

Name: Dr.N.Prakash

Designation:Assistant Professor

Department: Management Studies

Date of Joining:September 2021

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Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
Ph.D	Management	Bharathiar University	2017
M.Phil	Commerce	Alagappa University	2010
MBA	Finance with Marketing	Raja College of Engineering and Technology	2007
M.Com	Commerce	Madurai Kamaraj University	2006
B.Com	Commerce	Madura College	2003

Specialisation in Teaching:Management Accounting, Financial Management, Merchant banking, Security analysis and portfolio management, Financial modelling, Forensic accounting and fraud investigation, Research Methodology, Services marketing.

Specialisation in Research:Financial Services (Management)

Research Interests:Mutual Funds, Financial statement analysis, Digital currency, Marketing.

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Associate Professor	KV Institute of Management and Information Studies	02-2017 to 08-2021
HOD-MBA	Theni College of Arts and Science	01-2016 to 01-2017
Assistant Professor	Vijay Institute of Management	08-2012 to 10-2015
Assistant Professor-MBA	VeltechDr.RR& Dr.SR Technical University	09-2011 to 04-2012
Lecturer-MBA	Kurinji College of Engineering and Technology	02-2011 to 07-2011

Dealer-Commodity	KarvyComTrade Ltd	07-2010 to 02-2011
Dealer-Commodity	JRG Wealth Management Ltd	01-2010 to 07-2010
Dealer	Religare Securities Ltd.	04-2008 to 01-2010
Client Relationship Executive	Bajaj Capital Ltd	06-2007 to 01-2008
Officer Training	Networth Stock Broking Ltd	11-2006 to 05-2007

Administrative /Academic Position/s (held/currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
Assistant Professor	09-2021 to current
Associate professor &Academic Coordinator	02-2017 to 08-2021
Scholarship Coordinator	2019 to 2021
Admission team	2017 to 2018
Exam Cell Coordinator	2012 to 2015
Project Coordinator	2012 to 2015
Placement In charge	2012 to 2015
Library In charge	2012 to 2015
Finance Club Coordinator	2012 to 2015 & 2017 to 2021

Membership in Professional Bodies:

1. Life member at Commerce and Management Association of India (CMAOI).
2. Life Member of Primax Research Association, Bangalore.
3. Member of Madras Management Association.

Certifications:

1. FinancialmodellingandvaluationCertifiedbyGrantThorntonBharat.
2. Forensic Accounting & Fraud Investigation certification by Grant Thornton & NSE Academy.
3. AICPA's MBAexpress: Prevention and Detection Fraud-V 2.0 certification.
4. Certificate in Finance for Non-Finance Professionals by Grant Thornton & NSE Academy.
5. CertificateinCyberSecurityFundamentalsbyGrantThornton&NSEAcademy.
6. Grant Thornton's Analytical Excel Certification.
7. Corporate Immersion Program- Training attended at Sundaram Asset Management Company.
8. NISM-AMFI Certified
9. Certified AIMA BIZLAB Trainer.

Publications:

Books:

1. R for Data analysis. 2024- SK Research Group of Companies. ISBN: 978-93- 6492-690-4.
2. Financial Management. 2024- SK Research Group of Companies. ISBN: 978- 81-971480-8-8.
3. Financial Management, 2018- Bonfring Publication. ISBN: 978-93-87862-28.
4. Investor Behavior in Mutual Funds and AMC's Service Quality, 2017-Hikey Media Publication, ISBN: 978-93-86659-09-5.

Articles Published in International Journals:

