

Sai Prashanth Ramachandran

PhD student in Marketing
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Career objective: To integrate as one of the passionate researchers in academia focused on creating a social impact fueled through continual learning, curiosity, constant commitment, pragmatic motivation, and analytical skills acquired across several phases of career

Education Details

September 2021: M.Phil. in Advanced Management (Marketing), Toulouse School of Management, Toulouse, France

- **PhD Thesis:** Exploring the vicious circle between uncertainty and consumer pro-environmental behavior
- **Supervisors:** Prof. Dr. Camilla Barbarossa and Prof. Dr. Laurent Bertrandias (TBS Social & Innovation Marketing Research Lab)

September 2020 – June 2021: Master of Science in Marketing (Research Track) – Toulouse School of Management, Toulouse, France

- **Major Courses:** Engaging in Scientific Literature, Learning and Practice in Research Quantitative Methods, Research Process & Design in Marketing, Advanced methods in Marketing
- **Thesis:** How does the interplay between effectiveness and perceived uncertainty of COVID-19 regulates consumer pro-environmental behavior?
- **Supervisors:** Prof. Dr. Camilla Barbarossa and Prof. Dr. Laurent Bertrandias (TBS Social & Innovation Marketing Research Lab)
- **Mention :** Très Bien (16,02 /20)

February 2019 – July 2020: Master of Science in International Strategic Business – TBS (formerly Toulouse Business School), Paris, France

- **Major courses:** Promoting sustainable solutions in international context, Marketing Management, CANVAS, Integrated Business Development, Operations Management
- **Thesis:** Consumer responses for CSR activities of Mass-Market Retailers: The moderating effect of Moral Foundations
- **Supervisor:** Prof. Dr. Camilla Barbarossa
- **Mention :** Très Bien (16,86 /20)

June 2011 – May 2015: Bachelor of Technology in Electronics and Communication Engineering – SASTRA Deemed University, Thanjavur, Tamilnadu, India

- **Major courses:** VLSI Design, Digital Electronics, Signal Processing Architecture & Algorithms, Microcontrollers, Probability and Random Processes, Control Engineering
- **CGPA:** 7,8 /10 (US equivalent of 3,3 /4.0)

Skills & Competencies

Research Areas of interest: Consumers and Pro-Environmental Behaviors, Consumer responses for CSR / CSI, Place Attachment

Data Collection Tools: Qualtrics XM

Data Analysis Software: IBM SPSS, SmartPLS 2.0, Taguette, ATLAS TI, R Studio, Spyder

Programming languages: SQL, R (Advanced beginner) , Python (Intermediate)

Other tools: Pack office (Word, Excel, PowerPoint)

Certifications: IBM certified cloud application developer V1, IBM Coursera data analytics specialization

Professional Experience

September 2020- Present: Part-time Inventory Specialist: RGIS, Toulouse, France

- Promoted as a part-time inventory specialist at RGIS Toulouse (Department D732)
- Maintained a precision of 99.5 percent in inventory activities across grocery and luxury stores

April 2019 – August 2020: Part-time Inventory Auditor, RGIS, Créteil, France

- Joined as a part-time inventory auditor at RGIS Creteil (Department D734)
- Maintained a precision of 98 percent in inventory activities across grocery and luxury stores

August 2015 – November 2018: Systems Engineer: Tata Consultancy Services, Bangalore, India

- Worked as a requirements analyst for a leading Japanese automobile client for better traceability of specification documents
- Contributed for the development of custom virtual personal assistant (VPA) prototype development using Sphinx on python platform
- Involved in system triaging activities of in-vehicle infotainment system
- Received service commitment award for three years of contribution to the Engineering and Industrial Services domain

Workshops attended

- *February 2019* - Integrated Business Development Workshop - TBS, Paris campus, France
 - Skills acquired: Effective utilization of strategy toolbox (SWOT, PESTEL, Pareto analysis) for a specific business case
- *March 2019*- Lobbying workshop by Athenora Consulting, Brussels, Belgium
 - Skills acquired: Basics of B2B Marketing, European Commission working & lobbying
- *November 2019* - Multicultural Management Workshop by Jean Philippe Charles -TBS, Barcelona, Spain
 - Skills acquired: In-depth analysis of Hofstede's cultural dimensions
- *February 2020* - Business Game – TBS, Toulouse, France
 - Skills acquired: Strategic Marketing skills (Segmentation, Targeting, Positioning)

Languages : Tamil (mother tongue), English (Fluent), Français (Niveau intermédiaire)

References : Upon request