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Name : Dr.M.PRAKASH
Designation : Professor
Department : Commerce CA
Qualification : MCom., MBA., MPhil., PGDCA., M.Com. CA., Ph.D.
Experience : Teaching: 24.9 Yrs Industry: 4 Years Research: 15 Yrs
Area of Specialization(s): Cost Accounting, Management Accounting
Email (Official ID): prakash@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Bharathiar University, Coimbatore.	2016
M.Com.	Computer Applications	Bharathiar University, Coimbatore.	2016
MBA.	Finance	Bharathiar University, Coimbatore.	2009
M.Phil.	Commerce	Kongu Arts and Science College Erode.	2005
M. Com.	Commerce	Gobi Arts College, Gobi.	1996
B. Com.	Commerce	Gobi Arts College, Gobi.	1994

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Corporate Social Responsibility	IIT, Kharagpur	2019
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018
PGDCA.	Computer Applications	Bharathiar University.	2004

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	1	
M. Phil.	9	-

Edited Books Published

- Role of banking sector in rural economic Development, Volume-1, ISBN- 978-81-920808-1-9
- Role of banking sector in rural economic Development, Volume-2, ISBN- 978-81-920808-2-6

Research Publications International

- Dr. M. Prakash, Dr. M. Rajakrishnan, Ms. R. Abhiya Babu, Ms. P.S. Anakha Unni **To Study The Impact Of Leverage Of Profitability Of Pharmaceutical Company With Special Reference To Cipla Ltd**, International Research Journal of Modernization in Engineering Technology and Science, IRJMETS, Volume:07/Issue:03/March-2025 Impact Factor- 8.187, e-ISSN: 2582-5208.
- Dr. M. Prakash, Ms. M. Pavithra **Determinants Of Financial Performance: An Evidence From Primary Cooperative Agriculture Development Banks, Coimbatore**, EPRA International Journal of Research and Development (IJRD), Volume: 10 | Issue: 3 | March 2025 ISSN: 2455-7838(Online)
- Dr.M. Prakash, Mr. Abhinav. B, Mr. Nishanth. V **A Study of Artificial Intelligence In Digital Marketing With Reference To Recent Trends In Amazon**, International Scientific Journal of Engineering and Management (ISJEM), **Volume: 04 Issue: 03 | March – 2025, ISSN: 2583-6129.**
- Dr. M. Prakash, Akshy.V, Karthik.D **A Study On Awareness And Satisfaction Of Chief Minister Health Insurance Scheme Provided By The Government Of Tamilnadu With Reference To Rural And Urban Areas In Suler Taluk** IJRTI2404049 International Journal for Research Trends and Innovation (www.ijrti.org) 355 April © 2024 IJRTI | Volume 9, Issue 4 | ISSN: 2456-3315.
- Dr.M.Prakash Ms Monika A. Ms. Shivangi Verma.R **The Role Of Nutrition Labels And Advertising Claims In Alerting Consumer's Evolution And Choice Towards Coimbatore City** IJNRD2404311 International Journal of Novel Research and Development (www.ijnrd.org) . © April 2024 IJNRD | Volume 9, Issue 4 April 2024| ISSN: 2456-4184 | IJNRD.ORG c75
- Dr.M.Prakash Ms. Shivangi Verma.R Ms. Monika **A study on awareness and Perception NPTEL portal academic Among college students with Special reference to Coimbatore** IJRAR24B1533 International Journal of Research and Analytical Reviews (IJRAR) 1 2024 IJRAR April 2024, Volume 11, Issue 2 www.ijrar.org (E-ISSN 2348-1269, P- ISSN 2349-5138