1. Operative Instruction pedagogies in Managerial Accounting for novices with diverse Intelligence-An application of Multiple Intelligence Theory, Indian Journal of Psychology, UGC Care list journal, Book no.6,2023, impact factor 7.986, ISSN:0019-5553.
2. Impact of Digital Banking & Cashless Economy from Indian Perspective, Indian Journal of Psychology, UGC Care list journal, Book no.6,2023, impact factor 7.986, ISSN:0019-5553.
3. Volatility of Pharma Industry Stocks in National Stock Exchange (NSE): An Investigation, Rabindra Bharathi Journal of Philosophy (UGC CARE Approved), impact factor 6.989, Vol. XXIV, No.10,2023, ISSN: 0973-0087.
4. Investigation of the Shares Floated in the Primary Market During Pandemic Period, South Indian Journal of Social Sciences (UGC CARE Approved), Vol. XXI, No.17,2023, ISSN: 0972-8945.
5. A Quantitative Research on Awareness about phishing attacks among college students in Madurai, Business Management and Economics Engineering, Scopus indexed, Vol. 21, Issue.1,2023, Pg. 787-796 ISSN: 2669-2481
6. An investigation on psychological determinate of rural household financial sustainability amidst prevailing socio-economic conditions in Malawi, International journal of Novel Research and Development. (Impact factor 8.76), Vol 7, Issue 10, October,2022, Pg.398- 404, ISSN: 2456-4184.
7. Identifying Potential Factors that can contribute to Malawi Sustainable Socio-Economic Growth, International journal of Novel Research and Development. (Impact factor 8.76), Vol 7, Issue 10, October,2022, Pg.786-792, ISSN: 2456-4184.
8. Excellence of Mutual Fund Services, Investor Comportment and Constancy in Mutual Funds, Journal of Critical Reviews (Impact factor 5.0),Vol. 7 Issue 16,2020 Pg. 3642-3653, ISSN Number:2394-5125.
9. A Study on Investors Inclination Towards Asset Management Companies in Coimbatore City, Journal of Critical Reviews (Impact factor 5.0), Vol.7 Issue 18,2020 Pg.198-203, ISSN Number: 2394-5125,
10. A Study on Factors Affecting Service Quality and Loyalty in Indian Mutual Fund Investments, Suraj Punj Journal for Multidisciplinary Research (Impact Factor 6.1)Dec.2018,Pg.10-19,ISSN Number: 2394-2886
11. Investor Dynamics and Service Quality in Mutual Funds: Implications for Allegiance towards AMC's, Asian Journal of Research in Social Sciences and Humanities (AU Annexure) (Updated) August,2016 (Impact factor 0.676), ISSN Number:2250-1665 & 2249-7315
12. Quality of AMC service, Investor Behavior and Loyalty in Mutual funds, Scholars World (Impact Factor:3.552) Vol. III, Issue-IV, October-2015, ISSN Number:2319-5789

13. Quality of AMC service, Investor Behavior and Loyalty in Mutual funds, Scholars World (Impact Factor:3.552) Vol. III, Issue-IV, October-2015, ISSN Number:2320-3145
14. Recent Trends in Indian Mutual Funds Industry, International Journal of Applied Management and Business Utility, Vol.2, Issue 2 Apr-June. 2014, ISSN Number:2347-8608
15. Recent Trends in Indian Mutual Funds Industry, International Journal of Applied Management and Business Utility, Vol.2, Issue 1,Jan-Mar. 2014, ISSN Number:2348-1382
16. Mutual Funds: The Investor Perspective, International Journal of Applied Management and Business Utility, Vol.1, Issue 1,Oct-Dec.2013, ISSN Number:2347-8608
17. Mutual Funds: The Investor Perspective, International Journal of Applied Management and Business Utility, Vol.1, Issue 1,Oct-Dec.2013, ISSN Number:2348-1382.
18. Service Quality and Loyalty in Indian Mutual Fund Investment, South Asian Journal of Socio-Political Studies (UGC Approved: 33386), Vol. XIV, No.1, July-Dec.2013,ISSN Number:0972-4613.

Articles published in National Journals:

1. Women Empowerment: Awareness about women entrepreneurship with special reference to Coimbatore city girl students, International Conference on Economic Growth & Sustainable Development 2018, November 2018, ISBN:978-93-83302-34-5.
2. An Empirical study on SME'S Capital Structure and its Impact on Profitability International Marketing in Asia Pacific issues & Challenges-ICIM, November 2017, ISBN:978-93-5281-698-9.
3. Stock market Trading strategies: A Guide to Trade and Invest in Stock Market, KVIM Journal of Management, Vol.3, Issue 1 May,2017 Pg.190-202, ISSN Number:2395-2156
4. Beyond Quality of Service: Investor Characteristics and Socio-Demography in Mutual Funds, International Journal of Applied Business and Economic Research, March,2016, ISBN:978-93-82570-63-9.
5. Business incubators: Guidance to young entrepreneurs, Entrepreneurship 2.0- Changing models in New Economic Era (upcoming), March,2016, ISBN:978-93-5258-741-4.
6. Risk and Return analysis of Selected Banking sector scripts in NSE for period of 2006-2010, Journal of Management Science, March, 2012, ISSN Number:2249-1260

Conference/Seminar Presentations:

1. Attended and presented the paper titled "Risk perception among young investors in options trading in derivatives segment" in the International Conference on Innovative Research and Development (ICIRD-2024), organized by Metharath University, Thailand, between February 26th to 28th 2024.
2. Attended and **Presented paper** entitled "Excellence of Mutual Fund Services, Investor Comportment and Constancy in Mutual funds" in ESN International Conference on Multi-disciplinary Research and Innovation for the contribution in the Longest International Conference Apropos **World Record Attempt Event**, 3.9.20-9.9.20, Chennai. ISBN:978-81-945297-1-2

