

Government Arts and Science College
Kanyakumari – 629 401
FACULTY PROFILE

Department: BUSINESS ADMINISTRATION

- 1. Name : Dr. T. BABU RAJENDRA PRASAD**
- 2. Father's Name : P. Thiraviaraj**
- 3. Designation : Assistant Professor**
- 4. Date of Birth : 14/07/1986**
- 5. Gender : Male**
- 6. Address for Communication: 17-62, South street,
NadarNager, Avaraikulam – Po,
Mahendragiri -627133, Tirunelveli – Dist.**



Phone No : 9362626010

Email – id : mptprasad@gmail.com

7. Educational Qualification :

Sl.No	Course	University/College	Year of Passing
1	BBA	Scott Christian College, Nagercoil. Manonmaniam Sundaranar University, Tirunelveli.	2006
2	MBA	Sengunthar Arts and Science College, Tiruchengode. Periyar University, Salem.	2008
3	UGC - NET	University Grant Commission	2010
4	M.Phil (Full- Time)	University Department, Manonmaniam Sundaranar University, Tirunelveli.	2010
5	Ph.D (Full- Time)	University Department, Manonmaniam Sundaranar University, Tirunelveli.	2016
6	M.Com (F&C)	Alagappa University, Karaikudi.	2009
7	M.Sc (Psy)	Tamilnadu Open University, Chennai.	2012

8. Area of Specialization: Human Resource Management & Marketing Management

9. Experience:

Sl.No	Name of Organisation	From	To	Year of Experience
1.	Manonmaniam Sundaranar University	29/10/2010	26/04/2011	6 months
2.	Manonmaniam Sundaranar University College, Govindaperi.	01/07/2014	23/06/2015	1yr
3.	Government Arts and Science College, (Erstwhile Manonmaniam Sundaranar University Constituent College) Kanyakumari.	24/06/2015	Till date	7Yrs 4mnts

10. Publications:

Sl.No	Title	Name of the Journal	ISSN / ISBN	Year
1	Impact of Demography Factors on Satisfaction: A study with Special Reference to the Employees of Spinning Mills in Southern Tamil Nadu	Asia Pacific Journal of Research	2320-5504	2013
2	Insight of Policy Holders On Insurance Schemes	International Journal Of Creative Research Thoughts – (IJCRT)	2320-2882	2018
3	Occupation Contentment of Human Resources in Dharani Sugars and Chemicals Limited, Vasudevanallur.	Journal of Emerging Technologies and Innovative Research	2349-5162	2019
4	Trade and Industry Concert of Agro Products.	Journal of Emerging Technologies and Innovative Research (JETIR)	2349-5162	2019
5	Customer's Perception Towards Gas Services in Tuticorin District	Research Review International Journal of Multidisciplinary	2455-3085	2019
6	Financial Performance of Faurecia Emission Control Technologies (I) Private Limited	International Research Journal of Management Sociology & Humanities	2277-9809 2348-9359	2019
7	Employees Engagement in Software Solution	Journal of Emerging Technologies and Innovative Research (JETIR)	2349-5162	2019
8	Employees Satisfaction Towards Welfare and Safety Measures with Reference to Diamond Sea Food.	International Journal of Social Science and Economic Research	2455-8834	2019
9	A Study to Identify the Effectiveness of Green Marketing Strategies that followed by Green Products Consumer in Tirunelveli District.	Journal of Interdisciplinary Cycle Research	0022-1945	2020
10	A Study on Investment and Expenditure Pattern of Working Women in Tenkasi District	International Journal of Mechanical Engineering	0974-5823	2021

11	A Comparative Study on Challenges of Urban and Rural Women Entrepreneurs after Digitalization in Tirunelveli District.	Kutap, A Peer Reviewed Refereed International Journal, UGC CARE Enlisted.	2582-5356	2022
12	Perspective of Policyholders on Insurance Companies	Kutap, A Peer Reviewed Refereed International Journal, UGC CARE Enlisted.	2582-5356	2022

