



# NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

Pitchandampalayam (PO), Vaikkalmedu , Erode, Perundurai Road, ERODE –638052.



## DEPARTMENT OF MANAGEMENT STUDIES

### INDIVIDUAL FACULTY DATA SHEET

Name of the College : Nandha Engineering College

Name of the Department : Management Studies

Name of the Degree & Course : MBA

Name of the Faculty Member : Dr.K.Parthiban

Regular or Adjunct : Regular

Designation : Associate Professor

Mail Id : parthibank@nandhaengg.org

Gender : Male

Faculty code given by COE : 7321011

Date of Joining the present Post : 01.06.2020

Scale of Pay :



### **Educational Qualifications:**

Category	Name of the Degree	Specialization	Years of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	B.Sc	Computer Technology	2008	Kongu Engineering College	Anna University, Chennai	7.9	I



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## DEPARTMENT OF MANAGEMENT STUDIES

<b>PG</b>	MBA	Systems & Marketing	2010	SAN International B.School, Coimbatore	Anna University, Coimbatore	8.03	I
<b>Ph.D</b>	Ph.D	Marketing	2018	Bharathiar University, Coimbatore	Bharathiar University, Coimbatore		

**Title of Ph.D Thesis\*** : A Study on factor influencing purchase decision for enhancing customer satisfaction of Notebook computer with special reference to major cities in Tamilnadu

### Academic Experience:

Name of the college	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
Nandha College of Technology	Associate Professor	06.07.2011	31.05.2020	8	10	26
Nandha Engineering College	Associate Professor	01.06.2020	Till now	3	0	00



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### Industrial Experience:

Name of the college	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
Classic Informatics	Proprietor	2008	2011	3	2	

### International/National Journal Publication Details:

1. “A study on the impact of information technology on HR function & transformation” Vol 4 & Issue,7 ISSN: 2231-5780, Year’ Vol 4 & Issue,7 ISSN: 2231-5780 ZENITH International Journal of Multidisciplinary Research 41730
2. “Socio Economic Background and Consumer Satisfaction on Notebook Computers” Vol 5, Issue 9, ISSN: 2231-5063 March, 2016(impact factor 3.4052) International Multidisciplinary Research Journal 42064
3. “Switchover and Change in Purchase Pattern A Reasonal Analysis for Notebook Computers” Vol 5, Issue 9, ISSN: 2231-5063 Asia Pacific Journal of Engineering Science March, 2016
4. “Consumer's Purchase Decision Towards Buying Attitude of Notebook Computer in Tamilnadu an Empirical Study” Vol 6, Issue 1, ISSN 2250-1819. Journal of management and science March 2016.
5. “Impact Of Covid-19 On Shopping Behavior Of Middle Class Consumers” Vol-10 Juni Khyat (UGC Care Group I Listed Journal) 43983 Issue-6 No. 12 June 2020. ISSN: 2278-4632



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6. “An insight of crime against women due to advancement of social media with reference to Erode city ,ISSN: 2278-4632, Vol-10 Issue-6 No. 12 June 2020””,Juni Khyat,(UGC Care Group I Listed 43983 Journal)
7. Design of marketing communication according to the STDC Network. Intellectual property rights, ministry of commerce and 44531 industry. Government of India 2022
8. A Study on Stress Management for Employees in L&T Infotech at Chennai International Journal of Innovative Research in Science, Engineering and Technology June 2022
9. A Study on Employee Satisfaction towards International Journal of Multidisciplinary Research in Science, Engineering, Technology & Management June Best Water Solution with Reference to Erode 2022
10. A Study on Employee Opinion about Primary Facilities for Safety at Salem Cooperative Sugar Mills Ltd with Reference to Mohanur, Namakkal International Journal of Multidisciplinary Research in Science, Engineering, Technology & Management July 2022
11. A Study on Employee Conflict towards Organizational Change in Podaran Foods Pvt. Ltd International Journal Of Multidisciplinary Research In Science, Engineering and Technology June 2022.
12. A Study on Employee Welfare Pertaining to Satisfaction in Akshera Paper Mills with International Journal of Innovative Research in Science, Engineering and Technology July Reference to Sathyamangalam 2022
13. “ The influence of social media marketing on consumer buying decision through brand image in the Fashion Apparel Brand” Volume-13 Journal of Res 44986 militaries” , Scopus Journal,.