- Dr. M. Prakash Santhosh N.S Prasanth. C. **A Study On Beneficiaries Of Artificial Intelligence (AI) Tools Used In Educational Sector Among Students With Special Reference To Coimbatore City.** IJCRT2404557 International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org e838. www.ijcrt.org © 2024 IJCRT | Volume 12, Issue 4 April 2024 | ISSN: 2320-2882.
- Dr. M. Prakash , Mr. Karthik D , Mr. Akshay V **Impact of Innovative Marketing Strategy on Small Firms Performance in Coimbatore City** International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211, Volume 12, Issue 4, April-2024, Available online at: www.ijaresm.com.
- Dr. M. Prakash Ms. Sandhya. S, Mr. Dhanush S. **Factors and Challenges Of Green Buying Behaviour Among Rural Area People With Special Reference To Suler Taluk**

- IJSDR2404028 International Journal of Scientific Development and Research (IJSDR) www.ijedr.org 193. ISSN: 2455-2631 April 2024 IJSDR | Volume 9 Issue 4.
- Dr. M. Prakash Ms.Gopiga . V S **Enhancing Women Entrepreneur Awareness: A Study On Credit Linked Capital Subsidy Scheme Through Msme With Special Reference To Coimbatore** IJRAR24B1250 International Journal of Research and Analytical Reviews (IJRAR) 835. © 2024 IJRAR April 2024, Volume 11, Issue 2 www.ijrar.org (E-ISSN 2348-1269, P- ISSN 2349-5138)
- Dr. M. Prakash, Logapriya C Madhumitha **A Study on Understanding Perceptions and Factors Influencing Perceptions in the Start-Up Ecosystem with Special Reference to Coimbatore City** International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211, Volume 12, Issue 4, April-2024, Available online at: www.ijaresm.com.
- Dr.M.Prakash S.Pradeep , P. S. Sekar S.U. Surendra **A Study on Knowledge Level of Farmers on Rashtriya Krishi Vikas Yojana With Special Reference To Avinashi Taluk** IJCSPH00037 International Journal of Current Science (IJCSPUB) www.ijcspub.org © 2024 IJCSPUB | Volume 14, Issue 1 February 2024 | ISSN: 2250-1770.
- Dr. M. Prakash , Mr. Akshay V , Mr. Karthik D , Mr. Pradeep SA **Study on Impact of Swachh Bharat Abhiyan among the Public in the Coimbatore City** International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211, Volume 11, Issue 12, December-2023, Available online at: www.ijaresm.com.
- Dr.M.Prakash Ms. Monika **A Study on Impact Of Digital India Program Among College students With Special Reference to Coimbatore City** IJCRT2312470 International Journal of Creative Research Thoughts (IJCRT) www.ijcrt.org . www.ijcrt.org © 2023 IJCRT | Volume 11, Issue 12 December 2023 | ISSN: 2320-2882
- Dr.M.Prakash M.Ragavi **A Study On Small-Scale Industrial Employees' Perception Towards Employee State Insurance - With Special Reference To Coimbatore District** Journal of the Oriental Institute M.S. University of Baroda ISSN: 0030-5324. Vol. 72, Issue. 03, No.1, July – September: 2023 Page. 38
- Dr.M.Prakash G. Logapriya & Shymalatha **A Study On Social Awareness Towards Women's Scheme (Protection Of Women From Domestic Violence Act-2005) Provided By Tamilnadu Government Special Reference In Palani Taluk.** Journal of Emerging Technologies and Innovative Research www.jetir.org c60 © 2023 JETIR May 2023, Volume 10, Issue 5.

