Professor in the Department of Marketing and Management Communication at Commits.

During my academic career I have been responsible for

- Teaching core subjects such as Marketing, Brand and Advertising, Consumer Behaviour, Management Communication, Media Management and Business
- Coordinating with CXO level industry leaders for adjunct faculty sessions
- Organising summer internships and part time projects
- Coordinating annual and periodic placements with recruiters
- Overseeing admissions as the chair of the interview panel
- Designing innovative orientation sessions for freshers
- Alumni networking and reunions
- Organising industry interface events and academic seminars
- Hosting celebrities and high profile guests for student interactions

- Guiding Masters level dissertations for Marketing Communication students
- Conducting career counseling and guidance workshops for final year graduate students in various undergraduate colleges

SUBJECTS/COURSES TAUGHT:

- Fundamentals of Marketing
- Marketing Communication
- Brand and Advertising
- Consumer Behaviour
- Retail Communication
- Sales Promotion
- Personal Selling
- Value based Management
- Leadership Skills
- Media Management
- Entertainment Marketing
- Event Management
- Entrepreneurship
- Managing the modern workplace

RESEARCH INTERESTS:

- Marketing Communication
- Consumer Behaviour
- Customer Communication
- Social Impact Communication
- Value based Communication and Ethics
- Marketing Technology and Communication Effectiveness

My teaching and research interests are at the intersection of human behaviour, marketing theories, technology and communication.

ACADEMIC PUBLICATIONS:

- An Analysis of Political PR Strategy in India with reference to AP Legislative Elections, *Journal of American Behavioural Scientist (ABS)*, 2005 (Scopus Indexed; ISSN 0002-7642)
- Unity in Diversity: Cross Cultural Communication Challenges In The Indian Perspective – as part of 'Setting Corporate Standards Across Cultural Borders' a

thematic issue of University of Udine 's magazine for Public Relations and Communication, *Contatti*, 2006

- Establishing Successful Customer Relationships Through Effective Communication – *ezinearticles.com*, 2009 (Link: <http://ezinearticles.com/?Establishing-Successful-Customer-Relationships-Through-Effective-Communication&id=2146449>)
- An empirical study on customer interaction with a contact centre and its effect on CRM: a multicultural perspective from India; *International Journal of Indian Culture and Business Management*, Vol. 5, No. 1, 2012 (Google Scholar Indexed; ISSN 1753-0814)
- Exploring linkages between socio-demographic factors and customer loyalty in India; Vol.9, No.1, Spring, pp. 13-26, *Management & Marketing: Challenges for the Knowledge Society*, 2013 (Scopus, Google Scholar, UGC Care and Web of Science Indexed; ISSN 1842-0206)
- The Relationship Between Customer Demographics and Brand Loyalty in the Indian Telecom Sector: An Empirical Study; *International Journal of Customer Relationship Marketing and Management*, 5(4), 28-42, October-December 2014 (Scopus, Google Scholar and UGC Care Indexed; ISSN: 1947-9247)
- From Communication to Conversation: How Tata DoCoMo Used Social Media as an Effective CRM Tool; *International Journal of Online Marketing*; October-December 2014, Vol. 4, No. 4 (Google Scholar, Web of Science, UGC Care Indexed; ISSN: 2156-1753)

PEER REVIEW:

- Peer reviewed and edited research articles for IGI Global
- Peer reviewer for Scopus indexed journal 'Marketing Intelligence and Planning'
- Reviewed paper presentation abstracts for International Corporate and Marketing Communication in Asia Conference (ICMCAC)

NON-ACADEMIC PUBLICATIONS:

- "A Leg-up for Education", a thought leadership article on revisiting school and college curricula in 21st century India (Allcargo Foresight, Volume 1, Issue 3, February 2019)
- "The Thin End of the Wedge", a thought leadership article on the academia-industry interface in Higher Education Institutes in India (Allcargo Foresight, Volume 1, Issue 1, June 2018)

- Contributed regularly on current tech and business trends with bylines for The Tech Mail and CIO India
- Wrote reports regularly on telecom and insurance sector trends for Insurance Today and Telenews Asia

SEMINAR TALKS:

- Participated in the panel discussions of the Annual Global Communications Conference at Zayed University, Abu Dhabi (2009); University of Udine, Italy (2005); Blanquerna University, Spain (2003), and Curtin University, Malaysia (2015), etc. and presented a papers on topics such as “Global marketing communication trends and challenges”, “Unique cultural and PR challenges in India”, “The weak link in CRM-Customer Communication”
- Delivered orientation talks on Marketing, Branding and Consumer Behaviour at Xavier Institute of Management Excellence, Bangalore
- Presented a paper on Relationship between Consumer Demographics and Satisfaction at Acharya B School, Bangalore
- Nominated to the Inaugural AIM-AMA Sheth Foundation Doctoral Consortium at Alliance University, Bangalore

WORKSHOPS:

