



Prabaharan M

Contact

✉ prabaharezhil23@gmail.com

☎ +91 9363225770

📍 Tamilnadu, India

Address

1/515, Veera Muthu Garden,
Thamirabharani 4th street,
Srinagar Extn,
Aanaiyur (post),
Madurai – 625017.

Personal Information

Father's Name : V.Mohan

Mother's Name : M.Punithavalli

Date of Birth : 10-05-1987

Gender : Male

Nationality : Indian

Marital Status : Married

Wife Name : J.Revathy

Daughter Name : P.Ezhil Oviya

Language Known

Tamil

English

Objective

Leverage academic experiences to promote academic success and student performance through innovative teaching methods. Passionate about creating and engaging learning environments that encourage students' growth and achievement. Eager to contribute to a dynamic educational institution committed to innovation and growth.

Educational Qualification

- Pursuing Post Graduate Certificate Programme in Business Analytics and Applications at Indian Institute of Management (IIM), Trichy. (2024-2025 Batch)
- Pursuing Ph.D., Part-time Research Scholar, Business Administration; Madurai Kamaraj University.
- MBA- Business Administration, 2010: Passed out with 67.21 % (First Class).
- B.E., - Electronics and Communications Engineering, 2008: Passed out with 68 % (First Class) from K.S.R College of Engineering (Affiliated to ANNA University).
- HSC - St.Marys Higher Secondary School, Madurai, Passed out with 88% (First Class).
- SSLC - St.Marys Higher Secondary School, Madurai, Passed out with 89% (First Class).

UGC NET & TN-SET

- National Eligibility Test (UGC-NET) for Assistant Professor qualified (2020).
- Tamil Nadu State Eligibility Test (TN-SET) for Assistant Professor qualified (2016).

Experience

- Assistant Professor, Xavier Institute of Business Administration (XIBA), A Jesuit B School, St.Xaviers College campus, Palayamkottai, from July 5, 2021, till date.
- Assistant Professor, OAA MAVMM School of Management, Madurai, from March 28, 2013 to April 6, 2017
- Visiting Faculty, Department of Management Studies, Anna University, Madurai, from July 2018 to January 2021.

Area of Research

Acquisition Decision of Consumers: The Factors of Fascination While Purchasing a Car—A Study with Special Reference to Tamilnadu, part-time research scholar, Madurai Kamaraj University, under the guidance of Dr. M. Selvalakshmi, Professor, Thiagarajar School of Management (TSM), Madurai.

Subjects Handled

- Statistics for Management, Business Research Methods, Applied Operation Research, Information Technologies Competencies for Managers, Strategic Management, Project Management, Service Operations Management and Distribution management.
- Lab: Data Analysis and Business Modeling (SPSS)

Induction Programme

Participated in the 4-week Induction/Orientation Programme for “Faculty in Universities/Colleges/Institutes of Higher Education” organised by Teaching Learning Centre, Ramanujan College, University of Delhi from June 20–19, 2022, and obtained an A+ grade.

Computer proficiency

Proficient in Microsoft Office Suite : Word, Excel, PowerPoint

Research softwares : IBM SPSS, AMOS, SMART PLS

Publications

- The Role of Digital Touchpoints in Car Purchasing—An Empirical Research Concerning the Indian Market. Indian Journal of Science and Technology, Volume: 17, Issue: 29, 2024 Pages: 3044–3053. **(Web of Science)**
- Understanding Volatility Spillover: Interconnectedness and Implications, XIBA Business Review (XBR), Volume 5, Issue 2, 2022, ISSN NO: 2349–6576.
- A Study on Impact of Born-Digital While Acquiring a Passenger Car with Special Reference to Madurai District, XIBA Business Review (XBR), Volume 5, Issue 2, 2022, ISSN NO: 2349–6576.
- Quality of Work Life as Perceived by Employees of Automotive Industry with Reference to South Tamil Nadu. XIBA Business Review (XBR), Volume 5, Issue 1, 2022, ISSN NO: 2349–6576.
- Customer Interest and Acceptance of Connected Cars in India Using the Technology Acceptance Model”. World Journal of Management and Economics, 2023 Volume 16, Issue 06 ISSN: 1819–8643 **(ABDC journals: C category)**
- Brand Preference on Car Purchase – A Study with Consumers in Tamil Nadu. XIBA Business Review (XBR), July –December 2021, ISSN NO: 2349–6576
- Brand Equity, Brand Loyalty and Consumer Satisfaction in the Automobile Industry with Special Reference to Tamil Nadu. XIBA Business Review (XBR), January–June 2021, ISSN NO: 2349–6576
- Customers Interest in Buying an Electric Car: An Analysis of the Indian Market, Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. TDIT 2020 Volume: 617, **(Scopus Indexed) Springer**, Print ISBN 978–3–030–64848–0 Online ISBN 978–3–030–64849–7.
- A Study on Smoker’s Intention of Consuming Chewing Gum in Tamilnadu, International Journal of Research in Management Studies (IJRMS), Volume: 3, Issue: 2, May 2014 ISSN No. 2321–1830.
- A Study on Enhancing Employability Skills of the Management Students through class room training in Madurai District. International Journal of Research in Management Sciences Volume: 3 Issue: 2, April–June 2015 ISSN Print: 2347–8780, Online: 23475943.