3. **Presented a paper** titled “Innovative Practices in Mutual Fund with Special reference to Financial Sector”, 13th& 14th August 2020, Jain CMS Business School, Bangalore.
4. “Role of Artificial Intelligence on Financial Services sector” **Presented paper** in the International conference on Artificial Intelligence, 2019, KV Institute of Management and Information studies, Coimbatore.
5. "The Role of Virtual Reality in Education", Future of Learning Conference-2018, **Indian Institute of Management**-Bangalore
6. **Presented a paper** in the Title “Global Crisis and its Impact on Indian Mutual Fund Industry” in the National Conference on Entrepreneurship, at Veltech High-tech Engineering College, Chennai.
7. **Presented a paper** in the Title “Innovations in Mutual Fund Industry” in the UGC Sponsored National Conference on New Vistas for the Business Beyond 2020, at Bharathiar university, Coimbatore.
8. **Presented a paper** in the Title “Impact of Globalization of Indian Technical Education” in the National Conference, at Anna University, Madurai.
9. **Presented a paper** with ISSN Publication in the Title “Risk and Return analysis of Selected Banking Sector Scripts in NSE for the period of 2006-2010” in the National Conference, at IFET College of Engineering, Viluppuram.
10. **Presented a paper** with ISBN Publication in the Title “English Communication Skill for Employability” in the International Conference, at Veltech University.
11. **Presented a paper** with ISBN Publication in the Title “Commodity Market and its Impact on the Mass” in the National Conference, at SRM University, Chennai.
12. **Presented a paper** with ISBN Publication in the Title “Commodity Market and its Important In Indian Market” in the International Conference, at Adaikalamatha Institute of Management, Thanjavur.
13. **Presented a paper** in the Title “Foreign Direct Investment in Indian Stock Market” in the National conference, at The New college, Chennai.
14. **Presented a paper** in the Title “Mutual Fund and its Escalation in Global Recovery” in the International Conference, at IFIM Business School, Bangalore.
15. **Presented a paper** in the Title “Impact of Online Trading in Commodities Market” in the National Conference on Managerial Excellence, at Velammal College of Engineering and Technology, Madurai.

Lectures /Talks given:

- Resource person on One day National conference on “Sustainable Development in Modern Business held at Sree Abiraami Arts and Science college for women” on 30.01.2025.
- Key Speaker on Three days National level E workshop on “Soft Skills, Empathy and Professional Development” between 27.1.2025-29.1.2025.
- Key Speaker on Virtual meet conducted by SNS B Spine, Coimbatore on the topic “Evolution of Derivatives Market in India” on 29.11.2023.
- Key speaker at One day workshop on Stock Selection & Virtual Trading conducted by Department of Business Administration (SF), Ayya Nadar Janaki Ammal College, Sivakasi on 26.9.23.
- Presented International Webinar on “Financial Inclusion Growth Perspective towards Economic Growth” conducted by Center for Research & Innovation, DMI St. John The Baptist University, Malawi, Africa on 23.6.2023.
- Key Speaker at The American College, Madurai at B. Com (PA) and delivered the Guest lecture on the topic “Strategic Thinking Through Gamification” on 5.4.23.

- Key Speaker at National Seminar on Role of Trademarks in Marketing and delivered the Guest lecture on the topic “Consumer Protection in the light of Trademarks” at Dr.Umayal Ramanathan College for Women, Karaikudi on 6.3.2023
- Key speaker at Sri Kaliswari college, Sivakasi and delivered the Guest lecture on the topic “Upskilling your Leadership Skills” & “Hands on Training on Understanding the Customer” on 17.10.22.
- Key speaker at Sourashtra college, Madurai and delivered the Guest lecture on the topic “Nuances of Mutual fund investments & Stock Investments” on 7.10.2022.
- Key speaker at Anna University, Madurai and delivered the Guest lecture in virtual mode on the topic “Maximizing wealth by intelligent Investment” on 22.9.2022.
- Key speaker at Mangayarkarasi college, Madurai and delivered the Guest lecture on the topic “Nuances of Capital Market” on 2.8.2022.
- Key speaker at SNS College of Engineering, Coimbatore, organized Online workshop on “Share Trading and Investment Techniques” on 28.1.2022.
- Key speaker at Rathinam College of engineering and technology, Coimbatore organized a workshop on “VC Funding Opportunities for Early-stage Entrepreneurs” on 20.12.2021.
- Key speaker at Coimbatore Institute of Management and Technology, Coimbatore and presented a topic “Tailored Finance for Entrepreneurs” in Entrepreneurship week webinar series on 23.8.2021.

