

M.PRABAHARAN

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1/515, Veera Muthu Garden,
Thamirabharani 4th street,
Srinagar Extn,
Aanaiyur (post),
Madurai – 625017.

Career Objective:

To establish myself in the field of education, utilize my skills, experience and help students to achieve high improvements in academics.

Academic Qualifications:

- ◆ **Pursuing Ph.D.** as a part time research scholar in **Marketing stream** at Madurai Kamaraj university in Madurai.
- ◆ Completed **MBA in Human Resource and Marketing** at **Thangavelu College of Science and Management**, Madras University at Chennai in **2010 with 67.21% (A+ grade)** of marks.
- ◆ Completed **B.E., in Electronics and Communication Engineering** at K.S.R College of Engineering (Affiliated to ANNA University) at Thiruchengode in Namakkal district, Tamil Nadu in **2008 with 68% (First Class)** of marks.
- ◆ Completed **HSC** at St.Marys Higher Secondary School, Madurai with **88%** of marks.
- ◆ Completed **SSLC** at St.Marys Higher Secondary School, Madurai with **89%** of marks

Qualified in the National Eligibility Test (UGC-NET) for Assistant Professor – Sep. 2020

Qualified in the Tamilnadu State Eligibility Test (TN-SET) for Assistant Professor – Feb. 2016

Work Experience:

Academic Experience:

- ◆ Served in the department of management studies at Anna University Regional Office, Madurai from July 2018 to Jan 2021.
- ◆ Served as Guest Lecturer in the department of management studies, Extension Centre, Bharathiyar University at Yadava college, Thirupalai, Madurai from February to June 2018 (One semester).
- ◆ Served as an Assistant Professor at OAA MAVMM School of Management in Madurai from 28th March, 2013 to 6th April, 2017.

- ◆ Served as Teaching Staff for Chartered Accountant / Cost Management Accountant course from April 2017, 2020 to till date at Sree Atchaya Academy in Koodal Nagar, Madurai.

Areas of Interest:

- ◆ Marketing and Human Resource Management

Subjects Handled:

- ◆ **General Management:**

- Statistics for Management
- Applied Operation Research
- Operation Management
- Marketing Management
- Legal Aspects for Business

- ◆ **Lab: Data Analysis and Business Modeling (SPSS)**

- ◆ **Marketing Specialization:** Integrated Marketing Communication

- ◆ **Human Resource Specialization:**

- Human resource management
- Industrial Relations and Labour Welfare

- ◆ Strategic Management

- ◆ Management Information System / Information system

- ◆ Creativity and Innovation

- ◆ **Finance specialization**

- Security Analysis and Portfolio Management

Computer proficiency

- ◆ Operating System : Windows XP, 7,8,10, Ubuntu.
- ◆ Application software : MS Office, Adobe Photoshop.
- ◆ Research software : IBM SPSS, AMOS.

Paper published in Journals:

- ◆ **Title:** Customers Interest in Buying an Electric Car: An Analysis of the Indian Market
Authors: Kumaran Thayumanavan, Dr. R. Moses Daniel and M. Prabaharan **Journal:** Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. TDIT 2020 Volume: 617 | Springer | May 2014 **Print ISBN 978-3-030-64848-0**
Online ISBN 978-3-030-64849-7

- ◆ **Title:** A Study on Smoker's Intention of Consuming Chewing Gum in Tamilnadu **Authors:** Kumaran Thayumanavan, Dr. R. Moses Daniel and M. Prabaharan **Journal:** International Journal of Research in Management Studies (IJRMS), Volume: 3 | Issue: 2 | May 2014 **ISSN No.** 2321-1830.
- ◆ **Title:** A Study on Enhancing Employability skills of the Management Students through class room training in Madurai district. **Authors:** Mr. Kumaran Thayumanavan & Dr. R. Moses Daniel. **Journal:** INTERNATIONAL JOURNAL OF RESEARCH IN MANAGEMENT STUDIES Volume: 3 | Issue: 2 | April-June 2015 ISSN Print: 2347-8780, Online: 23475943.

