

**Dr.N.Prabha**  
**Assistant Professor**  
**PG Department of Commerce with CA**



## **I. Academic Qualification**

### **Doctoral Research – Ph.D**

- **University** : Madurai Kamaraj University
- **Title** : 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.
- **Year** : 2016

### **Master of Philosophy**

- **University** : Madurai Kamaraj University
- **Title** : Job satisfaction in Working Environment  
of Women Employees at Textile Mill in Erode District.
- **Year** : 2005

### **Post – Graduation**

- **University** : Madurai Kamaraj University
- **Degree** : Master of Commerce
- **Year** : 2004

### **Under – Graduation**

- **University** : Madurai Kamaraj University
- **Degree** : Bachelor of Business Administration
- **Year** : 2002

## **II. Teaching Experience**

- **Under-Graduate** : 20 years
- **Post Graduate** : 3 years
- 2004-2007 Worked as a Lecturer in N.M.S.S.Vellaichamy Nadar College, Madurai.
- 2007-2009 Worked as a Assistant Professor in Madurai Sivakasi Nadars Pioneer Meenakshi Women's College, Poovanthi.
- 2009-20022 Worked as a Assistant Professor in N.M.S.S.Vellaichamy Nadar College, Madurai.
- 2022 – till date working as an Assistant Professor in the Department of Commerce with Computer Applications

### **III. Area of specialization**

- Cost Accounting
- Banking
- E-commerce

#### **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 17 th 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 8 th , 9 th and 10 th 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 16 th and 17 th 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 19 th 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 29 th & 30 th March 2021.

#### IV. ORIENTATION / REFRESHER / TRAINING PROGRAMMES / FDP ATTENDED

S.NO	SEMINARS / CONFERENCES	NATIONAL /INTERNATIONAL	ORGANIZED BY	DD/MM/YY
1	Impact of Globalization of Entrepreneurship	State Level	N.M.S.S.V.N. College, Madurai	13-3-2006 & 14-3-2006
2	Dynamics of Commerce Education in The Globalised ERA.	State Level	N.M.S.S.V.N. College, Madurai	4-11-2007
3	Transforming the Indian Rural Economy through Self Help Groups - Issues and Challenges	National level	Vellalar College for Women, Erode	8-2-2007
	Institutional assistance to small scale sector	State Level	N.M.S.S.V.N. College, Madurai	22-3-2007 & 23-3-2007
	International challenges of Global business in the 21st century	Inter National level	Rev. Jacob Christian Memorial College	4-2-2009 & 5-2-2009
4	Investment scenario in India	National level	N.M.S.S.V.N. College, Madurai	26-2-2010
	impact of Globalisation on Industry and commerce	National level	Sourashtra College	1-3-2008
5	Present Employment Scenario -	State Level	N.M.S.S.V.N. College, Madurai	19-3-2010

	Challenges and Opportunities”			
	Women Empowerment in India	State Level	N.M.S.S.V.N. College, Madurai	8-1-2011
	India stock Exchange	National level	Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi.	17-2-2011
	CRM in Retail Banking	Research Colloquim	G.T.N. Arts College, Dindigul.	1-10-2011
	Indian Retail Industry: Current Scenario and Retailing formats	National level	Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College, Poovanthi.	11-2-2012
	Impact to FDI, FOREX and Foreign Trade on the Indian Economy	National level	Vidyasagar College of Arts and Science, Udumalpet	9-3-2013
	Impact of Global Crisis in Indian Business	International Level	Annai Mathammal Sheela Engineering College, Erumpathy, Namakkal.	25-10-2013
	Emerging Trends in Marketing	National level	Hajee Karutha Rowther Howarda College, Uthamapalayam.	20-3-2014
	women empowerment - milestones & challenges	National level	N.M.S.S.V.N. College, Madurai	8-10-2015
6	New Frontiers in Business Management	State Level	N.M.S.S.V.N. College, Madurai	5-1-2018
	Restructuring of trade and industry for the upliftment of Indian economy	International Level	St. Joseph’s college (Arts and Science), Chennai	17-4-2021
7	Digital India: initiative to become developed India	National level	ANJA college, Sivakasi.	22-9-2022 & 23-9-2022
8	Entrepreneurship in industry 4.0 : A Glimpse	National level	Mannar Thirumalai Naicker college, Pasumalai	16-12-2022

**V. ARTICLES PUBLISHED IN JOURNAL / BOOKS**

**a. Journal (Notified on UGC Care list)**

<b>S. N O</b>	<b>Nam e of the Auth or</b>	<b>Title of paper</b>	<b>Nam e of journal</b>	<b>Mon th and year of publi catio n</b>	<b>ISS N Num ber</b>	<b>Is it lis te d in U G C C ar e lis t</b>	<b>Link to website of the Journal</b>	<b>Link to article/paper/abstra ct of the article</b>	<b>Is it listed in UGC Care list/Scopus /web of Science/others</b>
1	Dr.N. Prabh a	A COMPARATIVE STUDY OF ONLINE SHOPPING AND RADITIONAL SHOPPING IN MADURAI CITY.	International scientific research journal	March, 2024	2455-295X		<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://www.iesrj.com/upload/1.%20PAPERS%20-%201.pdf">https://www.iesrj.com/upload/1.%20PAPERS%20-%201.pdf</a>	Peer Reviewed International Journal UGC approved
2	Dr.N. Prabh a	TO STUDY ON CUSTOMER SATISFACTION ABOUT DABUR HONEY IN MADURAI CITY.	International scientific research journal	March, 2024	2455-295X		<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://www.iesrj.com/upload/2.%20PAPER%20-%202.pdf">https://www.iesrj.com/upload/2.%20PAPER%20-%202.pdf</a>	Peer Reviewed International Journal UGC approved