Paper Presented

- The Role of Digital Touchpoints on Car Purchasing: An Empirical Research Concerning the Indian Market, organized by the St. Joseph's Institute of Management (JIM), Tiruchirappalli., held on January 9, 2023.
- Consumer Purchase Decision on pre-owned cars in the post-Covid-19 Era: An Analysis of the Indian Market, organized by the Department of Commerce, Christ University (deemed to be a university) in collaboration with the Institute of Management Accountants (IMA) USA, held from March 23 to 25, 2022.
- Customer Interest and Acceptance of Connected Cars in India Using the Technology Acceptance Model organised by the Academy of International Business—South Asia Chapter held from January 23 to 25, 2022, Indian Institute of Management (IIM) in Vishakhapatnam.
- Customers Interest in Buying an Electric Car: An Analysis of the Indian Market, IFIP WG8.6 Working Conference: Re-Imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation, held from December 17–19, 2020, organised by the Indian Institute of Management (IIM) Tiruchirappalli.
- Brand Equity, Brand Loyalty and Consumer Satisfaction in The Automobile Industry (Cars) – A Study with Special Preference to Tamilnadu, Dynamics of Management of Global Scenario on 05 March 2020, organised by the Madurai Kamaraj University, Madurai. ISBN: 9789389658996
- A Study on Impact of Born-Digital While Acquiring a Passenger Car with Special Reference to Madurai District, Sixth Biennial Conference of The Indian Academy of Management (INDAM-2020) from 2 to 4 January 2020, Indian Institute of Management (IIM) Tiruchirappalli.
- Brand Preferences Towards Cars Purchase Among Madurai Customers, National Seminar on New Dimensions of Management in the Globalization Era on February 3, 2017, organised by Madurai Kamaraj University in Madurai. ISBN: 978-93-85977-91-6.
- Customers buying preferences towards soft drinks in Madurai District, Conference: Technology for Sustainable Development on February 19, 2016, organized by Sri Ganesh School of Business Management, Salem.
- A Study on Enhancing Employability Skills of the Students from the rural areas of Madurai District, a UGC-sponsored international conference on “Development Goals at the Grassroots: Policy Perspectives and Challenges” on June 22 and 23, 2015, organized by the Gandhigram Rural Institute, Dindigul. ISBN: 978-93-80686-74-5.
- Consumers Preference towards Soft Drinks in Madurai district, an International Conference on Innovation Management on October 19, 2015, organized by Anna University, Tiruchirappalli.
- A Study on Enhancing Employability Skills of the Management Students through Classroom Training in Madurai district, an international conference on Employability “NICE2015” on March 6 & 7, 2015 organized by NIITM, Coimbatore.
- Public Preferences on Acquiring Branded Watches – A Study with special reference to Madurai district, National Seminar on New Dimensions of Management in the Globalization Era on January 29 & 30, 2015 organized by the Madurai Kamaraj University in Madurai. ISBN: 978-93-80657-40-0.
- A Study on Customers brand preference of fast-moving consumer goods (FMCG) in rural market in Coimbatore District, National Seminar on New Dimensions of Management in the Globalization Era on January 29 & 30, 2015 organized by the Madurai Kamaraj University in Madurai.

Paper Presented

- A Study on Investor's Perception towards Non-Agricultural commodities in Madurai district, National conference on National paradigm for corporate sustenance – 3 P's (Plant, People and Profit) Management on July 25 & 26, 2014 organized by Bharatidasan Government College for Women (Autonomous) Affiliated to Pondicherry University, Puducherry. ISBN: 978-93-81992-45-6.
- The impact of Jewellery Retailer's Television advertisements on Buying Behaviour in Madurai district, an international conference on Recent Trends and Innovations in Science and Technology (ICRTIST) organized by "Science Publications" during November 08-09, 2014 at Pattaya, Thailand. ISBN: 9881925207.