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- Dr. M. Prakash & Ms. Gowthiga Varshini **B A Study On Awareness, Buying Behaviour And Satisfaction Of Eco – Friendly Products With Special Reference To Palladam Taluk** International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 07 Issue: 05 | May - 2023 Impact Factor: 8.176 ISSN: 2582-3930.
- Dr. M. Prakash & Ms. Madhumithra D **Consumer Perception, Buying Behaviour And Level Of Satisfaction Towards Organic Food Products With Special Reference to Annur Taluk EPRA** International Journal of Environmental Economics, Commerce and Educational Management Journal DOI: 10.36713/epra0414 | ISI I.F Value: 0.815 | SJIF Impact Factor (2023): 8.153 ISSN: 2348 – 814X Volume: 10 | Issue: 5 | May 2023.
- Dr.M.Prakash Parathkumar S & Gowtham J **A Study On Farmers Perception And Satisfaction Towards Usage Of Drip Irrigation With Special Reference To Avinashi Taluk** International Journal of Scientific Research in Engineering and Management (IJSREM) Volume: 07 Issue: 05 | May - 2023 Impact Factor: 8.176 ISSN: 2582-3930.
- Dr. M. Prakash , Ms. Pooja. V. S **Factors Influencing And Buying Behaviour Of Aavin Milk Products With Special Reference To Tiruppur City** International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal) Volume:05/Issue:05/May-2023 Impact Factor- 7.868 www.irjmets.com e-ISSN: 2582-5208.
- **Dr. M. Prakash, S. Kiruthika A Study On Problems And Challenges Faced By Farmers In Sale Of Agriculture Product With Special Reference to Rural Areas in Coimbatore District** EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal Volume: 9 | Issue: 5 | May 2023 || Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2023: 8.224 || ISI Value: 1.188 ISSN (Online): 2455-3662.
- Dr.M.Prakash & R.Vishnu **A Study Of Consumer Awareness and Buying Behavior of Agricultural Equipments With Special Reference To Kadambur Sathyamangalam Thaluk** International Scientific Journal of Engineering and Management ISSN: 2583-6129 Volume: 02 Issue: 05 | May – 2023 DOI: 10.55041/ISJEM00694 An International Scholarly Multidisciplinary Open Access Indexing in all major Database & Metadata.
- Dr.M.Prakash **A Study on Importance of Rural Entrepreneurship in India** EPRA International Journal of Research and Development (IJRD) Volume 8 Issue 3 March 2023.

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- Dr.M.Prakash Mr.R.Karthikeyan **Effectiveness of Television Advertisement Towards Eating Habits of Children in Tirupur City NOLEGEIN** Journal of Advertisement and Brand Management 2022 Volume 5 Issue 01 ISSN 2581-530X.
- Dr.M.Prakash M. Ragavi **Employees' Awareness And Effective Utilization Towards ESI Benefits**, Journal of Emerging Technologies and Innovative Research (JETIR) © 2020 JETIR February 2020, Volume 7, Issue 2 www.jetir.org (ISSN-2349-5162).
- Dr.M.Prakash Dr.S.Namasivayam, M.Gunasekaran & S.Ashwini "**A study on effectiveness of training programme inpropel industries Sultur**" International Journal of Multidisciplinary Research and Development (E-ISSN: 2349-4182),Vol.No.3, Issue 2, February 2016, pp. 306-210. (Impact factor: 5.72).
- Dr.M.Prakash, Dr.S.Namasivayam & S.Ashwini, **Analysis on Equity Share Behavior of Selected Companies Scrip in Pharmaceutical Sector and Banking Sector**, International Journal of Multidisciplinary Research and Development, Vol.No.2, Issue 3,pp. 576-578, March 2015,(E-ISSN: 2349-4182,(Indexed in UGC, Google Scholar).
- Dr.M.Prakash, Dr.S.Namasivayam, S.Ashwini & M.Gunasekaran, **A Study on Performance Appraisal System of Propel Industries In Sultur**, International Journal of Marketing, Financial Services & Management Research,Vol.No.4, Issue 8,pp. 71-78, August 2015, (E-ISSN: 2277 3622,(Indexed in UGC, Google Scholar).
- M.Prakash, G. Vaishnavee, **A Study on Students Satisfaction Regarding Educational Loan with Special Reference to Nationalized Bank in Coimbatore City**, GJRA –Global Journal for Research Analysis, Volume-4, Issue-10, October-2015, ISSN.No2277-8160, (Indexed in Google Scholar).
- M.Prakash, Dr.T.Duraipandi, **A Study on Socio- Economic Conditions and Consumer's Environmental Attitude of Green Products in Erode District**, Indian Journal of Applied Research, Vol. 5, Issue 3, March 2015, ISSN - 2249-555X, (Indexed in Google Scholar).
- M.Prakash S.Namasivayam, and Mr.M.Suganthathendral, **A Study on customer satisfaction towards online shopping with special reference to Coimbatore city**, Global Research Analysis Vol. 2, Issue 12, December 2013, pp. 155-156, ISSN: 2277-8160, (Indexed in Google Scholar)

Research Publications in Edited Books International

- Role of Service Sectors in Financial Markets-Banking Industry, International Seminar on Emerging trends in global and Indian financial markets, Hindustan College of Arts and Science, Coimbatore, 6-Feb-15, pp 81-85, ISBN:978-93-80686-41-7.