3	Dr.N. Prabha	A STUDY ON CUSTOMER PREFERENCE TOWARDS IN GRB PRODUCT IN THIRU MANGALAM TALUK.	International scientific research journal	March, 2024	24-29 5X		<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://www.iesrj.com/upload/4.%20PAPER%20-%204.pdf">https://www.iesrj.com/upload/4.%20PAPER%20-%204.pdf</a>	Peer Reviewed International Journal UGC approved
4	Dr.N. Prabha	ANALYSIS OF JOB SATISFACTION OF EMPLOYEES IN D-MART IN MADURAI CITY.	International scientific research journal	March, 2024	24-29 5X		<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://www.iesrj.com/upload/5.%20PAPER%20-%205.pdf">https://www.iesrj.com/upload/5.%20PAPER%20-%205.pdf</a>	Peer Reviewed International Journal UGC approved
5	Dr.N. Prabha	A STUDY ON BRAND IMAGE ON PETER ENGLAND SHIRTS IN MADURAI DISTRICT	International scientific research journal	March, 2024	24-29 5X		<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://www.iesrj.com/upload/13.%20PAPER%20-%2013.pdf">https://www.iesrj.com/upload/13.%20PAPER%20-%2013.pdf</a>	Peer Reviewed International Journal UGC approved

6	Dr.N. Prabh	A STUDY ON CONSUMER PERCEIVED RISK IN ONLINE SHOPPING IN MADURAI CITY	International scientific research journal	March, 2024	24-55-295X		<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://iesrj.com/upload/61.%20PAPER%20-%2061.pdf">https://iesrj.com/upload/61.%20PAPER%20-%2061.pdf</a>	Peer Reviewed International Journal UGC approved
7	Dr.N. Prabh	A STUDY ON INVESTORS PREFERENCE TOWARDS MUTUAL FUND IN MADURAI CITY	International scientific research journal	March, 2024	24-55-295X		<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://www.iesrj.com/upload/71.%20PAPER%20-%2071.pdf">https://www.iesrj.com/upload/71.%20PAPER%20-%2071.pdf</a>	Peer Reviewed International Journal UGC approved
8	Dr.N. Prabh	A STUDY ON SMALL SCALE INDUSTRY OPPORTUNITIES & CHALLENGES IN MADURAI CITY	International scientific research journal	March, 2024	24-55-295X		<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://www.iesrj.com/upload/85.%20PAPER%20-%2085.pdf">https://www.iesrj.com/upload/85.%20PAPER%20-%2085.pdf</a>	Peer Reviewed International Journal UGC approved

9	Dr.N. Prabhaha	A STUDY ON AWARENESS OF CONSUMER RIGHTS AMONG COLLEGE STUDENTS IN MADURAI CITY.	International scientific research journal	March, 2024	24-29 5X	<a href="https://www.iesrj.com/special-issue-detail?cid=9#">https://www.iesrj.com/special-issue-detail?cid=9#</a>	<a href="https://www.iesrj.com/upload/95.%20PA PER%20-%2095.pdf">https://www.iesrj.com/upload/95.%20PA PER%20-%2095.pdf</a>	Peer Reviewed International Journal UGC approved
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### 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 PALAKAVALAKANGALUM	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
5.	NAMBIKKAIGAL ANDRUM INDRUM	TAMIL ILAKIYANKALIL VALVIYAL SOOLALGAL	978-81-926212-4-1	2024
6.	A STUDY ON AWARENESS OF CONSUMER RIGHTS AMONG COLLEGE STUDENTS IN MADURAI CITY.	INTERNATIONAL SCIENTIFIC RESEARCH JOURNAL	2455-295X	2024



**PROGRAM ORGANISED IN DEPARTMENT**

S.NO	TOPIC	EVENT	YEAR
1.	IPR FOR START-UP	GUEST LECTURE	2022
2.	GST E-FILING	WORKSHOP	2022
3.	EARN WHILE LEARN	SOFT SKILL	2023
4.	HIRE ME VOICE OF GRADUVATES	SKILLED ENRICHMENT	2023
5.	HEALTHY FOOD HEALTHY LIFE	LIFE SKILL	2023

**BOOK PUBLISHED**

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

**GUEST LECTURE**

S.NO	TOPIC	NAME OF THE COLLEGE	PARTICIAPNTS	YEAR
1	GST	CSI WOMEN'S COLLEGE.	UG STUDENTS	2019
2	WOMEN EMPOWERMENT	N.M.S.SERMATHAI VASAN COLLEGE FOR WOMEN.	UG STUDENTS	2022
3	ENTREPRENEURIAL LEADERSHIP AND INNOVATIONS	N.M.S.SERMATHAI VASAN COLLEGE FOR WOMEN.	UG& PG STUDENTS	2023