Hosted, moderated and attended workshops on

- “Microenterprise Marketing and Management Strategies”, with the senior faculty of Institute of Rural Management (IRMA), Anand, Gujarat
- “Media and Emerging Technologies”, with Siddharth Banerjee, Senior Policy Advisor – Economic Security Unit at Department for Digital, Culture, Media and Sport, United Kingdom
- “Law, Media and Communications Management”, with B S Surya Prakash and Leah Verghese, programme directors at Daksh Centre for Law and technology- MARGA
- “Design Thinking”, with Shruti Bopaiyah, Head of Marketing and Communications at Bridgeweave Ltd
- “Digital Media Analytics and SEO”, with Mohammed Yousuf, senior digital media strategist with Dentsu Global
- “AI in Education and Student Engagement”, at Indian Academy Degree College – Autonomous Faculty Development Programme

PhD SUPERVISION, SYLLABUS DESIGN AND EVALUATION:

- Co-supervisor for PhD students in Journalism, Media Management and Mass Communication at Garden City University, Bengaluru
- Jury Member, AIPR (Accreditation in Indian PR, an initiative by Public Relations Consultants Association of India (PRCAI), apex industry body for PR consultants and PR educators
- Chair of the academic-industry interface committee that designed the Master's course in Marketing and Management Communication (MA-MMC) at Commits (recognized and accepted by Makhanlal Chaturvedi National University of Journalism as a model master's curriculum in Marketing and Management Communication)
 - Worked closely with CXOs from the media and marketing communication sector to frame syllabus and course delivery guidelines
- Designed unique short and medium term programmes to equip and empower resources in the following specializations
 - Development and Community Communication/Management
 - Retail Communication
 - Microfinance and Micro-Enterprise Development
- Collaborated with industry professionals and designed short term certificate programmes for enhancing professional skills and knowledge of working professionals in the following areas
 - Theatre Production and Management
 - Ecommerce Content Writing
 - Digital Media Marketing
 - Visual Communication for Business
 - Brand Communication
 - Entertainment Marketing
- Member of syllabus drafting committee that designed and helped to launch the Bachelor's programme in Journalism and Mass Communication (BJMC) for Mandsaur University
 - Worked closely with top administrative and academic leadership of Mandsaur University and the media industry to frame syllabus and course delivery guidelines

MEMBER, BOARD OF STUDIES (at different times):

- Department of Liberal Arts, Humanities and Social Science, Manipal Academy of Higher Education, Bangalore
- Department of Media Studies, Christ University, Bangalore

- Department of Media and Communication, Garden City University, Bangalore
- Department of Journalism and Mass Communication, Christ Academy Institute for Advanced Studies, Bangalore
- Indian Academy Degree College (Autonomous), Bangalore

TEACHING INNOVATIONS:

- Use of audiovisual learning aids, especially short films, video interviews, movies and documentaries to discuss theoretical concepts in Marketing, Consumer Behaviour, Management, Media Business, Media Economics, etc.
- Use of Design Thinking and Lateral Thinking sessions to optimize learning experience and outcomes.

INSTITUTIONAL EVENTS AND PROGRAMMES:

- Conceptualised and organized 'Comm-vision', 'Ad-venture', 'Hard-sell' and 'Expressions', one-day high-level industry seminars every year
- Hosted some of the best journalists, advertising professionals and thought-leaders in marketing, business, media and communication
- Hosted over 1,000 students at each of these events without any kind of outsourced assistance
- Guided the seminar-organizing students on all aspects of event management, sponsorship, scheduling, planning, MC scripting and audiovisuals
- Successfully launched monthly industry interface events at Commits called mini-Expressions
- Successfully launched 'Afternoon with Alumni' a unique month-long orientation programme, in which senior alumni from different media fields interacted with the new students

MEMBERSHIP AND MENTORING:

I am a founding member of Global Communications Institute, a non-profit trust set up in Germany in 2003, which runs the annual Global Communications Project and Symposium (Globcom.org), involving 18 universities from 18 countries. These teams collaborate using online tools, and recreate the working of a global communications agency.

Some of the global projects for which I have consulted and mentored the students include

- Corporate Social Responsibility campaign for General Electric, USA
- Reputation Strategy for Cognis GmbH, Germany

- Global Marketing Communication Strategy for Carl Zeiss Vision Care, Germany
- Communication Strategy for World Wildlife Forum, Malaysia Chapter
- Dugong and Seagrass Conservation Project for Abu Dhabi Foundation
- Biodiversity Campaign of Airbus Industries, USA
- Marketing Communication campaign for FC Barcelona
- National Branding and Global Communication Management Strategy for Lithuania
- Marketing the city of Stellenbosch in South Africa
- Marketing Germany as a football destination in Europe
- Marketing Communication Campaign for the New Partnership for Africa's Development

CONSULTING ASSIGNMENTS AND TRAINING PROGRAMMES:

- Communications Consultant for Arpitha – A Center for Excellence, a firm engaged in management research and consulting, Bangalore (2002 to 2006)
- Manuscript scrutiny and editing for Insight Publishers, Bangalore (2005-06)
- Communication Workshop for frontline health staff of Medybiz P Ltd (2004)
- Train the Trainers in Communication for faculty of Garden City College (2005)
- Train the Trainers in Communication for faculty of R V College (2006)
- Communication Training Workshop for B Com students of Sri Sathya Sai Institute of Higher Learning, Bangalore Campus (2008)
- Member of staff evaluation panel of Sri Sathya Sai Institute of Higher Medical Sciences, Whitefield Super-speciality Hospital (2013-14)
- Brand Communication Workshop for employees of Chalks N Slates Media (2020)
- Orientation Programme in Branding and Marketing Communication for National Thermal Power Corporation (NTPC) Corporate Communication Trainees (2021)

PARTNERSHIPS AND COLLABORATIONS:

I have worked closely with the top leadership of Commits Trust and overseas representatives to draft proposals for academic collaboration with the following foreign universities.

