

**Government Arts College
(Autonomous), Coimbatore –18
Performance - Teacher Appraisal
Report**



i) General Information

- a) Name : **Dr Prabhu R**
- b) Address (Residential) : No.3, 2nd street,
Thangammal Nagar,
Maniakaranpalayam,
Ganapathy Post,
Coimbatore - 641006
- c) Designation : Associate Professor and Head
- d) Department : Business Administration
- e) Date of Birth : 09/07/1973
- f) Area of Specialization : Marketing and Human Resources

A) Academic Qualifications

Examination passed	Board / university	Subject	Year	Division grade/merit etc.,
X Standard	Matriculation	Science	1989	First
XII Standard	State Board	Maths, Physics, Chemistry, Biology	1991	First
B.Sc	Bharathiar University	Cartering Tech and Hotel Management	1994	First
MBA	Bharathiar University	Marketing and Human resources	1999	First
Ph.D	Bharathiar University	Management	2007	First
PGDPR	Annamalai University	Public Relations 1	1995	First

ii) Research Experience & Training

Research stage	Title of thesis	University where the work was carried out.
Ph.D	“Perception of Student Trainees on the Quality of Work life in the Hotel Industry”	Bharathiar University
No of Publication	28	
Research guidance(give the names of students guided successfully)	1. Vijayalakshmi. 2. R. Savitha.R, 3. Anuradha.R, 4. Chittibabu, 5. Sumathi, 6. Merceline Anitha, 7. Jaishankar, 8. Souji Gopalakrishnan, 9. Kavitha Haldorai, 10. Nagarajan and 11. Surya Subam.	
Training(please specify)	Trainer for Anna Institute of Management, Tamilnadu State government.	

B) Seminars, Conferences, Symposia Workshops etc. attended

Appendix A - list of publications

Appendix B - Seminars/conferences/workshops attended

Refresher course attended

Text Books Published

iii) Teaching Experience

Courses Taught	Name of University/ College/Institution	Duration	
		Period of employment From - To	Years of Experience
UG and PG Management	SNR Sons College, Coimbatore	10/07/1995 – 27/02/2011	16
UG Business Administration	Government Arts College, Coimbatore - 641018	28/02/2011 – Till Date	13

Total Teaching Experience (in years and months) :

a)	Under-graduate	29
b)	Post-graduate	16
c)	Research	16

viii) Innovations/ Contributions in Teaching

a) Design of Curriculum :	Chairman of Board of studies for Business Administration Board at Government Arts College and member of BOS at Sri Ramakrishna college, CMS College, GRG College, Salem 7 Arts, Rathnam College and Periyar University
b) Teaching methods :	learner-centered method followed using Case studies, Role plays, Syndicate method, Group Discussion, Seminars and Chalk and Talk in addition to teaching with visual aids and Industrial Visits
c) Laboratory experiments :	_____
d) Evaluation methods :	Classroom Tests, Quizzes, Online testing using Kahoot and other Apps, Assignments, problem solving experiments, paper presentations, regular students feedback, projects and Internal tests
e) Preparation of resource material including books, reading materials, laboratory manuals etc.:	1. Mainly prescribed text books 2. Written two text books 3. Journals and magazines 4. Internet, Magazines, News papers
f) Remedial Teaching / Student Counseling (academic) :	Special care is taken in finding out the slow learners and the students with some social and personal problems. After identifying such students, suitable counseling and guidance is given to overcome their problems relating to learning process. Conduct special classes apart from regular classes with prior permission and give them full freedom to approach me to get rid of their academic problems.
g) Any other :	Speak to the students about their moral and social responsibility. Also make them to realize the need for their personality development and the need to be an honest citizen of this country. Encourage them to participate in extracurricular activities.