Conference Attended:

- ◆ Participated and Presented paper titled "Customers Interest in Buying an Electric Car: An Analysis of The Indian Market." in the **IFIP WG8.6 Working Conference: Re-Imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation** which is going to held from 17nd to 19th December 2020 at **Indian Institute of Management (IIM) Tiruchirappalli.**
- ◆ Participated and Presented paper titled "Brand Equity, Brand Loyalty And Consumer Satisfaction In The Automobile Industry (Cars) – A Study With Special Preference To Tamilnadu." in the Dynamics of Management of Global Scenario on 05th March 2020 at Madurai Kamaraj University in Madurai.
- ◆ Participated and Presented paper titled "A Study on Impact of Born-Digital While Acquiring A Passenger Car with Special Reference to Madurai District." in the **Sixth Biennial Conference of The Indian Academy of Management (INDAM-2020)** from 2nd to 4th January 2020 at **Indian Institute of Management (IIM) Tiruchirappalli.**
- ◆ Book of Abstract published (In Absentia) in the book abstract titled "WhatsApp® – A Marketing Platform to Promote Retail Businesses in Tamil Nadu, India." in the IIM Indore-NASMEI Summer Marketing Conference from 2nd to 4th January 2017 at **Indian Institute of Management (IIM) Indore.**
- ◆ Participated and Presented paper titled "Brand Preferences Towards Cars Purchase Among Madurai Customers" in the National Seminar on New Dimensions of Management in the Globalization Era on 3rd February 2017 at Madurai Kamaraj University in Madurai.
- ◆ Participated and presented paper "Customers buying preferences towards soft drinks in Madurai District" in technology for Sustainable Development on 19th Feb 2016 organized by Sri Ganesh School of Business Management, Salem.

- ◆ Participated & Presented paper titled “A Study on Enhancing Employability Skills of the Students from the rural areas of Madurai district” in the UGC sponsored international conference on “Development Goals at the Grassroots: Policy Perspectives and Challenges” on August 22nd and 23rd June 2015 organized by The Gandhi gram rural Institute, Dindigul.
- ◆ Participated & Presented paper titled “Consumers Preference towards Soft Drinks in Madurai district” in the **international conference** on Innovation Management on 19th October 2015 organized by Anna University, Trichirappalli.
- ◆ Participated & Presented paper titled “A Study on Enhancing Employability Skills of the Management Students through classroom Training in Madurai district” in the **international conference** on Employability “NICE2015” on 6th and 7th March 2015 organized by NIITM, Coimbatore.
- ◆ Participated and Presented paper titled “Public Preferences on acquiring branded watches – A Study with special reference to Madurai district” in the National Seminar on New Dimensions of Management in the Globalization Era on 29th and 30th January, 2015 at Madurai Kamaraj University in Madurai.
- ◆ Participated and Presented paper titled “A Study on Customers brand preference of fast moving consumer goods (FMCG) in rural market in Coimbatore District” in the National Seminar on New Dimensions of Management in the Globalization Era on 29th and 30th January, 2015 at Madurai Kamaraj University in Madurai.
- ◆ A Study on Investor’s perception towards Non-Agricultural commodities in Madurai district in the National conference on National paradigm for corporate sustenance – 3 P’s (Plant, People and Profit) Management on July 25th and 26th 2014 organized by Bharatidasan Government College for women (Autonomous) Affiliated to Pondicherry University, Puducherry-3.
- ◆ Participated & Presented paper titled “The impact of Jewellery Retailer’s Television advertisements on Buying Behaviour in Madurai district” in the **International conference** on Recent Trends and Innovations in Science and Technology (ICRTIST) organized by “Science Publications” during November 08-09, 2014 at Pattaya, Thailand.

