

Name : **Dr. N. PRABHA**
 Date of Birth&Age : 14.12.1981, 42 years
 Designation : Assistant Professor
 Specialization : “Banking & costing”
 Teaching Experience : 19years



Academic Qualifications:

Course	Name of the Institution	Year of passing	Class
B.B.A.	N.M.S.Sermathaivasan College, Madurai.	2002	II
M.Com.	N.M.S.S.Vellaichamy Nadar College, Madurai.	2004	I
M.Phil.	Madurai Kamaraj University, Madurai.	2005	I
PGDCA	St.Mary’s Computer Academy, Madurai.	2002	I
Ph.D.	Madurai Kamaraj University, Madurai.	2016	Awarded

Dissertation (M.Phil.) : Job satisfaction in Working Environment
 of Women Employees at Textile Mill in Erode
 District.

(Ph.D.) : Customer relationship management in
 Retail banking – an analysis of service quality,
 customer satisfaction, customer retention and
 customer loyalty with reference to commercial
 banks in Madurai District.

Seminar Attended

- Impact of Globalization of Entrepreneurship (UGC) sponsored State Level Seminar on Rural Entrepreneurship Changes and Challenges held on 13th–14th March, 2006.
- Participated in a State Level Seminar on Dynamics of Commerce Education in The Globalised ERA held on 4th March 2007 at Forum of Commerce Teachers, Madurai.
- Participated in an Inter Collegiate Seminar on FDI in India - Challenges and Opportunities held on 2nd February 2007 at N.M.S.S.V.N. College, Madurai.
- Participated in an Inter Collegiate Seminar on Personality Development and Humanistic Values held on 6th February 2007 at N.M.S.S.V.N. College, Madurai.
- Participated in a National Level Seminar on Transforming the Indian Rural Economy through Self Help Groups – Issues and Challenges held on 8th February 2007 at Vellalar College for Women, Erode.
- Participated in the Faculty Development programme covering the topics like Enhancing students Engagement, Enhancing Rigour in learning and value certain through Relevance on 6.2.2010 at our College.
- Participated in a one day National level seminar on Investment scenario in India held on 26th February 2010 at our College.
- Participated in the one day state level seminar on “Present Employment Scenario – Challenges and Opportunities” held on 19th March, 2010 at our college.
- Participated in one day workshop on “Article Writing” held on 25th October 2013 at our college.
- Participated in the one day National level seminar on “New Frontiers in Business Management” held on 5th Jan 2018 at our College

Paper Presented

- Presented a paper on Globalisation and its strategies in business in the one day National level seminar on impact of Globalisation on Industry and commerce held on 1st March 2008 at Sourashtra College.
- Presented a paper on HRM-E-Recruitment in the two day international conference on the topic “International challenges of Global business in the 21st century” held on 4th & 5th February 2009 at Rev. Jacob Christian Memorial College.
- Presented a paper on Stock Exchange in the one day National Level Seminar on the topic “India stock Exchange” held on 17th February, 2011 at Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi.
- Presented a paper on CRM in Retail Banking: A analysis of service quality, customer satisfaction, customer retention and customer loyalty – A study on select commercial banks in Madurai District in Commerce Research Colloquium held on 01.10.2011 at G.T.N. Arts College, Dindigul.
- Presented a paper on Current Scenario of Indian Retail Sector in the one day National Level Seminar on the topic “Indian Retail Industry: Current Scenario and Retailing formats” held on 11th February 2012 at Madurai Sivakasi Nadar’s Pioneer Meenakshi Women’s College, Poovanthi.
- Presented a paper on CRM in Retail Banking: An analysis of service quality, customer satisfaction and customer retention and customer loyalty – with reference to commercial banks in Madurai District in Commerce Research Colloquium held on 01.09.2012 at Vivekananda College, Thiruvudagam.
- Presented a paper on “Institutional assistance to small scale sector in one state level seminar on 22nd and 23rd March 2007 at our college.
- Presented a paper on “Retail banking / Opportunities and Challenges” in the national level seminar on “Impact to FDI, FOREX and Foreign Trade on the Indian Economy” held on 9th March 2013 at Vidyasagar College of Arts and Science, Udumalpet.
- Presented a article on “Customer relationship management in retail banking in Madurai South Region” in the national conference on “Emerging Trends in Marketing”, held on 20th March 2014 conducted by Hajee Karutha Rowther Howda College, Uthamapalayam.

- Presented a paper on “Customer relationship management in retail banking – an analysis of service quality and customer satisfaction” in the international conference on “Impact of Global Crisis in Indian Business” held on 25th October 2013 conducted by AnnaiMathammal Sheela Engineering College, Erumpathy, Namakkal.
- Presented a paper on “women entrepreneurs in India” in the national seminar on “women empowerment- milestones & challenges”, held on 8th October 2015 organised N.M.S.S.V.N. College, Madurai.

