



# 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 : Ms.R.Prabha  
Regular or Adjunct : Regular  
Designation : Assistant Professor  
Mail Id : prabha.r@nandhaengg.org  
Gender : Female  
Faculty code given by COE :  
Date of Joining the present Post : 01.06.2023  
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	BBM	Business Management	2000	Maharaja College for Women, Perundurai,	Bharathiar University, Coimbatore	55%	II
PG	MBA	Finance and Marketing	2002	Maharaja College for Women, Perundurai,	Bharathiar University, Coimbatore	70.6%	I



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<b>P.G</b>	M.Phil	Marketing	2006	Kongu Arts and Science College, Erode	Bharathiar University, Coimbatore	64.7%	I
<b>Ph.D</b>	Ph.D (Pursuing)	Marketing	-	Kongu Engineering College, Erode	Anna University, Chennai	82.5%	I

**Title of Ph.D Thesis\*:** “The impact of Remarketing using Geo- Targeting on Buyer Behaviour of Mobile Shoppers”

### Academic Experience:

Name of the college	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
Nandha Engineering College (Autonomous) (Affiliated to Anna University- Chennai) Erode, Tamilnadu, India	Assistant Professor	01.06.2023	Till Date			
Nandha College of Technology, Erode, Tamilnadu, India	Assistant Professor	24.07.2017	31.03.2020	2	8	7
Sasurie College of Engineering, Vijayamangalam, Erode, Tamil Nadu, India	Lecturer	01.07.2006	31.12.2009	3	5	0
Maharani Arts & Science College, Dharapuram, Tamil Nadu, India	Lecturer	01.07.2003	30.06.2006	3	0	0



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### Industrial Experience:

Name of the college	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
PAVERASOFT Bangalore, Karnataka, India	Web Marketer	01.01.2010	31.05.2014	4	5	0
RAN INDIA STEELS Thiruchengode Tamilnadu	Asst. HR Manager	01.06.2014	30.04.2017	2	11	0

### International/National Journal Publication Details :

1. “A bird view on late night smart phone usages and it’s related health issues among the youngsters”  
International Journal of Analytical and Experimental Modal Analysis Volume XI, Issue XII,  
December – 2019

### International/National Conference :

1. “Financial Services in the Current Global Scenario” Ms.R.Prabha ,26th Oct 2007
2. “Recent issues in changes of Global brands into domestic brands” Ms.R.Prabha 15th& 16th Feb 2007
3. “Impact of FDI on Indian Economy” Ms.R.Prabha 17th Oct 2008
4. “Insights of Remarketing in Retargeting” Ms.R.Prabha 22nd Sep 2017
5. “Global Competitiveness in Banking” Ms.R.Prabha 25th Feb 2005
6. “Rural Marketing Network Changing Profile and Pattern” Ms.R.Prabha 12th Sep 2006.
7. “Buyer Behaviour& attitude towards Retail petroleum Service industry” Ms.R.Prabha 15th& 16th Sep 2006
8. “Venturing into the Indian Investment Market” Ms.R.Prabha 15th March 2014.



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## DEPARTMENT OF MANAGEMENT STUDIES

### Books Published

1. “Legal Aspects of Business”, Thakur Publications Pvt. Ltd., 2017

### Area of Expertise :

S.No	Subject of Area
1	Accounting for Management
2	Legal Aspects of Business
3	Research Methodology
4	Economic Analysis for Business Management
5	Financial Management
6	Advertisement and sales promotion
7	Brand Management
8	Security Analysis and Portfolio Management
9	International trade finance
10	E-Business Management