Conference Proceedings:

- ◆ **Title:** Brand Equity, Brand Loyalty and Customer satisfaction in Automobile industry (Cars) – A Study with Special preference to Tamilnadu. **Authors:** Mr. Prabakaran M, Dr.M.Selvalakshmi, International conference on Dynamics of Management in the Global Scenario. ISBN: 9789389658996

- ◆ Abstract published (In Absentia) in the book of abstracts “A Study on Impact of Born-Digital

While Acquiring A Passenger Car with Special Reference to Madurai District.” in the **Sixth Biennial Conference of The Indian Academy of Management (INDAM-2020)** from 2nd to 4th January,2020 at **Indian Institute of Management (IIM) Tiruchirapalli**.

- ◆ **Title:** Brand preferences towards cars purchase among Madurai customers. **Authors:** Mr. Prabaharan M, Mr.G. Santhakumar, National Seminar on New Dimensions of Management in the Globalization Era. ISBN: 978-93-85977-91-6.
- ◆ **Title:** The impact of Jewellery retailer’s television advertisements on buying behaviour in Madurai district **Authors:** Mr. Kumaran Thayumanavan, Dr. Moses Daniel, Prabaharan M. **Publication:** Science Publications, ISBN: 9881925207.
- ◆ **Title:** A Study on Investor’s perception towards Non-Agricultural commodities in Madurai district **Authors:** Mr.Vijay Kumar, Mr. Kumaran Thayumanavan, Prabaharan M , UGC Sponsored National conference on National Paradigm for corporate sustenance – Plant, People and Profit Management **ISBN:** 978-93-81992-45-6.
- ◆ **Title:** Public Preferences on acquiring branded watches – A Study with special reference to Madurai district. **Authors:** Mr. Prabaharan M, Mr.G. Santhakumar, National Seminar on New Dimensions of Management in the Globalization Era. ISBN: 978-93-80657-40-0.
- ◆ **Title:** A Study on Enhancing Employability Skills of the Management Students through classroom Training in Madurai district, **Authors:** Mr. Kumaran Thayumanavan, Prabaharan M, “NICE2015” ISBN: 978-93-80686-74-5.

Workshop Attended

- ◆ Participated in the webinar Augmented Reality in Education on 19th and 20th June 2020 organized by Thiagarajar School of Management, Madurai.
- ◆ Participated in Three Day “Hands-on workshop on partial least square structural equation modeling” from 31st July to 2nd August 2020 organized by Thiagarajar School of Management, Madurai.
- ◆ Participated in Two Day “Hands-on online Workshop on Data Analysis using NViVO” on 19th and 20th June 2020 organized by Thiagarajar School of Management, Madurai.
- ◆ Participated in One Day Workshop on “Art of publishing in high quality journals” on Novemeber and 25th, 2019 organized by Thiagarajar School of Management, Madurai.
- ◆ Participated in Three Day National Level Workshop on “Strengthening the Quality of Research: Workshop on Advanced Statistical Modeling & Analysis” from Feb 22nd, 23rd and 24th, 2019 organized by Thiagarajar School of Management, Madurai.
- ◆ Participated in Three Day National Level Workshop on “Data Analysis for Research Applications” on Oct 16th, 17th and 18th, 2015 organized by School of Management , Pondicherry University.

- ◆ Participated in the NPTEL Workshop on “e-Learning” on 2-12-2013 at Chettinad college of Engineering and Technology, Karur.
- ◆ Undergone an AICTE sponsored Workshop on “Application of Research Methods in Business and Engineering” on 12th and 13th August 2013 at BIT, Sathyamangalam.