National

- **Role of Cooperative Banks in Agricultural Credit**, National Seminar, Dr. N.G.P. Arts and Science College, Coimbatore, 18-Dec-14. ISBN:978-81-920808-6-4.

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- **Rural Development Through Agri Entrepreneur**, Role of Agribusiness in sustainable Rural Entrepreneurship Development, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Aug-15, pp. 750-755. ISBN: 978-81-920808-7-1.

Presentation and Participations in seminars / Conference / Workshops

- AI for Sustainable Development- Challenges and Opportunities Organised by School of Commerce VET Institute of Arts and Science Erode Presented a paper entitled **IMPACT OF IT IN AUTOMOBILE INDUSTRY** on 25th November 2022.
- Digital Transmission: Issues and Challenges in the International Conference on Impact of Digital Economy in India Organized by Department of Commerce & Commerce CA, Bharathidasan College of Arts and Science, Erode on 12th September 2018.
- Human Resource Management Practices in a National Seminar on Emerging Business Practices in the global environment conducted by PG and Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli on 19th January 2017.
- Impact of GST in the International Conference on Pros and Cons of GST in India Organized by Department of Commerce & Commerce CA, Bharathidasan College of Arts and Science, Erode on 11th August 2017.
- GST in India – Associated Benefits and Problems in a National Seminar on Impact of Goods and Services Tax (GST) conducted by Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore on 27th September 2017.
- Participated in a State Level Symposium on "CORPORATE EMPLOYABILITY SKILLS" organized by Department of Commerce & Commerce CA, Bharathidasan College of Arts and Science, Erode on 14th September 2015.
- Women Entrepreneur And Their Entrepreneurship Prospective in a National Seminar on Economic Empowerment of Women through Entrepreneurship - Problems and Prospects conducted by Department of Commerce with Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore on 16th August 2016.
- Rural Development through Agri entrepreneur in a National Seminar on Role of agribusiness in sustainable rural entrepreneurship development conducted by Department of Commerce with Information Technology, Dr. N.G.P. Arts and Science College, Coimbatore on 20th August 2015.
- Women Development and Empowerment Model in Higher Education in a National Conference on Emerging Education Models for 21st century learners, organized by Association of Principals

- of Colleges, Bharathiar University held at Dr.N.G.P. Arts and Science College, Coimbatore on 01.08.2015.
- Role of Cooperative Banks in Agricultural Credit in a National Seminar conducted by Department of Commerce with Information Technology & Professional Accounting, Dr. N.G.P. Arts and Science College, Coimbatore on 18th December 2014.
- Features and implementation of Kissan Credit Card in a National Level Seminar conducted by Department of Commerce CA, Dr. N.G.P. Arts and Science College, Coimbatore on 23rd September 2011.
- Financial Re-engineering Strategies and Regulations in a National Level Seminar conducted by Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore on 28th January 2010.