- St. John's University, Nottingham, UK
- Oxford Brookes, UK
- University of the West of Scotland, UK

I have worked closely with the top management of Commits Trust and industry professionals to draft proposals for academic training and recruitment with the following media organizations in India.

- **Network 18** Media and Investments Ltd.
- **Quintillion** Media Private Ltd.
- **Daksh–Marga** for Legal Journalism
- **FEJI** Forum for Environmental Journalists of India for Environmental Studies
- **Aspire For Her**, a women-centric skill and knowledge development start-up
- **TheProbe.in**, for Investigative Journalism
- **CRY** and **VOICES**, community communication NGOs
- **Abhyudhaya**, NGO for social communication

INDUSTRY EXPERIENCE IN MEDIA AND HEALTHCARE (10 years between 1993 and 2002):

- **Senior Editor, CIO India, and Member, Organising Committee, CIO India Awards, Technology Media Group, Bangalore (2001-02) - Technology and Media**

As senior editor, I was responsible for sourcing, writing and editing news and opinion pieces on the Indian IT sector. Responsibility included meeting and interviewing top Chief Information Officers (CIOs) from some of the biggest IT companies in India and abroad. I was a member of CIO India Awards Programme, which saw a congregation of close to 200 top CIOs from India and abroad.
- **Content Manager, Indus Media Internet and Information Services, Chennai (1999-2000) – Internet Services**

As content manager I was part of the information architecture team that designed one of the earliest venture capital funded e-commerce portals, jayahey.com, a compendium of information and insights on various Indian business sectors.
- **Assistant Editor, Insurance Today, CommSearch India P Ltd, Chennai (1997-99) - Insurance**

I was in charge of sourcing articles from experts, writing and editing articles on the Indian insurance sector.
- **India Correspondent, TelenewsAsia, Australia (1997-99) - Telecom**

I presented weekly industry and policy updates, news and views on the Indian telecom sector to the Australian publication.

- **Marketing Coordinator, Velvette International Ltd, Chennai (1997) - Healthcare**

I was part of the consumer connect team that involved field visits to understand consumer preferences and buying habits.

- **Administrative Officer, Sri Sathya Sai Institute of Higher Medical Sciences, Puttaparthi (1993-97) - Healthcare**

I was in charge of administrative work at the Cardiology and Radiology departments, under the chief medical officer, handling medical records, patient correspondence and appointment scheduling.

LANGUAGES:

Fluent in English and Tamil, can speak and understand Hindi, Telugu, Kannada and Malayalam

YEAR OF BIRTH:

1971

CURRENT COORDINATES:

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Mobile: +91-98443-38458

LinkedIn: <https://www.linkedin.com/in/dr-k-sai-prasad/>

Email: sai.prasaad@gmail.com

REFERENCES:

Here are four professional references, with whom I have had the pleasure of a long association.

1. Malavika R Harita, Founder and CEO, Brand Circle; Resident Mentor, N S Raghavan Centre for Entrepreneurial Learning, Board of Governors, IIM Bangalore and IIM Visakapatnam, Governing Council Member of Mount Carmel College; Past President of IIMB Alumni Association; Former COO, Saatchi Focus and Past President, Advertising Club Bangalore

Email: malavika_harita@me.com

Mobile: 98440-96966

2. **Dr Chethan Singhai**, Academic Lead and Associate Professor, Chanakya University, Bengaluru; Chief Consultant and Convenor, Technical Secretariat, National Curriculum Framework, Ministry of Education, Government of India; Former Deputy Director and Associate Professor, Ramaiah University of Social Sciences

Email: chetanbsingai@gmail.com

Mobile: 94835-07705

3. **Peter Yorke**, Senior Vice President, SunTec Business Solutions; former CEO and Founder, Yorke Communications P Ltd; former Vice President, Oracle Financial Services; Member of Agency Collective and International Association of Business Communicators (IABC)

Email: yorke.peter@gmail.com

Mobile: 98450-19893

4. **Shruti Bopaiah**, Global Head of Marketing, Communications and Culture, Bridgeweave Ltd; formerly Associate Vice President and Global Head-Internal Communications and HR Practice, Infosys

Email: shruthi.bopaiah@bridgeweave.com

Mobile: 98459-76262

TEACHING FEEDBACK:

In the first semester of my current role my teaching score was 9.24 out of 10 as rated by the students.
