

RESUME



Name : Dr. PRABHU.V
Designation : Assistant Professor
Department : Commerce
Address : St. Xavier's College (Autonomous), Palayamkottai. 627002

PERSONAL DETAILS

Date of Birth : 16.05.1982
Qualification : M.Com., M.Phil., M.Ed., P.hD., D.Cop. PGDCA
Designation : Assistant Professor
Department : Commerce
Community : SC
Religion : Christian
Nationality : Indian
Mobile : 6380764744
Email ID : drvprabhudayal@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
P. hD	Commerce	Subramanian College of Arts & Science, Mohanur	Periyar University Salem	2019
M.Ed	Education	Theni Kammavar Sangam College of Education, Theni	Tamil Nadu Teachers Education University, Chennai	2024
M.Phil	Commerce	H.K.R.H College, Uthamapalayam	Madurai Kamaraj University, Madurai	2008
M.Com	Commerce	C.P.A College, Bodinayakkanur	Madurai Kamaraj University, Madurai	2007
B.Com	Commerce	C.P.A College, Bodinayakkanur	Madurai Kamaraj University, Madurai	2002
HSC	Commerce	St.Mary's Hr.Sec.School, Madurai.	T.N. State Board, Tamil Nadu	1999
SSLC	General	St.Mary's Hr.Sec.School, Madurai.	T.N. State Board, Tamil Nadu	1997

ACADEMIC IDENTITY	
*VIDWAN ID	393630
*ORCID ID	0000-0001-5543-1006
*SCOPUS ID	-
*RESEARCHER ID/ PUBLONS ID	-
GOOGLE SCHOLAR LINK	https://scholar.google.com/citations?user=jGhH438AAAAJ&hl=en

TEACHING EXPERIENCE	
Date of Appointment	16.06.2025 (St. Xavier's College (Autonomous), Palayamkottai) 16.06.2024 to 30.04.2025 (Arul Anandar College (Autonomous) Karumathur 01.03.2022 to 30.04.2024 (Mary Matha College, Periyakulam) 18.06.2014 to 25.04.2016 (Thiruthangal Nadar College, Chennai) 01.06.2012 to 21.04.2014 (Vysya College, Salem) 21.06.2009 to 10.04.2012 (Theni College of Arts & Science, Theni)
Date of Retirement	30.04.2041
Teaching Experience	UG -10years (21.06.2009 onwards)
	PG – 8years (01.06.2011 onwards)
	M.Phil.
Research	Guided M Phil: Guided Ph D: Guiding Ph Scholar:

COURSES / CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		
		From	To	Years
B.Com & B.Com (CA) Corporate Accounting I & II, Income Tax Law & Practice – I & II, Financial Accounting I & II, Practical Banking	Arul Anandar College (Autonomous), Karumathur	16.06.2024	30.04.2025	1 Year
M.Com (CA) Indirect Taxes & GST				
B.Com & B.Com (CA) Income Tax Law & Practice – I & II, Financial Accounting I & II, Cost Accounting, Management Accounting,	Mary Matha College, Periyakulam	01.03.2022	30.04.2024	2 Years
M.Com (CA) Cost & Management Accounting, Research Methodology				
B.Com & B.Com (CA) Income Tax Law & Practice – I & II, Financial Accounting I & II, Business Law	Thiruthangal Nadar College, Chennai	18.06.2014	25.04.2016	2 Years
M.Com (CA) Research Methodology Human Resource Management				
B.Com & B.Com (CA) Principles of Accountancy, Auditing, Principles of Insurance Income Tax Law & Practice – I & II	Vysya College, Salem	01.06.2012	10.04.2014	2 Years
M.Com (CA) Research Methodology Human Resource Management				
B.Com & B.Com (CA) Cost Accounting, Management Accounting, Banking Theory	Theni College of Arts & Science, Theni	21.06.2009	10.04.2012	3 Years
M.Com (CA) Human Resource Management				

