

Faculty Profile



Name : Simmi Rani Prasad

Email ID: Simmi@sfimar.org

Designation: Asst. Professor

Department: Marketing

Qualification: MBA (Marketing and Finance), MA (Public Administration). BSc(Electronics). Submitted Thesis in Nagpur University for Ph.D.

Brief Profile

Prof. Simmi Prasad has vast teaching experience in the field of Management studies for more than 20 years. She has taught Marketing Management subjects in various colleges of Nagpur University, Pune University and Mumbai University. Her expertise lies in teaching Retail and Services management.

Experience

Industry Experience :2 years worked with Lokmat Group of Newspaper. From 1995 to 1997

Teaching experience:1997 to 2004: taught in various colleges of Nagpur University. 2004 to 2007 worked with various colleges of Pune University. From 2007 onwards serving in various colleges of Mumbai University.

Research & Publication

Book: Basics of Marketing Management published by Thakur Publisher

List of Papers published:

1. A pilot study of organized retail formats and their location strategy in Mumbai: A study covering western suburbs from Bandar to Borivali in journal of retail and leisure property
2. Consumer perception on private label brands in Department stores of Mumbai Suburbs.
Simmi Rani Prasad.
3. Consumer perception of innovative services offered by mobile service providers.
Published in publishing India.com
4. A study of sustainable business practice of mobile service providers of India,
publisher in a journal of Guru Nanak Institute of Management Studies and Research

Academic / Professional Affiliation

Academic / Professional Affiliation: Permanent member of AICTE