

Profile

Personal Information:

Name: Mr.C.Prabhu
Designation: Head & 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: 21 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