Faculty Development Programmes Attended:

- ◆ Participated in the Faculty Development Programme on Bridging the skill gap on 25st February, 2017 at OAA MAVMM SM, Madurai.
- ◆ Participated in the Faculty Development Programme on Data Analysis for Social Science Research held on 11th September, 2015 at Gnanam School of Business, Thanjavur District.
- ◆ Participated in the national level Faculty Development Programme on Statistical Analysis and Interpretation using SPSS and AMOS organized by Department of Youth Welfare studies, School of Youth Empowerment, Madurai Kamaraj University in Madurai held from 7th to 8th August, 2015.
- ◆ Participated in the Faculty Development Programme on Enrichment of Teaching Skills on 31st January 2015 at OAA MAVMM SM, Madurai.
- ◆ Participated in the Faculty Development organized by Entrepreneurship Development Cell, Anna University Regional Office, Madurai from 10th to 23rd July 2014.
- ◆ Participated in the Faculty Development on “Academic Research - Writing & Publishing Research Papers” on 24th January 2014 at OAA-MAVMM-SM, Madurai.
- ◆ Participated in the Two day Faculty Development Program on June 2014 at Americal Univesity of India, Inc., Kodaikanal.

Special Lecture delivered & Program organized

- ◆ Delivered a lecture on “Think out of the box” at Government Arts and Science College, Muthugulathoor for 60 students on 7th January, 2017.
- ◆ Conducted Coodle in Wallop and Thamizodu Vilayadu events for the arts college students on 17^h February 2017 in the cultural festival “OAASIS 2017” at OAA-MAVMM-SM.
- ◆ Delivered a lecture on “Think out of the box” at SLS AV College, Madurai for 60 Final Year UG students on 29th Decemeber, 2016.
- ◆ Delivered a lecture on “Lateral Thinking” at Saraswathi Narayanan College, Perungudi, Madurai for 80 Final Year UG Students on 30th March 2015.

- ◆ Delivered a lecture on “Lateral Thinking” at Government Arts College, Paramakudi for Final Year M. Com. Students on 31st March 2015.
- ◆ Delivered a lecture on “Lateral Thinking” at SLS AV College, Madurai for 120 Final Year UG Students on 17th March 2015.
- ◆ Delivered a lecture on “How to be good at Group Discussion” at OAA-MAVMM-SM for 180 1st Year Engineering Students on 14th March 2015.
- ◆ Conducted Treasure Hunt, Connexion and Thamizodu Vilayadu events for the arts college students on 24th February 2015 in the cultural festival “OAASIS 2015” at OAA-MAVMM-SM.
- ◆ Organized a one day Personality Development Program on for students aspiring MBA on 11th July 2014 at OAA-MAVMM-SM.
- ◆ Organized a one day Skill Development Program on Aptitude, Verbal and non-verbal reasoning for students aspiring MBA on 15th February 2014 and 1st March 2014 at OAA-MAVMM-SM.
- ◆ Delivered a lecture on “Creativity” on 28th February 2014 in the Economics department for 400 students at Sri Meenakshi Government College for Women, Madurai.
- ◆ Delivered a lecture on “Self-Development and Innovation” on 6th February 2014 in the commerce department for 200 students at Sri Meenakshi Government College for Women, Madurai. Delivered a lecture on “New trends in retailing marketing” in the B.B.A department at Yadava Women’s College on 22nd January 2014 in Madurai.
- ◆ Delivered a lecture on “Creativity” on 22nd January 2014 in the commerce department at Madurai College, Madurai for 300 I, II- and III-Year B. Com Students.

PG projects:

Summer Project:

- ◆ Overall performance of the **HI-TECH ARAI PVT. LTD** at Madurai.

Main Project:

- ◆ A study of advertising effectiveness with special reference to **INVICTUS TECHNOLOGY SOLUTIONS PVT.LTD** at Madurai.

UG project:

- ◆ ATM security system in embedded platform.

Personal Data:

Father's Name : V.Mohan
Mother's Name : M.Punithavalli
Date of Birth : 10-05-1987
Age : 33
Sex : Male
Nationality : Indian
Marital Status : Married
Languages Known : Tamil and English
Address : 1/515 Veera Muthu Garden,
Thamirabarani 4th street
Srinagar extn, Aanaiyur post
Madurai - 625 017.
Mobile : 9940534627.
E-mail ID : prabaharnp@gmail.com

Declaration

I hereby declare that all the above furnished details are true to the best of my knowledge.

Place: Madurai

Date:

(M. PRABAHARAN)