

Profile

Personal Information:

Name: Mr.C.Prabhu
Designation: Director & Assistant Professor
Department: Business Administration (SF)
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I. Academic Qualifications:

Doctoral Research (Ph.D.)

- **University:** Madurai Kamaraj University, Madurai, India
- **Title:** Service Quality of Automobile Dealers: A Consumers' Perspective
- **Year:** 2020 (Pursuing)

Master of Philosophy

- **University:** Madurai Kamaraj University, Madurai
- **Title:** Gender diversity in consumer behaviour
- **Year:** 2007

Post-Graduation

- **University:** V.H,N.S.N. College, Madurai Kamaraj University, Madurai
- **Degree:** *Master of Business Administration*
- **Year:** 1998
- **University:** Madurai Kamaraj University, Madurai
- **Degree:** *Master of Labour Management*
- **Year:** 2001

Under Graduation

- **University:** N.M.S.S.V.N. College, Madurai Kamaraj University, Madurai
- **Year:** 1996
- **Degree:** *Bachelor of Business Administration*

Eligibility Tests

1. Passed **NET** (JUNE 2012) with aggregate of 73.14%.
2. Passed **SET** (OCTOBER 2012) with aggregate of 69.71%.

II. Teaching Experience:

Work Experience:

- Under-Graduate: 25 years
- Worked as a lecturer in Kongu College of Arts & Science, Karur from 1999 to 2007.
- From 2007 – Working as an Assistant Professor in the self-finance Stream in Mannar Thirumalai Naicker College, Madurai

Projects

1. *Undergone industrial training in R.N.Polysacks Pvt.Ltd., Karur. (1998)*
2. *Undertaken project work titled “Study on retailers attitude towards marketing of Milka Bread in Karur District”.(1999)*
3. *Undertaken project work titled “Study on job satisfaction with special reference to Karur Textile employees”.(2001)*
4. *Undertaken project work titled “Study on Gender diversity in Consumer Behaviour towards toilet soap with special reference to Karur”.(2007)*

III. Area of Specialization

- *Human Resource Management*
- *Marketing*

IV. Faculty Development Programme / Conference/ Seminar Attended:

S.No	International/National /State Level	Title of the Programme/Course	Name of the Institution/University	dt/mm/yr
1	State Level	HR Summit – Employability & Recruitment Reverberation	ICTACT, Fortune Pandian Hotel, Madurai	15.10.2014
2	State Level	HR Practices	ICTACT, Fortune Pandian Hotel, Madurai	28.10.2015
3	State Level	Branding – Differentiate or Die	Rotary Club Madurai Innovators, Madurai	02.10.2016
4	State Level	Need for HR Policies & Best Practices	Confederation of Indian Industries, Erode	21.10.2016
5	State Level	Workshop on Case methods: Learning, Teaching & Writing	Nehru Institute of Technology, Coimbatore	21.07.2017
6	State Level	India’s First Inter-Gavel Conclave – Gavel-u-tion- The making of a world champion	Rotary club of Madurai	23.09.2017

Workshop/Conference/FDP Attended in MTNC:

S.No	International/National/ State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1	National Level FDP	Online National Faculty Enrichment program	IQAC, M.T.N.College	13.05.2020- 18.05.2020
2	State Level FDP	Quality Assurance and Sustenance in Higher Education	IQAC, M.T.N.College	09.03.2020
3	State Level FDP	21 st Century Skills	IQAC, M.T.N.College	05.03.2020
4	State Level FDP	Intellectual property rights, skill development programmes,	IQAC, M.T.N.College	21.02.2019
5	State Level FDP	One who can Do, Teaches! How to do? And what to do?	IQAC, M.T.N.College	08.03.2019
6	State Level Training and production workshop	Prospects of outcome based curriculum	IQAC, M.T.N.College	09.03.2019
7	State Level FDP	E-Learning & Content Development	IQAC, M.T.N.College	04.03.2017

Paper presented in Seminar/ Workshop/ Conference

S.No	Date	Title	Institution	State/ National/ International
1.	3.2.2017	Dimensions of customer satisfaction in automobile industry	Department of management studies, Madurai Kamaraj University, Madurai	State level

V. Academic Responsibilities (MTNC):

S.No	Position
1.	Convener – Internal Examination Committee of S.F. wing from 2015 – 2020
2.	Convener – Hand Book Committee of S.F. wing from 2012 – till date
3.	Deputy Director, S.F. Wing from 2016 – till date

VI. PUBLICATION DETAILS:

TITLE OF PAPER	NAME OF JOURNAL/ BOOK	MONTH/ YEAR	ISBN/ ISSN NUMBER
Influence of Work Life Balance towards Work Performance of Employees in Banking Sector	Future Trends, Breakthroughs and Innovation in HRM	July - 2023	ISBN: 978-81-19337-04-0
A study on Impact of Artificial Intelligence in Information Technology sector especially on the performance management functions	Indian Journal of Psychology	December-2023	ISSN: 0019-5553