AWARDS RECEIVED	
1.	Best PG Teacher Award 2018, Montfort School (ICSE), Yercaud
2.	Best Teacher Award (Accountancy & Commerce) Six students for Centum result – 2019 Montfort Anglo Indian School , Yercaud

ADMINISTRATIVE EXPERIENCE			
S. No	DESIGNATION	INSTITUTIONS	YEAR
1	Member, Examination Committee	Theni College of Arts & Science, Theni	2011 - 2012
2	Assistant Director	Vysya College, Salem	2013 - 2014
3	Member, YRC/RRC	Thiruthangal Nadar College, Chennai	2014 - 2016
4	Member, NAAC Core Committee	Mary Matha College, Periyakulam	2022 - 2024
5	Literacy Cultural Association Co-ordinator	Mary Matha College, Periyakulam	2022 - 2024
6	Member, Discipline Committee	Arul Anandar College, Karumathur	2024 – 2025

MEMBERSHIP		
S. No	Designation	Particulars
1.	Editorial Member	International Journal of Commerce and Management Research 2021

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE (UGC / HRDC / TLC-PMMNMT ONLY)			
S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1			
2			
3			
4			
5			

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE (9)			
S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	Faculty Development Programme	Thiruthangal Nadar College, Chennai	Chennai – 12.12.202014
2	Faculty Development Programme	Thiruthangal Nadar College, Chennai	Chennai – 14.02.2015
3	Faculty Development Programme	Bishop Heber College, Tiruchirappalli	Tiruchirappalli 02.09.2021
4	Faculty Development Programme	Bishop Heber College, Tiruchirappalli	Tiruchirappalli 26.09.2021
5	Faculty Development Programme	Naan Mudhalvan Program Madurai Kamaraj University	Madurai 30.01.2023 to 03.02.23 (5 days)
6	Faculty Induction Programme	Sacred Heart College, Shenbaganur	Kodaikanal 02.06.2024 to 05.06.2024
7	Faculty Development Programme	St.Josheph's College, Tiruchirappalli	Tiruchirappalli 04.11.2024 to 05.11.2024 (2 days)
8	Faculty Development Programme	St.Josheph's College, Tiruchirappalli	Tiruchirappalli 07.01.2025 to 09.01.2025 (2 days)

9	Faculty Development Programme	Mary Matha College	Periyakulam 09.06.2025 to 13.06.2025 (5 days)
10	Faculty Orientation Programme	St.Xavier's College, Palayamkottai	11.06.2025 to 13.06.2025 (3 days)

RESEARCH PROJECTS CARRIED OUT			
S. No	Title of the Project (Minor)	Name of the Funding Agency & Amount	Duration

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	

PUBLICATIONS: BOOKS ()			
S. No	Title of the Book	Publication	Year

DETAILS OF RESEARCH WORK		
Research Stages	Title of the Thesis	University where the work was carried out
Ph.D	A Study on Marketing of Tourism Services with Special Reference to Medical Tourism of Tamil Nadu	Periyar University Salem (2013 to 2019)

M.Phil	A Study of Tourism Industry (with Special Reference to Kodaikanal, A Tourist Hill Resort in Dindigul District	Madurai Kamaraj University, Madurai 2006 to 2007
M.Com	A Study on Capital Budgeting in Heritage Foods India Ltd	2003 – 2004

BOOK CHAPTERS (6)			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg. No
1	“A Study of investors preference for investment in Equity Share”	MMC Publications Humanities Series-I	March 2023, PP.43 – 49.
2	“A Study on Financial Statement Analysis of ITC Limited”	Bodhi International Journal of Research in Humanities	Arts and Science, Special issue-1, Vol.9, E.ISSN: 2456_5571
3	Exploring key Marketing Models for Effective Strategy Development Global Markets”	Proceedings of the International conference on emerging trends in entrepreneurship in Global Ers	ISSN:978-93-94448- 34-6
4	Role of Visual Storytelling in Enhancing Brand Engagement in Instagram Reels	RcHuB Publisher – International book publisher	ISBN:978-81-966869-2-5 Edition 1, April 2025
5	A Study on Consumer Perception of Deep fake visuals in marketing Campaigns	RcHuB Publisher – International book publisher	ISBN:978-81-966869-4-9 Edition 2, June 2025
6	Sustainable Choices: Understanding Green Purchase Intentions in the Fast-Moving Consumer Goods	Comprehensive Studies of Business & Finance Management@ 2025	ISBN:978-93-7143- 492 – 8 Volume - II, June 2025