IX) Research Contribution**Research Guidance (Give the names of students guided successfully)**

Name of the Degree	Total Number of Students	Degree Awarded	Guiding at present
M.Phil.	8	8	NIL
Ph.D.	15	11	4

Students Successfully Completed in the MPhil Programme

S.No.	Name of the Scholar	Year	FT/PT	Name of the University	Pursuing/Completed/ Awaiting for Viva
1.	U.MIDHUSHA 06CD-22576	January 2008	PT	Bharathidasan University	Completed
2.	V.SUJITHA 2008R851	September 2009	FT	Bharathiar University	Completed
3.	K.BABU 2008PR490	October 2010	PT	Bharathiar University	Completed
4.	B.MERCELINE ANITHA 2008PR475	September 2010	PT	Bharathiar University	Completed
5.	D.JAGADEESAN 2008PR474	September 2011	PT	Bharathiar University	Completed
6.	K.GEETHA 2009PR402	October 2011	PT	Bharathiar University	Completed
7.	J.SOWMIA 2010PR1024	March 2012	PT	Bharathiar University	Completed
8.	G.KARTHIKEYAN	March 2013	PT	Bharathiar University	Completed

Students in the Ph.D Programme

S.No.	Name of the Scholar	Year	FT/P T	Name of the University	Pursuing/Completed/ Awaiting Viva
1.	R.VIJAYALAKSHMI	2008	PT	Bharathiar University	Completed in October 2012
2.	R.SOUJI GOPALAKRISHNAN	2008	PT	Bharathiar University	Completed in December 2012
3.	R.SAVITHA	2008	PT	Bharathiar University	Completed in December 2012
4.	A.ANURADHA	2008	PT	Bharathiar University	Completed in March 2015
5.	V.G.SUMATHY	2008	PT	Bharathiar University	Completed in April 2015
6.	M.CHITTIBABU KANNAN	2008	PT	Bharathiar University	Completed in august 2016
7.	KOMALA	2009	PT	Bharathiar University	Completed
8.	M.MANOJKUMAR	2012	PT	Periyar University	Pursuing
9.	MERCELINE ANITHA	2012	PT	Periyar University	Completed
10.	JAISHANKAR	2013	PT	Periyar University	Completed
11.	I.ARULJOTHI	2014	PT	Periyar University	Completed in October 2024
12.	SURYASUBAM	2014	PT	Periyar University	Completed in September 2024
13.	SUJATHA	2014	PT	Periyar University	Pursuing
14.	NAGARAJN.R	2012	PT	Bharathiar University	Completed
15.	H.KAVITHA	2014	PT	Karpagam University	Completed

X) Extension Work/ Community Service

A) Please give a short account of your contribution to:

Strive to provide basic awareness about the basic values, interpersonal skills, social skills and pro social behavior among the students and members in the society

B.) Participation in Corporate Life

Please give a short account your contribution to:

a) College/ University / Institution	<ol style="list-style-type: none">1. Duties allotted by the Principal are carried out and as HOD in the Departmental carry out the activities and maintain Discipline in the campus by motivating the Students to join all the extracurricular Activities. Academic Council Member of the College.2. Member of Inspection committee constituted to inspect colleges for Research facilities and awarding courses by the university3. University representative for the conduct of University Examinations
b) Co-curricular Activities	Convener of all Seminars, Workshops, State National and International Conferences conducted regularly in the Department.
c) Enrichment of Campus Life (Hostels, sports, games, cultural activities)	Placement Co-ordinator of the college
d) Students Welfare and Discipline	Member of the Students Discipline Committee and Anti Ragging Committee
e) Membership / Participation in Bodies	<ol style="list-style-type: none">1. Member of RUSA Committee of the College2. Chairman of the Board of Studies of the Department3. Member of Board of Studies of various Colleges4. Member of the staff recruitment Board of Various Colleges5. President of the Alumni Association of Sri Ramakrishna College of Arts and Science

(Signature of the Teacher)

