

Name : M.A. PRASAD
Designation : Assistant Professor
Department : Commerce
Qualification : M.Com., M.Phil.
Experience : Teaching - 21 Years
Area of Specialization : Marketing
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
M.Phil.	Commerce	Madurai Kamaraj University, Madurai	2002
M.Com	Commerce	Annamalai university, Chidhambaram	2000
B.Com	Commerce	Salem Sowdeswari College, Salem	1998

Additional Qualifications

Cert.	Area of Specialization	Institution / Agency Name	Year
Financial Advisor	Insurance	IRDA	2017

Publications: International / National Journals

- M. A. Prasad, A Study on Rural Women Empowerment Through Self Help Group with Special Reference to Coimbatore City, International Journal of Research and Analytical Reviews, Volume 6, Issue 2, 5.75 Impact Factor, Paper ID: IJRAR19K7682, June 2019, E-ISSN 2348-1269, P- ISSN 2349-5138
- B. AnuPriya, M.A.Prasad, Study on Effectiveness of Online classes among college students, International Journal of Advance Scientific Research and Engineering Trends, Vol. 6, Issue 04 - April 2021.

- K. Gogul Krishna, M.A.Prasad, A study on Consumer Satisfaction on UBER Eats - An Online Food Delivery System. IJCRT (International Journal of Creative Research Thoughts), Vol 9, Issue 04 - April 2021.
- P. Krithika, M.A.Prasad, A study on customer satisfaction on usage of private taxis, International Journal of Creative Research Thoughts, Vol. 9, Issue 4 - April 2021
- R. Sairakesh, M.A.Prasad, Study on Customer behaviour and satisfaction towards Honda Activa Two wheelers, IJCRT (International Journal of Creative Research Thoughts), Vol. 9, Issue 4 - April 2021
- S. Vanithamani, M.A.Prasad, Impact of Social Media among college students, IJCRT (International Journal of Creative Research Thoughts), Vol. 9, Issue 4 - April 2021
- K. Kaveeya, M.A.Prasad, Impact of Mobile Banking among General Public, IJSART (International Journal for science and Advance Research in Technology), Vol. 7, Issue 4 - April 2021
- K.M. Srinithi, M.A.Prasad, A study on Stress Management among working people in private sector, Int. Journal of Research and Development, Vol6, Issue 5 - May 2021
- Chandra Prabha, M.A.Prasad, Comparative Study on consumer satisfaction towards online shopping in Amazon and Flipkart, IJCRT (International Journal of Creative Research Thoughts), Vol. 9, Issue 4 - April 2021.
- G. Santheya, M.A.Prasad, A Study on Consumer Satisfaction towards Eco-Friendly Products, IJIRMF(International Journal for Innovative Research in Multidisciplinary Field), Vol. 8, Issue 7 – July 2022.
- R. Dharani, M.A.Prasad, Online Buying Behaviour of College Students, International Journal of Research and Analytical Reviews, Vol. 9, Issue 3 – July 2022.

- S.B. Gayathri, M.A.Prasad, A Study on Consumer buying behaviour toward FMCG products with special reference to cosmetics in Coimbatore City”, International Journal of Research Publication and Reviews, Vol 3, Issue 8 – August 2022.
- P. Vasuki Devi, M.A.Prasad, “Work Life Balance Analysis among Private School Teachers”, IJIRMF (International Journal for Innovative Research in Multidisciplinary Field), Vol. 8, Issue 6 - June 2022.
- G. Ranjane, M.A.Prasad, “Consumer Preference towards Purchasing Meat Online”, Int. Journal of Research and Analytical Reviews, Vol. 9, Issue 2 – June 2022.
- M.A. Prasad, S. Pradeep, “A Study on customer satisfaction on usage of Taxis”, Int. Journal of Creative Research Thoughts), Vol.11, Issue 8 – August 2023
- M.A. Prasad, K. Nivetha, “A Study on usage of Digital Payments among General Public, Coimbatore”. IJCRT (International Journal of Creative Research Thoughts), Vol.11, Issue 8 – August 2023
- M.A. Prasad, Lakshaya. S, “A Study on Problems and Challenges faced by Self-Help Groups, Coimbatore”. IJCRT (International Journal of Creative Research Thoughts), Vol.11, Issue 9 – September 2023
- M.A. Prasad, Sruthi. S, “A Study on consumer buying behaviour towards Instant Food Products (with reference to Masala Products in Coimbatore city)”, Int. Journal of Creative Research Thoughts, Vol.11, Issue 9 – September 2023
- M.A. Prasad, Sowbarnika M.L., “An Impact of Social Media among youngsters in Coimbatore”. IRAR (International Journal of Research and Analytical Reviews), Vol.10, Issue 3 – September 2023
- M.A. Prasad, S. Prasanna, “An Analytical study on the Financial Report of Asian Paints Ltd.”. IRJMETS (International Research Journal of Modernization in Engineering Technology and Science), Vol.5, Issue 9 – September 2023

Consultancy

Nature of Consultancy	Client	Amount	Completion Status
Human Resource	Clob Technologies,	Nil	Completed

Patents

- Title – Human Resources Analytics: A Systematic Analysis of HR Procedures, January 2024.

Book Chapter

- Applications of IOT and AI in Education, IOT Academy Publishers, Coimbatore, February 2024.

Presentations in Conference

International Conference

- “Cyber crime and its security measures”, Department of Commerce, Sankara College of Science and Commerce, Coimbatore, 05-Oct-2018.
- “Emerging Trend, Challenges and opportunities in Digital Wallets”, International Multidisciplinary Conference. Sree Narayana Guru College, Coimbatore. 24th & 25th August 2023.

