

790/1,Behind PNB,
Rajrooppur, Allahabad,
Uttar Pradesh-
211011(INDIA)

Father's Name: Deepak Kumar Khanna
e-mail – siet.prateek@gmail.com
DOB: 08th October 1987
Mob. # +91-9565051072

Dr.Prateek Khanna

- Seeking assignments in Academics.
- A Self-motivated professional with Nine years of experience.

Professional Summary:

| | |
|-----------------------------------|---|
| Current Designation | Assistant Professor |
| Current Organization | Shambhunath Institute of Management (<i>affiliated to AKTU, Lucknow; Approved by AICTE, Delhi</i>), Allahabad |
| Subject Taught | Marketing Management, Integrated Marketing Communication, Digital Marketing, Consumer Behavior and other subjects as per A.K.T.U norms. |
| Research Publications in Journals | 2 International & 2 National |
| Conference | 3 International & 4 National |
| FDP | 5 Internal & 5 External IIM INDORE,IIM BANGLORE AKTU-IIT KANPUR & IIT- BHU |
| Years of Experience | More than 10 Years |

➤ Career Highlights:

- ✦ Working as an Assistant Professor in the Department of Management in Shambhunath Group of Institutions, (affiliated to AKTU, Lucknow; Approved by AICTE, Delhi), Allahabad from July'09 to till date.

➤ Responsibilities undertaken:

- ✦ Teaching students at undergraduate and postgraduate level.
- ✦ Supervising the students in Summer Internship Projects and Dissertations.
- ✦ Organized HR & Marketing Conclave.
- ✦ Designing and conducting (KSS), seminar & workshops for the students.
- ✦ Faculty in charge Training & Placement.(MBA)
- ✦ Coordinator university exam cell.

➤ Educational Credentials:

- ✦ **Doctorate of Philosophy** in 2013.

Title: *“Role of Sensory Branding on Perception of customer” A comparative analysis between Coca-Cola and Pepsi.*

✦

✦ **Masters of Business Administration** with specialization in Marketing from IILM Gr. Noida (Approved by AICTE, Delhi) in 2009.

✦ **Bachelor of Commerce** from University of Allahabad in 2007.

➤ **Faculty Development Programme**

- ✦ FDP SIET Allahabad- AKTU “**Entrepreneurship Development**” Department of Computer Science & Engineering, 1st July -6th July 2019
- ✦ FDP VEC, AKTU at **UCER Allahabad**, 25th June-2nd July 2018.
- ✦ FDP SIET Allahabad- AKTU “**DATA MINING**” Department of Computer Science & Engineering, 1st June -6th June 2018
- ✦ FDP SIET Allahabad- AKTU-CSI & Institution of Engineers (India) “**Research methodology, teaching techniques & current technological trends**”, 5th June-10th June 2017
- ✦ FDP on “*Using Blended MOOCS in Management Education*” IIM BANGALORE, 15 Oct 2016.
- ✦ FDP VEC, AKTU at IIT KANPUR, 8th July-15th July 2016.
- ✦ FDP INDIAN INSTITUTE OF MANAGEMENT INDORE, 25th April- 31st May 2016.
- ✦ FDP organized by TEACHING- LEARNING CELL IIT BHU & IIT MADRAS, 29th -31st March 2015 at IIT BHU Varanasi.
- ✦ SIET & OXFORD University Press workshop on “*Art and Science of Teaching*”, July 08 2014 at SIET Allahabad.
- ✦ SIET & Indian society for Technical Education workshop on “*Communication skills*”, 16th to 19th Dec 2013 at SIET Allahabad.

➤ **Research Publications in Journals:**

International Journal:

✦ K.Prateek& M.Shirish (Dec. 2012), “*Power of Senses in branding and its impact on consumer*”, VSRD International Journal of Business and Management Research, Vol.2. ISSN 2231-248X

✦ K. Prateek& M.Shirish (April 2013) “*The impact of sensory branding on consumer: A case study on coca-cola*” VSRD International Journal of Business and Management Research, Vol.3 No.4 ISSN 2231-248X

National Journal:

✦ K. Prateek, M. Mayank (2010), “*Merger and Acquisition Trend in Indian Banking Industry*”, The Commerce Journal University of Allahabad, Vol. 24.pp. 66-75

✦ K. Prateek, M. Mayank (2011), “*Role of Social Media in Marketing*”, The Commerce Journal University of Allahabad, Vol. 25.pp. 97-106. ISSN 2230-7222

International Conferences:

- ✦ **CERE-5th-8th May 2016**, 7th International Conference on Excellence in Research and Education, **IIM INDORE**.(Participation)
 - ✦ K. Prateek (Feb.2012), “*Impact of Privatization in Health care Industry in India*” in proceedings of the Swami Sukhdevanand International Seminar on, “**Consumer Protection and Behaviour in Present privatized Era**”, Faculty of Commerce, Swami Sukhdevanand (PG) College, Shahjahanpur.
 - ✦ K. Prateek (Feb.2011), “*Impact of Financial crisis on Outsourcing Industry in India*” in proceedings of the Swami Sukhdevanand International Seminar on,” Impact of Globalization on Managerial Skill”, Faculty of Commerce, Swami Sukhdevanand (PG) College, Shahjahanpur.
-

National Conferences:

- ✦ S. Prashant & K. Prateek (2016), “*How Social Engineering Becomes a Cyber Threat*” in proceedings of the The Institution of Engineers [India] Allahabad Centre Conference on “**Challenges in e-Security**”, IE Allahabad, Feb 2016.
 - ✦ K. Prateek (2012), “*Behavior of Customers towards Cyber Banking and E-Currency in Allahabad Division*” in proceedings of the United College of Engineering and Management National Conference on “**Services in Emerging Economy: the road ahead**”, Allahabad, Feb 2012.
 - ✦ K. Prateek (2011), “*Impact of Information Technology on Banking Sector*”, in proceedings of the 4th CSI National Conference on Education and Research on “Information Technology: A Knowledge Platform for Industry Institution Interaction”, CSI and SIET, Allahabad, Jan 2011.
 - ✦ K. Prateek (2010), “**Globalization and its relation with Human Resource Management**” in proceedings of the Rajarshi Tandon Mahila Mahavidyalaya National Seminar on “Impact of Globalization on Human Rights in India”, Allahabad, Nov 2010.
-

➤ Workshop Participation

- ✦ **INSIGHT IIM AHMEDABAD “Nielsen: Market Research, CMO Factory: Cracking the Marketing Case, Ogilvy& Mather: Insight Mining and Lowe Lintas: Brands to Stands”** 30Sep-2Oct 2016
-

➤ Credential

- ✦ Editor “*Utthan: The Journal of Management Sciences*” having ISSN No. 2321-8657
- ✦ Editor “*Utthan: The Journal of Applied Sciences and Humanities*” having ISSN No. 2349-4255

✦ Member of **All India Management Association & Allahabad Management Association**

✦ Question Paper Setter of SHUATS, Allahabad.

I hereby declare that the above information provided by me is true to the best of my knowledge.

Date :

Dr. Prateek Khanna