Appendix A

List of Publications

1. “Quality of Work Life in hotels” published in Journal of Organizational “Management Oct 2003 edition
2. “QWL in Star hotels as perceived by Student Trainees” - Manipal Institute of Management, May 2005
3. “Management Education – The Flip Side of MBA Programmes” – SAJOSPS – The complete international Research Journal, Dec 2005
4. “Organizational Climate of Self Financing colleges with reference to MBA Programmes” - Organizational Management, Oct - Dec2005 edition
5. “Awareness and aspirations of UG students of business management”- CMRD Journal of Management research VOL V, Issue 2, July-Dec 2006 Edition
6. “Branding among small and medium scale entrepreneurs in Coimbatore” – Reader shelf, Dec 2007
7. ‘Perception of student trainees on the quality of worklife” – GIM Journal of Management, Feb 2009 edition.
8. “Conceptualising the Hospitality Education Employment Equation : Special reference to Y-Generation Employees at Star Hotels” – International Journal of Arts and Science of Harvard University.
9. “Projected Trends in Retailing”- Emerging trends in retailing, Edited volume, March 2010, ISBN No.978-81-7273-537-1.
10. “Analysis of competencies gap between management education and employability stake, special reference to MBA students in self-financing institutions in Coimbatore district” – International conference on Business strategy and Management, June 2011, Kolkatta, ISBN: 81-87912-08-01
11. “Mc Donalidation of a Nation - A Study on the Social Influence of Multinational Fast Food Chains in Malaysia” – International Management Research Review, March 2012, Vol-I, Issue-II, ISSN:2231-2501
12. “Student Online Buying Behaviour using Social Networks: The Case of Facebook” – SJCC Management Research Review, June 2012, Vol.2, No.2, ISSN-2249-4359
13. “Factors influencing the choice of organized retail outlets and the behavior of the consumers in Coimbatore city”- JMS, ISSN-2250-1819/ESSN 2249-1260. Vol2.No.3.Sep 2012, PP.34-39
14. “A study on the organized retail store attributes salience and the shopping behavior of consumers in Coimbatore city”, INCONMGT2012, ISBN: 978-93-82338-10-9, PP 135- 140. Annamalai University, Chidambaram
15. “Does FDI mean Fortune Diverted out of India? Consequences of Liberalizing FDI in Retail in India”, ICMEB2012, LIBA, Chennai, ISBN: 978-81-8286-015-5. PP.384-386
16. “Retail Vegetable Markets and Consumer’s Behaviour-An Analysis”, Chapter- 9, Globalisation and Consumerism-Issues and Challenges, Regal Publications, New Delhi-110027, 2012, ISBN: 978-81-8484-133-6, PP 88-99.
17. “Capitalizing on Six Degree Separation Theory for Social Media Recruitment”, International Journal of Research in Management & Social Science, ISSN:2322-0899, Volume 3, Issue 1 (I) : January - March 2015, PP 158-162.
18. “An attempt to empowering Rural people through Micro-finance”, International Journal of business and Administration Research Review (IJBARR), E-ISSN-2347-856X, ISSN:2348-0653, Impact Factor (GIF) 0.314, Volume No-2, Issue No-9, Jan-March 2015, PP 169-172.
19. “Empowerment of Women through Self Help groups in Krishnagiri District”, International Journal of Management and Social Science Research Review (IJMSRR), E- ISSN-2349-6746, ISSN:2349-6738, Impact Factor (GIF) 0.348, Volume No-1, Issue No- 9, March 2015, PP 98-102.

- 20.** International Journal of Marketing and Human Resource Management(IJMHRM), “Tacit Knowledge - A Review”, ISSN 0976 – 6421 (Print), ISSN 0976 – 643X (Online), Volume 6, Issue 2, May – August (2015), pp. 01-07 Impact Factor : 5.221 I
- 21.** IJSR - International Journal of Scientific Research, “Impact of Social Networking Sites on Generation Z”, Volume : 5 | Issue : 7 | July 2016 • ISSN No 2277 – 8179, IF : 3.508,IC Value : 69.48, Pages 316-319
- 22.** International Journal of Business, Management And Allied Sciences (Ijbm) A Peer Reviewed International Research Journal, “A Study on Employee Absenteeism in Propel Industries Private Limited, Coimbatore”, Vol.5.Issue.1, Jan-Mar2018, ISSN 2349-4638
- 23.** International Journal for Science and Advance Research In Technology (International Peer Reviewed Open Access Journal), “Employee Retention And HRM Strategies In Public Sector Organisation- A Case Study” , Special Reference to Coimbatore District, IJSART - Volume 4 Issue 7 – JULY 2018, ISSN [ONLINE]: 2395-1052
- 24.** International journal of Analytical and experimental Modal Analysis (UGC CARE GROUP-A), “A Study on Worklife Balance of Employees working in Bajaj Alianz Life Insurance Co.Ltd with special reference to Coimbatore ”, Vol XI, Issue 12, Dec 2019, Pp 413-429
- 25.** Reverse Mentoring – A twist on teaching practice to developing Millennial Leaders, Research Trends in Multidisciplinary Subjects, ISBN: 978-93-91479-01-5 (Paperback) ISBN: 978-93-91479-14-5 (eBook) ISBN-10: 9-39-147901-4
Vol 3, Edition ! October 2021
- 26.** Factors Influencing The Satisfaction of Customers – An Empirical Evidence on Services Of Ubar Eats food Delivery App In Coimbatore City, South India Journal of Social Sciences, ISSN: 0972 – 8945 Vol. XX, No.6, July – December 2022
- 27.** Factors Influencing the satisfaction of Customers, South India Journal of Social Sciences, ISSN: 0972-8945, Vol XX, No,6 Dec 2022.
- 28.** A Study to analyse the Challenges faced by Indian Youngsters in a Business Startups –National Seminar on India means Business organized by Sri Ramakrishna College of Arts and Science, Coimbatore on 5th January 2023.
- 29.** Expectations and perceptions of students on empowering mobile-assisted social e-learning, International Journal of Novel Research and Development (www.ijnrd.org) - An international Open Access, Peer-reviewed, Refereed Journal, Volume 8, Issue 10, October 2023 | ISSN: 2456-4184 | IJNRD.ORG
- 30.** Improving Training and Connectivity for College students through Mobile Empowerment, Samdarshi, Vol16, Issue 5, October 2023, Pp 718-721.