National Conference

- Participated in the one day National Conference on Women Empowerment in India held on 8th January, 2011 at our college.
- Presented a paper on “Customer Relationship Management In Retail Banking In Madurai South Region” in the national conference on “emerging trends in marketing”, held on 20th March 2014 conducted by Hajee Karutha Rowther Howda College, Uthamapalayam.
- Presented a paper on “women entrepreneurs in India” in the national seminar on “women empowerment- milestones & challenges”, held on 8th October 2015 organised N.M.S.S.V.N. college, Madurai.
- Presented a paper on “9 pillars of Digital India Programme” in the National seminar on “Digital India” Organised Department of commerce with CA, N.M.S.S. Vellaichamy Nadar College.
- Presented a paper on “A study on customer satisfaction towards banking services” in the national seminar on “Digital India: initiative to become developed India”, held on 22nd & 23rd September 2022 organised by ANJA college, Sivakasi.
- Presented a paper on “A study on awareness about the Government schemes for women startup entrepreneurs” in the national seminar on “Entrepreneurship in industry 4.0 : A Glimpse”, 16th December 2022 organised by PG Department of Commerce, Mannar Thirumalai Naicker college, Pasumalai.

International Conference

- Presented a paper on “A study of Customer Perceptions of service rendered by the ICICI Bank in Madurai city” in the Virtual International conference on “Restructuring of trade and industry for the upliftment of Indian economy” Organised by PG Department of commerce, St.Joesph’s college (Arts and Science), Chennai on 17th April 2021

Webinar

- Participated in the Online Quiz Programme Competition on “International Women’s Day”, organized by National Service Scheme, N.M.S.S. Vellaichamy Nadar College, Madurai on 8th, 9th and 10th March 2021.
- Participated in the International Webinar on “E-Commerce Trends during and after COVID -19 Pandemic” organized by the Department of Commerce with Computer Applications of Arul Anandar College, Madurai on 16th and 17th March 2021.
- Participated in the International Webinar on “Recent Technologies in Marketing” organized by Department of Commerce with Computer Applications, JayarajAnnapackiam College for Women (Autonomous), Periyakulam on 19th March 2021.
- Participated in Two Days National Level Online Faculty Development Programme on “RESEARCH ETHICS” organized by The Central Library, Vivekananda College, Tiruvedakam, Madurai on 29th& 30th March 2021.

ARTICLES PUBLISHED IN JOURNALS UNDER MY GUIDIDENCE

S.NO	TOPIC	NAME OF THE JOURNAL	GUIDED BY	Students Name	UG/ PG
1.	STUDY ABOUT KAWASAKI NINJA BIKES IN INDIA	IJEMA	Dr.N.Prabha	1. C RAJAPERUMAL (20SUCC036) 2. D.VELMURUGAN (20SUCC042)	UG
2.	STUDY ON COTTON TEXTILE INDUSTIES IN TAMILNADU	IJEMA	Dr.N.Prabha	1 D. NAVEENRAJA (20SUCC033) 2. R. PARTHIBAN (20SUCC034)	UG
3.	A STUDY ON ONLINE MARKETING STRATEGIES OF MYNTRA	IJEMA	Dr.N.Prabha	1.N.KARTHIKEYAN (20SUCC224) 2. M.SUDHARSAN (20SUCC239)	UG

4.	A STUDY ON CUSTOMER SATISFACTION TOWARDS AACHI MASALA PRODUCT IN MADURAI CITY	IJEMA	Dr.N.Prabha	1.K.HARIHARAN (20SUCC022) 2.B.KRISHNAKUMAR (20SUCC026)	UG
5.	A CUSTOMER SATISFACTION OF A HORLICKS PRODUCTS IN IN MADURAI DISTRICT	IJEMA	Dr.N.Prabha	1.S. MANIKANDAN (20SUCC228) 2. M.SANTHOSH (20SUCC236)	UG
6.	A STUDY ON CUSTOMER SATISFACTION ON REDMI SMART PHONE IN MADURAI DISTRICT	IJEMA	Dr.N.Prabha	R.M VINITH (21SPCC028)	PG

BOOK CHAPTER

S.NO	TOPIC	NAME OF THE PUBLISHER	ISBN/ISSN	YEAR
1.	A STUDY OF CUSTOMER PERCEPTIONS OF SERVICE RENDERED BY THE ICICI BANK IN MADURAI CITY.	UTKAL HISTORICAL RESEARCH JOURNAL	0976-2132	2021
2.	A STUDY ON CUSTOMER SATISFACTION TOWARDS BANKING SERVICE	DIGITAL INDIA INITIATIVE TO BECOME DEVELOPED INDIA BOOK PROCEEDINGS	98-93-8319-88-8	2022
3.	SANGA KALA POTHUMAKKALIN NAMBIKAIGALUM PALAKAVALAKAN GALUM	TAMIL ILAKKANA ILAKIYANKALIL PALTHURAI PATHIVUGAL	978-929395-3-7	2023
4.	A STUDY ON AWARENESS ABOUT THE GOVERNMENT SCHEMES FOR WOMEN STARTUP ENTREPRENEURS	RABINDRA BHARATI JOURNAL OF PHILOSOPHY	093-0087	2023

BOOK PUBLISHED

S.NO	TOPIC	NAME OF THE PUBLISHER	ISBN	YEAR
1.	AUDITING	TARAN PUBLICATION	978-81-19295-19-6	2023