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14. “Effects Of Covid-19 on Employee Engagement Journal of Xidian University An UGC-CARE 44986 Among The Bank Employees” Approve Group - 2 Journal (Scopus Active Journal), ISSN NO: 1001-2400

15. “A Study on impact of service quality in customer satisfaction in E - Commerce”, Volume-13 Journal of Res militarie, Scopus Journal 44986

16. Exploring The Impact Of Late Night Smart Phone Usages Among The Youngsters ISSN NO: 0886-9367 Volume XI, Issue XII, December/2019The International journal of analytical and experimental modal analysis43800

17. Impact Of Covid-19 On Shopping Behaviour Of Middle Class Consumers ISSN: 2278-4632 Vol-10 Issue-6 No. 12Juni Khyat (UGC Care Group I Listed Journal)43983

18. An Insight Of Crime Against Women Due To Advancement Of Social Media With Reference To Erode City.ISSN: 2278-4632Juni Khyat (UGC Care Group I Listed Journal)43983

19. Awareness Of Consumers Towards Green Products In Erode District Issn No : 1869-9391 Volume 8, Issue 8, 2021 Gis Science Journal44317

### **National/International Conference :**

1.“Ethical Marketing”in 8th Indian Subcontinent Decision Science Institute International Conference, Hayatt Regency, Pune , Maharastra. Dr.K.Parthiban, Dr.P.Yuvaj 2013

2.“Analysis benefit level from Educational Institution with Reference to engineering colleges in Coimbatore”. 11th Indian Subcontinent Decision Sciences Institute International Conference, Indian Institute of Management, Tiruchrapalli. Dr.K.Parthiban, Dr.P.Yuvaj 2017



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3. “Factors Influencing Purchase Decision of Consumer towards notebook computers in Tamilnadu.” 11th Indian Subcontinent Decision Sciences Institute International Conference, Indian Institute of Management, Tiruchrapalli. Dr.K.Parthiban 2017
4. “Modern teaching, evaluation and research methods” Dr.K.Parthiban June 2020
5. “Lesson Planning in teacher training course” Dr.K.Parthiban June 2020
6. “ Road map to blended and resources” Dr.K.Parthiban June 2020
7. “Rebooting Indian economy: a socio-economic and scientific response to foster recovery post covid-19” Dr.K.Parthiban June 2020
8. “Basic sciences: Challenges and opportunities” Dr.K.Parthiban June 2020
9. “Benchmarking quality enhancement initiatives through innovative practices” Dr.K.Parthiban June 2021
10. “Gender issues in society: Myths and realities” Dr.K.Parthiban June 2021
11. “Education and development under UGC Scheme, STRIDE Component – I” ” Dr.K.Parthiban March 2021
12. “Innovative approaches in management teaching for excellence” Dr.K.Parthiban July 2022
13. “Workshop on writing and publishing research articles scopus and web of science indexed journals” Dr.K.Parthiban Jan 2023
14. “A study on opinion of satisfaction of respondents towards TNSTC” Dr.K.Parthiban Feb 2023



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### Books Published

1. “Design of Marketing Communication according to the STDC frame work”, Publication No: 50/2021, Dated – 10.12.2021

### Area of Expertise :

S.No	Subject of Area
1	Human Resource Management
2	Advertising and Sales Promotion
3	Training and Development
4	Services Operations Management
5	Service Marketing
6	Total Quality Management
7	Brand Management
8	Business Communication
9	Marketing Management



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