Appendix B

Refresher course attended

Name of the Course	Academic Staff College, University	Duration of the Course	From –To (Mention Date here)
Orientation Course	ASC - University of Madras, Chennai	27	4/5/2011 to 02/06/2011
Refresher Course	ASC - Madurai Kamaraj University, Madurai	21	07/2/2014 to 27/02/2014
Refresher Course	ASC - Bharathiar University, Coimbatore	14	06/2/2020 to 19/02/2020
Refresher Course	Teaching Learning centre, Ramanujan College, University of Delhi	14	17/5/2021 to 31/5/2021
Refresher Course	ASC - Bharathiar University, Coimbatore	14	07/10/2022 to 20/10/2022

Seminars/Conferences/Workshops attended

Name of the Seminar/ Conference/ Symposia / workshop	Name of the Sponsoring Agency	Place and Date
Research Methods for Management	Bharathiar School of Management and Entrepreneurial Development	Bharathiar University, Coimbatore 12.3.2002
Research Methodology	SNRSC Research Association	SNR sons college, Coimbatore held on 28.9.2002
Infusion of Environmental Concepts in Management Education	Indian Institute of Management (IIM)	Bangalore on 1.10.2002
Case Teaching and Writing	DJ Academy for Managerial Excellence	Coimbatore on 16.2.2004
Quality Improvement programme on “Services Marketing”	Indian Institute of Technology (IIT)	Chennai in Jan 2005
HR Conclave – Revisiting HR Strategies	Confederation of Indian Industries (CII)	Hyderabad on 11.11.2003
Retail Marketing	Jamal Institute of Management	Trichy 20 th and 21 st April 2005
QWL in Service sector and Managerial Challenges	Manipal Institute of Management	Manipal 21 st and 22 nd May 2005
Business Innovation and challenges ahead	Maharaja college	Coimbatore on 19-02-2010
Industry Academic Interface Challenges and opportunities	St.Joseph’s college of Commerce	Bangalore 16 th & 17 th sep 2010
Emerging trends in Commerce and Economics and management	Hindustan College	Coimbatore on 29-10-2010.
conference on Business, Strategy and Management	Bharathiar University	Coimbatore 25-06-2011
Globalization and Consumers Issues and Challenges	Department of Commerce Affairs	Bharathiar University 22 nd and 23 rd July 2011
National Level Seminar on India Means Business – Reform, Perform and Transform	Sri Ramakrishna College of Arts and Science	Coimbatore 05.01.2023

Text Books Published

S.No	Name of the Book Published	Publisher and Place
1	Business Research Methods	MJP Publishers, Chennai
2	Organisational Behaviour	Biztantra Publishers, New Delhi
3	Research Methodology in Business Management	Vijay Nicole Imprints, Chennai

E seminars/conferences/workshops attended

S.No	Seminar	Name of the sponsoring agency	Place, Date
1.	Webinars and seminars on Power of habits and problem solving	Government Arts College	Coimbatore, 5/5/2022
2.	Webinar on Manage Business Struggle and Problem Solving	Government Arts College	Coimbatore, 6/5/2022
3.	International Student Development Program	Government Arts College	Coimbatore, 23/1/2023 to 25/1/2023
4.	International Faculty Development Programme	Government Arts College	Coimbatore, 13.02.2023 to 17.02.2023