PUBLICATIONS: SCOPUS INDEXED JOURNALS (3) WEB OF SCIENCE ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1	“A Study on Marketing Tourism Services with Special Reference to Medical Tourism of Tamil Nadu”	IRJMC – International Research Journal of Management& Commerce,	Vol: IV, Issue: 12, December 2017, pp.80-84. (ISSN: 2348 – 9766).
2	“A Study on Marketing Tourism Services with Special Reference to Medical Tourism of Tamil Nadu”	IJRDO– Journal of Business Management	Vol: IV, Issue: 5, February 2018, pp.119-121. (ISSN: 2455 – 6661).
3	“A Study on Tourism Services” (Major Medical Tourism Facilitators”	Research Explorer, Indian Academic Researchers Association	Vol: VI, Issue: 16, February 2018, pp.119-121. (ISSN: 2250 – 1647)

PUBLICATIONS: UGC LISTED JOURNALS (4)			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1	“Customer Preferences and Expectations for Retail Banking Services in Tiruchirappalli City”	Anvesak A bi-annual Journal UGC Care Group – I	January – June 2021 Vol.51 No.(IV) ISSN: 0378-4568.
2	“From Conventional classrooms to smart learning: AI- Driven Transformation of Business Education”	Business Studies	ISSN: 0970-9657, Vol. XLVI, No:05, January to June 2025, IF: 6.986.
3	“Navigating the Entrepreneurial Landscape of India: Opportunities and Development challenges”	Journal of Commerce and Business Studies	ISSN:2322- 0767, Vol.No-08, Book No-02, January to June 2025, IF:6.986
4	Emerging Technologies and the future of Technoprneurship from Quantum Computing to 5G	Technoprneurship in the 21 st Century	MARSAN –IV EDITION ISBN:978-81-987228-6-7, Date of publication 27/06/2025

PUBLICATIONS: OTHER INDEXED JOURNALS ()			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No

AS A RESOURCE PERSON (1)			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Delivered a Special Lecture on" Smart Classrooms, Smarter Minds, The Role of Modern Education	St. Aloysius College of Education,	Royappanpatti, April 9, 2025.

WEBMINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP			
PAPER PRESENTED: National (6) International (6)			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	One day International Workshop	Salem Sowdeeswari College	Salem 21.03.14
2	One day “Faculty Enrichment Live Webinar	Don Bosco Higher Education India (DBHEI) Network Consortium	17.07.2020
3	Two days National Level	Srinivasan College of Arts&	Perambalur

	Workshop	Science	23.07.2021 to 24.07.2021
4	One day International Level Webinar	RKDF University, Ranchi	Ranchi 31.05.2021
5	One day International Level Webinar	St.Antony's College	Shilling, Megalaya 17.06.202
6	One day "Faculty Enrichment Live Webinar	Don Bosco Higher Education India (DBHEI) Network Consortium	17.07.2020
7	Paper Presented	Annai Vailankanni Arts & Science College	Thanjavur 16.02.2018
8	Paper Presented	Mary Matha College	Periyakulam 08.09.2021
9	Paper Presented	St. Aloysius College of Education	Royappan Patty 09.04.2025
10	One National Conference	Trinity College for Women (Arts & Science)	Namakkal
11	One day International Conference	Arul Anandar College	Karumathur 24.02.2025
12	One day National Level Workshop	Patrician College of Arts & Science	Madras 13.06.2025

