



Name: Dr. Rajjan Prasad

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Dr. Rajjan Prasad is a qualified and experienced academic professional with more than 10 years of teaching experience in the field of Management and related disciplines. He holds a Ph.D., MBA, UGC NET, and PGDCA, giving him a strong academic and research-oriented profile. He is experienced in teaching, curriculum development, student mentoring, academic writing, and institutional activities.

He has made significant scholarly contributions, including the authorship of books and book chapters, the editing of academic books, and the publication of research papers in reputed journals. He possesses a strong interest in contemporary areas of Management, Business Analytics, Digital Marketing, Entrepreneurship, Research Methodology, and emerging business technologies.

QUALIFICATION

S. No.	Examination	Passing Year	Board/University/Institute	Major Specialization
1.	Graduation/B.Sc.	2004	Govt. PG College, Hamirpur	Math, Physics
2.	Other/PGDCA	2008	Govt. Polytechnic, Kanpur	Computer Application
3.	Post Graduation/ MBA	2010	IEC CET Greater Noida/Dr. A.K.T.U. Lucknow	Marketing
4.	Ph.D.	2022	C.S.J.M. University, Kanpur	Business Management

Ph.D. Title: “Assessment of Market Potential for Solar Energy Products in Bundelkhand Region”

Qualified UGCNET: UGC NET June, 2012 and December, 2012

Working History:

S. No.	Organization Name	From	To	Nature of Task	Level
1.	BCMS Kanpur	July, 2012	June, 2015	Teaching and Administrative	Post Graduate
2.	Global Institute of Management Kanpur Dehat	September, 2015	June, 2017	Teaching and Administrative	Post Graduate
3.	IBM, CSJMU, Kanpur	January, 2020	September, 2021	Teaching	Under Graduate
4	Harcourt Butler Technical University, Kanpur	November, 2022	Till date	Teaching	Under Graduate, Post Graduate

Book Published: 01

Research Papers Published: 06

Book Chapter Published: 02

Book Edited: 01

Paper Presented in Conference and Seminar: 03

Workshop/FDP/Training Program Participated: 06