National Conference

- “Gold Price Fluctuation – Impact on Indian Economy” National Conference, organized by the Department of Commerce, Sankara College of Science and Commerce, Coimbatore, 07-Feb-2014.
- “Role of Technology in Skill Development” National Level Seminar on Skill Development for Sustainability Growth and Empowerment, organized by Sri Ramakrishna College of Arts and Science, Coimbatore, 28.3.2023.

Participation in Conference

National

- “Business Analytics and Intelligence”, National Conference, Sri Krishna Arts and Science College, Coimbatore, 07-Feb-2019 and 08-Feb-2019.

Participation in Workshop

- One day workshop on Intellectual Property Rights, Pioneer College of Arts and Science, Coimbatore, 09-Feb-2019.
- “Fallacies in Social Science Research”, ICSSR Sponsored National Workshop, Government Arts and Science College, Kangeyam, 07-Feb-2019.
- Smart Guruz- “Intellectual Rejuvenation Workshop for Faculty”, TUV Rheinland (India) Pvt, Ltd., Sankara College of Science and Commerce, Coimbatore, 28-Nov-2012 to 30-Nov-2012.
- Three days online workshop on Selection of the Right Journal for a Manuscript, Nuhianwali Public School, Nuhianwali, Sirsa (Haryana) India. 29th
- One day workshop on Outcome Based Education (OBE), Dr. N.G.P. Arts and Science College, Coimbatore, 04 March 2023.

Participation in Faculty Development Programme

- AI and Education in Business, Hindusthan College of Arts and Science, Coimbatore, 8th – Jan 2024 to 12th Jan 2024.
- The Art of Teaching, IOT Academy, Coimbatore, 6th- Nov 2023 to 15th – Nov 2023.
- Personality Development for Teachers, IOT Academy, Coimbatore, 5th-Oct 2023 to 13th – Oct 2023.
- Emerging Trends and Challenges in Commerce and Management Education, Hindustan College of Arts and Science, Coimbatore 19th – Sept 2023 to 26th – Sept 2023.

- Selection of the Right Journal for a Manuscript, Nuhainwali Education Society, Hariyana, 29th – Aug 2023 to 31st Aug 2023.
- Upskilling Research and its application, Sri Kanyakaparameswari Arts and Science College for Women, Chennai, 24th – July to 28th July 2023.
- Research Methodology, PPG College of Arts and Science, Coimbatore, 12th Dec 2022 to 19th Dec 2022.
- Digital Teaching Methods in Higher Education, Hindusthan College of Arts and Science, Coimbatore, 23-Aug-2021 to 28-Aug-2021.
- Experimental Teaching – Corporate Cognizance, Dr. N.G.P. Arts and Science College, Coimbatore, 09-Aug-2021 to 13-Aug-2021.
- Research Methodology and Pedagogy for Teritary Education, Dr. N.G.P. Arts and Science College, Coimbatore, 15-June-2021 to 21-June-2021.
- NAAC Revised Accreditation Framework and OBE Assessment Methodology”, Seven-day Faculty Development Programme, Dr. N.G.P. Arts and Science College, Coimbatore, 27-May -2019 to 02-June-2019.
- Quality Measures in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-2018 to 09-Dec-2018.
- Mid-Career Faculty Development Programme, “FIREBIRD” Institute of Research in Management, Coimbatore, 21-Nov-2016 to 26-Nov-2016.
- Faculty Development Programme in Teaching Learning Practice, “randstad”, Sankara College of Science and Commerce, Coimbatore, 28-May-2014 to 31-May-2014.
- Train the Trainer Programme, Project Genesis, Infosys, Mysore, Sankara College of Science and Commerce, Coimbatore, 3-Jan-2013 to 12-Jan-2013.
- “Educational Management Issues”, Sankara Institute of Management Science, Coimbatore, 16-July-2011.

Conference / Seminar / Workshop Organized

- Member, Symposium on “Mindful Marketing for Startup’s” Dr. N.G.P. Arts and Science College, Coimbatore, 2024.
- Member, National Conference on Social Innovation and Business Sustainability, Dr. N.G.P. Arts and Science College, Coimbatore, 2023.
- Convener National Conference on Trade, Economics and Financial Research, K.G. College of Arts and Science, Coimbatore, 2016.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Speaker in Debate session “Nenju Porukudhilaye”, Kalaingar TV, Chennai, 2015.
- Guest Speaker on “Recent Developments in Education” on 13.03.2021 at Dr. N.G.P. College of Education, Coimbatore.
- Guest Speaker on “Career Guidance” for Higher Secondary Commerce Students on 26.8.2023 at PSGR Higher Secondary School, Coimbatore.

Member in BoS

- Board of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore, since 2018.

Awards / Honors

Awards / Honors	Agency / Institute	Year
Certificate of Appreciation for NAAC work	Sankara College of Science and Commerce, Coimbatore	2014
Best Teacher	Dr. N.G.P Arts and Science College, Coimbatore	2020
Appreciation Letter – Innovative Teaching, Faculty Exchange Programme	Vellalar College for Women, Erode	2020
Mentor for NPTEL online Certificate course on Consumer Behaviour	NPTEL, Swayam	2022

Best Mentor	Dr. N.G.P Arts and Science College, Coimbatore	2022
Certificate of Appreciation for Member in Curriculum Development Cell in the NAAC 3 rd Cycle Accreditation Process	Dr. N.G.P Arts and Science College, Coimbatore	2022