11. Paper Presented in Conferences/ Seminar:

S.No.	Title	Institution	Date & Year
1	Solvency of Complexity Factors in Human Resource through Total Quality Management Practice.	Department of Business Administration, Annamalai University, Annamalainagar, Chidambaram.	28 th -30 th July 2011
2	Integration of Innovative Technology in Teacher Education.	Ponjesly College of Engineering, Nagercoil,	10 th & 11 th January 2011
3	Overview of Food Safety and Consumer.	Research Centre for Consumerism, Kalasalingam University, Krishnankoil.	28 th & 29 th , January 2011
4	A Study on the Effectiveness of Total Quality Human Resource Management.	Department of Business Administration, Scott Christian College, Nagercoil	11 th March 2011
5	A Study on Innovative Human Resource Practice to Tackle the Emerging Needs.	Guru Nanak College, Velachery, Chennai – 600 042.	25 th January 2012
6	An Overview – Risk of Street Vendors And Hawkers While Vending.	Entrepreneurship cum Skill Development centre, Manonmaniam Sundaranar University, Tirunelveli.	25 th and 26 th March 2013
7	An Overview – Role of Street Vendors and Hawkers in Essential Goods Sales in Rural Area.	Manonmaniam Sundaranar University Constituent College, Kanyakumari.	22 nd April 2016

12. .Seminar / Conference / workshop / Attended:

S.No.	Institution	Date & Year
1	“Leadership and personality development”, Scott Christian College, Nagercoil.	March 10, 2004
2	“Inter-Collegiate Workshop and Seminar on Management”, Scott Christian College, Nagercoil.	March 18, 2005

3	“Third Annual Inter-Collegiate Management Workshop” , Scott Christian College, Nagercoil.	February 3, 2006
4	“10th AIMA-Infosys National Student Management Games (NSMG-2006)” , ALL INDIA MANAGEMENT ASSOCIATION, Coimbatore.	6 th & 7 th October, 2006
5	“Second National Level Workshop on Project Report Preparation” , Sengunthar Institute of Management Studies, Tiruchengode.	1 st September, 2006
6	“MANAGEMENT IN 21st CENTURY” , Sengunthar Engineering College, Tiruchengode.	18 th October, 2006
7	“MANIFEST-2007” , organized by ICAFI National College, Salem.	20 th January, 2007
8	“11th AIMA – RPG National Student Management Games (NSMG-2007)” , ALL INDIA MANAGEMENT ASSOCIATION, Coimbatore.	8 th October, 2007
9	“Third National Level Workshop on Project Report Preparation” , Sengunthar Institute of Management Studies, Tiruchengode.	27 th February, 2008
10	“One day seminar on Consumer Awareness” , Manonmaniam Sundaranar University, Tirunelveli.	22 nd March, 2010
11	“Two day workshop on Business Research Methods” , Department of Management Studies, Manonmaniam Sundaranar University, Tirunelveli.	27 th & 28 th March, 2010
12	International seminar on “Buddhism: Sacred and Secular Doctrines in Diverse Contexts” , Manonmaniam Sundaranar University, Tirunelveli.	20 th -21 st December, 2010
13	“Enhancing Employability Skills” , Manonmaniam Sundaranar University, Tirunelveli.	28 th March, 2011
14	“Personality Development on the theme When women are leading – When men are leading are there differences?” - 5 day international TCI work shop , Department of Youth welfare, Manonmaniam Sundaranar University, Tirunelveli and “PALMS”, Tuticorin.	9 th – 13 th January, 2012
15	“Psychometric Workshop” , MDC – DOMS and A.V.C. College of Engineering, Myladudurai.	25 th April, 2012
16	“Enhancing Publication Skills” , Career and Counselling Cell, Manonmaniam Sundaranar University, Tirunelveli.	28 th August, 2012
17	“Mobilization of Impact-Making R&D projects” , Curriculum Development Cell, Manonmaniam Sundaranar University, Tirunelveli.	11 th & 12 th December, 2012
18	“Workshop for Beginners in Research on Statistical Software Packages” , supported by UGC-SAP, sponsored by DST-FIST, organized by Manonmaniam Sundaranar University, Tirunelveli.	13 th -15 th march, 2013

