

**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 : Assistant 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 | 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) Research Projects carried out

| S. No. | Title of the Project | Name of the Funding Agency | Duration | Remarks |
|---------------|-----------------------------|-----------------------------------|-----------------|----------------|
| | Nil | | | |

C) 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 | Pursuing |
| 12. | SURYSUBAM | 2014 | PT | Periyar University | Awaiting VIVA |
| 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) Positions held / leadership role played in organizations linked with Extension Work National Service Scheme (NSS), or NCC or any other similar activity

Nil

C.) Participation in Corporate Life

Please give a short account your contribution to:

| | |
|--|---|
| a) College/ University / Institution | 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 university 3. 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 | 1. Member of RUSA Committee of the College 2. Chaiman of the Board of Studies of the Department 3. Member of Board of Studies of various Colleges 4. Member of the staff recruitment Board of Various Colleges 5. President of the Alumni Association of Sri Ramakrishna College of Arts and Science |
| f) Professional Organization of Teachers | |

D.(a) Membership of Professional Bodies, Societies, Editorship of Journals etc.

E. Any other information

(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.

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 |