Participations in Faculty Development Program

- Participated International Faculty Development Programme in “Teaching Pedagogy and Life Skill Management Organised by Department of Commerce Hindustan Arts and Science College Coimbatore from 27th March to 31 March 2023.
- Participated One Day Workshop on Outcome Based Education (OBE) Organised by Dr.N.G.P. Arts and Science College Coimbatore in association with IPSR Solutions limited on 04th March 2023.
- Participated Faculty Development Programme in “National Webinar in Collaboration with AMFI on Strategy for Managing the Personal finance Organised by Internal Quality Assurance Cell (IQAC) and School of Commerce VET Institute of Arts and Science College Erode on 22nd February 2022.
- Participated Faculty Development Programme on “Digital Teaching Methods In Higher Education” Organized by PG and Research Department of Commerce with Computer Applications Hindustan College of Arts and Science, Coimbatore from 23rd August to 28 August 2021.
- Participated Faculty Development Programme on “Outcome Based Education” Organized by Department of Management, Karpagam Academy of Higher Education, Coimbatore from 26.07.2021 to 01.08.2021.
- Participated as a delegate in the seven day Online Faculty Development Programme on Research Methodology and Pedagogy for Tertiary Education during June 15-21. 2021 organized by Internal Quality Assurance Cell & Center for Faculty Development, Dr.N.G.P. Arts and Science College, Coimbatore, India.
- Online Functional Faculty Development Programme on Term Insurance Checklist July 30, 2021 Organized by Department of Commerce Banking and Insurance & Center for Faculty Development Dr. N.G.P. Arts and Science College Coimbatore 48.
- Quality Initiatives in Higher Education, Online in Google Meet Jointly organized by Dr. N.G.P. Arts and Science College, Sri Ramakrishna College of Arts and Science Coimbatore, Gobi Arts

- and Science College, Gobichettiapalayam & Vellalar College for Women, Erode held from 13th to 20th April 2020.
- Quality Measures in Higher Education, at Dr. N.G.P. Arts and Science College, Coimbatore, held from 3rd to 9th December 2018.
- Managing Business Process Services - I organized by Tata Consultancy Services at Dr. N.G.P. Arts and Science College, Coimbatore from 11th July to 13th July 2018.
- Teacher Student Relationship: Psychological Dimensions at Dr. N.G.P. Arts and Science College, Coimbatore, held on 2nd July 2016.
- Teaching Learning: A New Paradigm at Dr. N.G.P. Arts and Science College, Coimbatore, held on 3rd November 2016.

Seminars /Conference /Workshops Organised

- Convenor, National Conference on “Modern Business - Opportunities and Challenges (CMBOC-2020)”, Dr.N.G.P. Arts and Science College, Coimbatore on 27.02.2020.
- Convenor National Conference on “Opportunities and Challenges of Business in the Digitalized Era - (COCBD2018)”, Dr.N.G.P. Arts and Science College, Coimbatore on 27th and 28th Sep 2018
- Organizing Secretary, National Conference on Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- Organizing Secretary in organizing a National Level Seminar on "CHALLENGES AND OPPORTUNITIES IN RURAL MARKETING AND ITS IMPACT ON RURAL DEVELOPMENT" held at Dr.N.G.P. Arts and Science College, Coimbatore on 30th September 2015.
- Organizing Secretary National Level Seminar on "Financial Inclusion for sustainable financial development”, Dr.N.G.P. Arts and Science College, Coimbatore on 6th September 2013.
- Joint-Secretary, National Level Seminar on "Role of Banking sector in Rural Economic Development”, Dr.N.G.P. Arts and Science College, Coimbatore on 23rd September 2011.
- Joint-Secretary, National Level Seminar on "Challenges and opportunities in banking and insurance sector”, Dr.N.G.P. Arts and Science College, Coimbatore on 30th September 2006.

Membership in Professional and Academic Bodies

- University Nominee in Commerce with Computer Applications UG and PG Board of Sri Ramakrishna College of Arts and Science Coimbatore. (2018-2019 to 2020-2021).
- Member - Board Studies of B. Com BA in Department of Commerce with Business Analytics, Dr. N.G.P. Arts and Science College, Coimbatore from June 2016 to October 2017.

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- Chairman - Board Studies of B.Com CA in Post Graduate and Research Department of Commerce with Computer Applications, Dr. N.G.P. Arts and Science College, Coimbatore from June 2015 onwards.
- Chairman - Board Studies of Commerce with Computer Applications UG and PG Board of, Dr. N.G.P. Arts and Science College, Coimbatore from April 2016 onwards.