19	“Social Role of Youth in the Knowledge Era: Lessons from Swamy Vivekananda” , Centre for study of Social Exclusion and Inclusive Policy and Department of Youth Welfare, Manonmaniam Sundaranar University, Tirunelveli.	23 rd April, 2013
20	“Ten Days Research Methodology and SPSS programme” for Research Scholars in Social Sciences sponsored by ICSSR , organized by Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.	17 th – 26 th October, 2013
21	“Faculty Development Series II: Effective Coping Skills for Teachers” , Curriculum Development Cell & Department of Psychology, Manonmaniam Sundaranar University, Tirunelveli.	12 March, 2014
22	“Faculty Development Series IV: Funding Opportunities and Proposals for DST” , Curriculum Development Cell, Manonmaiam Sundaranar University, Tirunelveli.	04 April, 2014
23	“Faculty Training Programme on Entrepreneurship” Sponsored by Higher Education Department, Government of Tamilnadu , organized by Entrepreneurship-Cum-Skill Development Centre, Alagappa University, Karaikudi.	22 nd – 26 th January, 2015
24	“Training of Trainers Workshop” Sponsored by Department of Personnel and Training Government of India, New Delhi, Sponsored by the Government of Tamil Nadu, Anna Institute of Management, Chennai.	14 th & 15 th July, 2016
25	“Two-Day Orientation Programme for Manonmaniam Sundaranar University Constituent College teachers” (Under UGC-XII Plan) , Manonmaniam Sundaranar University, Tirunelveli.	21 st & 22 nd October, 2016
26	“Faculty Development Programme on Entrepreneurship Development” Sponsored by UGC, New Delhi, Manonmaniam Sundaranar University, Tirunelveli.	February 24 – March 03, 2017
27	“Companies Act, 2013 – Catalyst for Corporate Development” , Manonmaniam Sundaranar University in association with The Institute of Company Secretaries of India, Madurai Chapter.	04 th August 2017
28	“One Day Orientation Programme for Research Supervisors of Manonmaniam Sundaranar University” , Manonmaniam Sundaranar University, Tirunelveli.	1 st November, 2017
29	“One Day Sensitization Programme on Revised NAAC Accreditation Framework” , Manonmaniam Sundaranar University, Tirunelveli.	29 th December, 2018
30	“A Handholding Workshop for Assessment and Accreditation of Government Arts and Science College” Organized by Rashtriya Uchchar Shiksha Abhiyan (RUSA) State Project Directorate, Tamil Nadu, in Collaboration with National Assessment and Accreditation Council (NAAC) at Madurai Kamaraj University, Madurai.	30 th March, 2022

13. Ph.D Guidance/Supervisorship

Name of scholar	Course	Area of research	Status
Mrs.K.Merlin Chithra Selvi	Ph.D (Part-Time)	Insurance	Thesis Submitted
Mr.E.Perumal	Ph.D (Full-Time)	Human Resource	Thesis Submitted
Mr.D.Subramanian	Ph.D (Part-Time)	Marketing	Pursuing
Mr.A.Rethnakumar	Ph.D (Part-Time)	Entrepreneurship	Pursuing

14.Resource Person:

Sl.No.	Topic	Delivered at	Period
1	Time Management	Internship programmes for Employees of Government of Tamilnadu, kanyakumari district through Anna Institute of Management Regional Centre Madurai.	One Session
2	Leadership and Motivation	Internship programmes for Employees of Government of Tamilnadu, kanyakumari district through Anna Institute of Management Regional Centre Madurai.	One Session
3	Improving Office Productivity, Punctuality & Attitudinal transformation	Internship programmes for Employees of Government of Tamilnadu, Tuticorin district through Anna Institute of Management Regional Centre Madurai.	One Session
4	Interpersonal Relationship	Internship programmes for Employees of Government of Tamilnadu, kanyakumari district through Anna Institute of Management Regional Centre Madurai.	One Session
5	Personality Development	Maria College of Engineering, Aathoor, Kanyakumari – Dist.	One Session

15.Members in Organization's:

1. Member, Board of Studies in Management studies, Scott Christian College (Autonomus), Nagercoil.

(T.BABU RAJENDRA PRASAD)