Workshops/Faculty Development Programmes Participated

- Participated in the "Unlocking Insights with Bibliometric Analysis: A Hands-On Workshop" from July 19 and 20, 2024 organized by Thiagarajar School of Management, Madurai.
- Participated in the two-day "Orientation Programme for Teachers" at St. Xavier's College, Palayamkottai from June 15 and 16, 2023.
- Participated in the two-day "Orientation Programme for Teachers" at St. Xavier's College, Palayamkottai from July 15 and 16, 2022.
- Participated in the three-day "Systematic Literature Review and Bibliometric Analysis" from March 31 to April 2, 2023, organized by Thiagarajar School of Management, Madurai.
- Participated in the faculty development programme for the Xavier Association of Management Institutes on October 28 and 29, 2022, organized by the Xavier Labour Relations Institute (XLRI), Jamshedpur.
- Participated in the faculty development programme on "Research Methodology, Data Analysis (SMART PLS), & Case Writing" on March 7-11, 2022, organized by Thiagarajar School of Management, Madurai.
- Participated in the "Case Teaching Workshop" organized by the Academy of International Business—South Asia Chapter, held from January 23 to 25, 2022, at the Indian Institute of Management (IIM) in Vishakapattinam.
- Participated in the Virtual Three-Day Short-Term Training Programme (STTP) on the topic "Make a Research Paper" National Research Programme (promoted by ICT and Digital Literacy and sponsored by Google AdSense) held from September 6 to 8, 2020.
- Participated in the webinar on "Augmented Reality in Education" on June 19 and 20, 2020, organized by the Thiagarajar School of Management, Madurai.
- Participated in the three-day "Hands-on workshop on partial least square structural equation modelling" from July 31 to August 2, 2020, organized by the Thiagarajar School of Management, Madurai.
- Participated in the Two-day "Hands-on online Workshop on Data Analysis using NViVO" on June 19 and 20, 2020, organized by the Thiagarajar School of Management, Madurai.
- Participated in the one-day workshop on "the art of publishing in high-quality journals" on November 25, 2019, organized by the Thiagarajar School of Management, Madurai.
- Participated in the three-day national-level workshop on "Strengthening the Quality of Research: Workshop on Advanced Statistical Modelling and Analysis" from February 22 to 24, 2019, organized by the Thiagarajar School of Management, Madurai.
- Participated in the three-day national-level workshop on "Data Analysis for Research Applications" on October 16-18, 2015, organized by the School of Management at Pondicherry University.

Programmes Organised

- Organized a two-day workshop on SMART-PLS for faculty members and research scholars on December 14 and 15, 2022, at the Xavier Institute of Business Administration.
- Organized and acted as a resource person for the SPSS Workshop on January 3 and 4, 2023, for college final-year students.
- Organized the faculty development programme on “Gleaning Insights from Mentorship” for the faculty members from various Arts and Science Colleges in Tirunelveli on September 30, 2022.
- Organized the talent hunt (competition events both off-stage and off-stage for the students) from September 28, 29 and 31, 2022.
- Organised one day workshop on “Green supply chain management and Excel modelling” for students on April 09, 2022
- Organized and acted as a resource person for the SPSS Workshop on January 6 and 7, 2022, for college final-year students.
- Organized a one-day programme on “Marvelous Cops on Disaster” for students to create awareness about women's safety measures on March 31, 2022.
- Organized the national-level management meet, the signature event of XIBA, XIBATE 21 (intercollegiate) for PG students on October 26, 2021.
- Organised a one-day programme on “fire safety awareness” for students on September 22, 2021.
- Organized the talent hunt (competition events both off stage and off stage) for the students from September 15 to 17, 2021.

References

1. Dr. M.Selvalakshmi, MBA,M.Phil, Ph.D, FDPM (IIM-A)

Principal and Associate Professor,
Thiagarajar School of Management,
Pamban Swamy Nagar,
Thiruparankundram,
Madurai 625 005

2. Mr P R Sundara Pandian, BE.,MBA.,M.Sc Psychology.

Head - Corporate Relations,
Xavier Institute of Business Administration,
St.Xaviers College (Autonomous),
Payalamkottai
Tirunelveli-627002