COUNTRIES VISITED			

EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES	
ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)	
❖ Discipline Coordinator – Mary Matha College, Periyakulam (2023 – 2024)	
❖ NSS Programme Officer – Theni College of Arts & Science (2009 – 2011), Theni	
❖ Exam Cell Member - Theni College of Arts & Science, Theni (2009 – 2011)	
<ul style="list-style-type: none"> - Srinivasan College of Arts & Science, Perambalur (2020 – 2021) - Mary Matha College, Periyakulam (2023 – 2024) 	
❖ Department Club Coordinator & SPORTS Coordinator – Arul Anandar College, Karumathur (2024 – 2025)	
❖ Students Counseling Cell Coordinator - Mary Matha College, Periyakulam	(2022 – 2023)
❖ Anti-Narcotics Cell Coordinator – Vysya College, Salem (2012 -2014)	
❖ Literary And Cultural Activities – Coordinator, Mary Matha College, Periyakulam (2023 – 2024)	
ACHIEVEMENTS'	
❖ Secured FIRST Prize in Drawing Competition Held in St.Mary's Hr.Sec.School, Madurai on 13.02.1996.	
❖ Secured FIRST Prize in The Madurai District Volley Ball – School Boys League Championship, Madurai on 1988 – 1999.	

❖ Secured THIRD Prize in ball Badminton “Cardo Camp” Competition Held in C.P.A College on 16.02.2000.
❖ Secured FIRST Prize in Volley Ball “Cardo Camp” Competition Held in C.P.A College on 16.02.2000.
❖ Secured SECOND Prize in Drawing “Cardo Camp” Competition Held in C.P.A College on 08.02.2001.
❖ Secured FIRST Prize in Rangoli “Cardo Camp” Competition Held in C.P.A College on 08.02.2001.
❖ Secured THIRD Prize in Doll Making “Cardo Camp” Competition Held in C.P.A College on 08.02.2001.
❖ Secured THIRD Prize in Volley Ball “Cardo Camp” Competition Held in C.P.A College on 16.02.2000.
❖ Secured THIRD Prize in Drawing “BIZZTEK 2002” Competition Held in H.K.R.H College on 13.02.2002.
❖ Secured THIRD Prize in On the Spot Painting Competition Held in MKU University (17 th Youth Festival) on 7 th to 9 th March 2002.
❖ Secured THIRD Prize in Rangoli Competition Held in MKU University (17 th Youth Festival) on 7 th to 9 th March 2002.
❖ Secured FIRST Prize in Poster making Competition Held in MKU University (17 th Youth Festival) on 7 th to 9 th March 2002.
❖ Secured FIRST Prize in Collage Competition Held in MKU University (17 th Youth Festival) on 7 th to 9 th March 2002.
❖ Secured SECOND Prize in Clay Modelling Competition Held in K.S.R. Rangasamy College of Arts & Science, Trichengode. (State Level Inter Collegiate Competition) on 7 th February 2002.
❖ Secured FIRST Prize in Soap Carving Competition Held in K.S.R. Rangasamy College of Arts & Science, Trichengode. (State Level Inter Collegiate Competition) on 7 th February 2002.
❖ Secured FIRST Prize in Wild Life Week Drawing Competition Held in Forest Department (District Level Inter Collegiate Competition) on 7 th February 2002.
CERTIFICATE OF APPRECIATION
❖ Attended the Special Camping programme on “Youth for Healthy Society” of NATIONAL SERVICE SCHEME on 21 st January to 30 th January 2000.
❖ Attended the Special Camping programme on “Youth for Healthy Society” of NATIONAL SERVICE SCHEME on 09 th February to 18 th February 2001.

❖ Attended the Special Camping programme on “Youth for Greenary” of NATIONAL SERVICESCHEME on 01 st March to 10 th March 2002.
❖ Attended the programme of the second state motivational cum cultural Festival organized by the NSS Regional Centre, Chennai and Tamil Nadu NSS Cell from 26 th December 30 th December 2000 at Chidambaram pillai College for women, Mannachanallur.
❖ Attended the programme on organizing a voluntary blood donation camp at Theni College of Arts & Science, Veerapandi on 11.08.2010.

Date: 15.07.2025

Name: Dr.V.Prabhu