

RESUME

Dr.J.PRAWIN,MBA,Mphil,
M.Com,DLL&AL,DCA,SET,Ph.D.,

Personal Data

Father' s Name : Mr.G.Jeya Mohan

Mother' s Name : Mrs. J.Rajeshwari

Date of Birth : 3rd June 1986

Gender : Male

Nationality : Indian

Specialization : Marketing

Residential Address

**S/o.G.Jeyamohan,
2-7-27E1,
Aadhi pharasakthi koil,
Pattiveeranpatti,
Dindigul dt,
Pincode-624211.**

Contact No

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Career Objective

To use and expand my existing skills in a challenging and worth wide environment where there is ample opportunity for career in your reputed college.

Education Profile

Course / Year of passing	Institution	University/ Board	Percentage
Phd	DHARMAPURI GOVERNMENT ARTS COLLEGE	Periyar University	-
SET	-	Mother Teresa Women' s University	-
Mcom	DISTANCE EDUCATION	Madurai Kamaraj University	65%
MPhil	ROSE COLLEGE	Prist University	70%
MBA	N.M.S.S.V.N COLLEGE	Madurai Kamaraj University	80.37%
BBA	J.C. COLLEGE	Madurai Kamaraj University	69%
HSC	N.S.V.V.HR.SEC. SCHOOL	TamilNadu StateBoard	88.25%

Project Detail

Title of PG(summer) Project : A study on **Market Potential for Corporate (health) Insurance schemes** with special reference to **Madurai** city.

Company' s Name : **Max New York Life Insurance,**

Duration : 45 DAYS

Title of PG(Main) Project : A study on **Market Analysis** of Rice Bran Oil with special reference to **Madurai** city.

Company' s Name : **Vaigai chemicals pvt ltd.,**

Duration : 45 DAYS

Title of MPhil Project : Linkage between **Absenteeism and Organizational Climate** in **SSI units** an empirical study

Title of Ph.D Project : **Marketing problems and prospects of cottage industries-** a study with special reference to **Madurai District.**

Additional Qualification

- **Diploma in Labour Law and Administrative Law.**
- **Diploma in Computer Application.**

Area of interest

- **Marketing, Human resource management, Business law etc.,**

Work Experience

- **Having 4 years and 7 months Experience as Assistant Professor in N.M.S.S.V.N.College, Madurai**
- **Having 2 years and 11 months experience as Assistant Professor in PVP college, K.Singarakottai, Dindigul dt.,**

- **Currently working in Mary Matha College, Periyakulam from 15th Jan 2017 onwards.**

Seminars, Conference, Workshop and FDP attended

- **Presented paper in International conference organized by Nehru Institute of Management Studies at Coimbatore on the topic of Creativity and Innovation in Marketing of White goods (2020).**
- **Presented paper in International conference organized by Kalasalingam University at Krishnankoil on the topic of Consumer Rights and Misleading Advertisements.**
- **Presented paper in National conference on Business Excellence Advancement trends organized by PSNA college of engineering & technology at Dindigul on the topic of Marketing Problems of cottage industries on 3rd may 2013.**
- **Presented paper in UGC sponsored two day National seminar organized by Mannar Thirumali Naickar College, at Madurai on the topic of Evaluation and the impact of internet banking in the banking industry.**
- **Attended Seminar on the topic of Personality Development in NMSSVN college at Madurai.**
- **Participated in Leadership camp conducted by talent consultancy at Karl Kubel Institute at Coimbatore.**
- **Participated in Faculty development Programme on the topic of Enhancing student' s engagement, Enhancing Rigour in learning and Value creation.**
- **Participated in one day State level seminar on New Dimensions in Management (Under UGC Autonomy grant) organized by NMSSVN college at Madurai.**
- **Presented paper in State level seminar organized by NMSSVN college at Madurai on the topic of Financial Crisis.**

• **Presented paper in National level seminar** organized by NMSSVN College at Madurai on the topic of **globalisation and its emerging trends**.

• **Presented paper in State level intercollegiate galaxy meet** organized by Saiva Bhanu Kshatriya College at Aarupukottai on the topic of **globalisation and its emerging trends**.

• **Participated in the Two day National Seminar** on the topic of **service excellence in Retail, Hospital, Banking & Insurance** organized by Mannar Thirumalai Naicker College at Madurai.

• **Presented paper in National conference** organized by Hajee Karutha rowther Howdia College at uthamapalayam on the topic of “The impact of internet banking”.

• **Published article** on Rural Marketing in India in Marketing strategies book with ISBN number.978-93-80509-47-1

• **Published article** on the title of **Consumer rights and misleading advertisements** in Globalization and consumer protection book with ISBN No.978-81-905380-1-5

• **Published article in Emerging trends in marketing book** on the title of **Evolution and the impact of internet banking** in the baking industry with ISBN No.978-93-84193-0-03

• **Published article in Nehru journal of management and research with ISSN number 2230-7974**

• **Published article in Asia pacific journal of research** (A peer reviewed International Journal) on the title of **marketing issues of cottage industry products in Madurai district** with ISSN no.2320-5504.

• **Published article in APJR E-Journal** on the topic of **A study on customer perception and marketing issues** with ISSN No.2347-4793

• **Participated in workshop** conducted by PVP College on the title of **Managerial excellence**.

- **Presented and published paper** in the **National Conference** on the topic of **Retail Marketing in the new millennium: Emerging issues & trends** with **ISBN no. 978-93-80657-29-5** organized by **Arul Anandar college** at **Karumathur**.
- **Presented and Published paper in National conference** organized by **Hajee Karutha Rowther Howdia College** at **Uthamapalayam** on the topic of **“India’ s foreign trade opportunities and challenges”** with **ISSN no. 978-93-84193-15-7**.
- **Presented paper in National conference** on **Business Excellence Advancements trends** organized by **PSNA college of engineering & technology** at **Dindigul** on the topic of **Innovative Marketing strategies in cottage industries** on **8th Oct 2014**.

Books Published:

- **Published Retail Management Book** with **ISBN no.978-81-7735-795-0**.
- **Published Human resource management Book** with **ISBN no.978-81-7735-978-7**.
- Acted as a **Editorial Committee member** in **Emerging trends in management Practices** book **Published** by **Department of BBA, NMSSVN college, Madurai**

Declaration

I hereby declare that all the above details are true and correct to the best of my knowledge.

**Yours faithfully,
(J.PRAWIN)**