Other Activities / Academic Credentials:

Workshops Attended:

1. Attended a workshop on “Impact of AI on Education” organized by Metharath University, Thailand, on February 27 2024.
2. Attended two days online National level workshop on “Financial modelling” organized on 19th and 20th November 2022 by Skill Nation.
3. Attended a knowledge sharing session titled “New Education Policy” organized on 26th October 2022 by Association of Indian Management Schools.
4. Attended webinar on “Financial Empowerment and Career opportunity in Finance and Stock Market” organized by Shree Institute of Progressive Studies, Indore in collaboration with Association of Mutual Funds, held on 10th January 2022.
5. Attended online workshop on AICTE Exam Reforms from 28.6.2021-30.6.2021.
6. Attended 14days workshop on Research tools from 8.5.2021-22.5.2021 conducted by Primax research foundation with Jain university.
7. Attended Four days online workshop “Applications of Blockchain in Accountancy, Banking and Finance” held from 23.4.21 to 28.4.21.
8. Attended Two days workshop on “Time series and Panel Data Analysis” on 18th & 19th August 2020 at Indian Accounting Association.
9. National Level Webinar on “Crafting Quality Research for Academic Excellence” on 27.7.2020, Mahatma Gandhi Institute of Technology, Hyderabad.
10. Participated in the International Training Programme on “Honing Skills and Strengthening Research Publication Aptitude” on 8.7.2020, Special Minds, Chennai.
11. Attended webinar on “Organic Growth” Nuances of Teams” on 3rd may 2020.
12. Attended Certification course on Effective Patent Search and Drafting-2019 at Thiagarajar college of Engineering, Madurai between 25th to 29th November 2019.
13. Attended R-Programming workshop at KV Institute of Management and Information Studies, Coimbatore.
14. Attended Econometrics Workshop Using Advanced ‘R Programming’ at University of Hyderabad.

15. Attended Workshop on Digital Marketing at KV Institute of Management and Information Studies.
16. Attended Workshop Advanced Excel for Finance Professional at MMA Center, Chennai.
17. Attended IIM-K workshop on “Advanced Financial Statement Analysis”
18. Participated in One day workshop on Statistical Analysis and Interpretation using AMOS organized by Jerusalem College of Engineering, Chennai.
19. Participated in Two-day National Workshop on Data Analysis in Research Organized by Anna University, Madurai.
20. Participated in a One day Workshop on “Writing and Publishing Articles in National and International Journals” at Loyala college, Chennai.

FDP Organized:

1. Organized an FDP on “Nuances of Financial Statement analysis” at KV Institute of Management and Information Studies.

FDP Attended:

1. Attended five days online National level FDP on “Writing and Publishing Research papers in Scopus/WOS journals” on 17.12.2022 to 21.12.2022 by Bala’s VV Academy.
2. ATAL Online FDP on Research in Finance using EViews from 4-1-2020 to 8-1-2020 at PSGR Krishnammal College for Women.
3. ATAL Online FDP on Organizational Behaviour from 9-11-2020 to 13-11-2020 at International Management Institute-Kolkata
4. ATAL Online FDP on Digital Marketing from 2-9-2020 to 6-9-2020 at Chhatraparti Shahu Institute of Business Education and Research Kolhapur.
5. Attended FDP on “Multivariate Analysis Using SPSS” on 27.7.20 to 29.7.20 at Karpaga Vinayaga College of Engineering and Technology.
6. Attended one-week Virtual International FDP in the themes of fintech, forensic accounting, Research, Borderless learning, Gamification, design thinking and block chain between 11-05-2020 to 16-05-2020.
7. Attended online FLP on “Changes in the Higher education sector and strategies for management education in India” on 6th may 2020
8. FDP Program on SPSS/AMOS
9. Participated in Executive and Faculty Development program on “Indian Stock Market and Financial Derivatives” at Sri Venkateswara Group of Institutions, Coimbatore.
10. Participated in Executive and Faculty Development program on “Case Writing and Pedagogy: Methods and Techniques” at Sri Venkateswara Group of Institutions, Coimbatore.

Editor/Organizing Member:

- Editor in International Conference on Building Competitiveness through Technology Enabled Business, Management and Leadership, The American College & Shanlax Publication.
- Editor & Reviewer in International Conference on Innovative Research and Development (ICIRD-2024), Metharath University, Thailand
- Organizing member in International Conference on Innovative Research and Development (ICIRD=2024), Metharath University, Thailand & ESN Publications.

Feasibility Study:

- Done a feasibility study on Conventional Hall at Coimbatore with the support of students.
- Done a feasibility study on CBSE School at Vagarayampalayam, Coimbatore with the support of students.

Consultancy:

- Organized training program on soft skill development for the counsellors across Tamil Nadu of Various Network hospitals which are affiliated to Aurolab Eye Foundation on different dates like 22.9.2024, 29.9.2024, 20.10.2024 as a part of Consultancy program.
- Organized training from for ASTRA participants on soft skill development on 7.11.2024 at Laico Madurai as part of Aurolab Eye Foundation consultancy program.