

Name : M.A.PRASAD
Designation : Assistant Professor
Department : COMMERCE
Qualification : M.Com., M.Phil.,
Experience : Teaching: 20 Years Industry: Nil Research: -
Area of Specialization(s) : Marketing
Email (Official ID) : prasad@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
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

Diploma / Vocational / Certification	Area of Specialization	Institution / University / 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, IJCRT (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 ad 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, IJRD(Internal 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, IJRAR (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”, IJRPR (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”, IJRAR (International Journal of Research and Analytical Reviews), Vol. 9, Issue 2 – June 2022.

Consultancy

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

Presentations in Conference

International Conference

- “Cyber crime and its security measures”, Department of Commerce, Sankara College of Science and Commerce, Coimbatore, 05-Oct-2018.

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.

Participation in Faculty Development Programme

- 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 Tertiary Education, Dr.N.G.P. Arts and Science College, Coimbatore, 15-June-2021 to 21-June-2021.
- NAAC Revised Accreditation Framework and OBE Assessment Methodolgy”, 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, 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-48.

Member in BoS

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

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Certificate of Appreciation for NAAC work	Sankara College of Science and Commerce	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