



## FACULTY PROFILE

**Name** : Dr.S.BABU  
**Designation** : ASSISTANT PROFESSOR AND HEAD  
**Address** : 28 A JANANI ILLAM, NEW GOLDEN NAGAR  
B U POST, COIMBATORE 641046  
**Contact Number** : 9442085052  
**Email ID** : babubuse@yahoo.com  
**Date of Joining in Collegiate Education** : 01.07.2004  
**Date of Joining in the Present College** : 12.10.2022  
**Academic Profile** :

Degree	Institute/College	University	Period
BBA	ANNAMALAI UNIVERSITY	ANNAMALAI UNIVERSITY	1991-94
MBA	BHARATHUIDASAN UNIVERISTY	BHARATHUIDASAN UNIVERISTY	1998-2001
M.Phil	Alagappa University	Alagappa University	2002-2004
Ph.D.,	Bharathiar University	Bharathiar University	2005-2008
PGDCA	Annamalai University	Annamalai University	2007-2008

**Eligibility for Lectureship** : UGC -NET June 2007)

**Teaching Experience** :

- i) Total : 19  
Years
- ii) UG : 15  
years
- iii) PG : 7  
years

<b>Name of the college</b>	<b>Position held</b>	<b>Period</b>
Government Arts College, Ooty	Guest Lecturer	2004-05
Bharathiar University Arts and Science college, Gudalur	Lecturer	2005-08
SNR sons College, Coimbatore	Lecturer	2008 ( 2 <sup>nd</sup> Jan 2008 to 10 Oct 2008)
Sengunthar Institute of Management Studies, Tiruchengode	Director	15 Oct 2008 to April 2010
M R Government Arts College, Mannargudi	Assitant Professor	28.02.2011 to 11.09.2018
Government Arts College, Udumalpet	Assitant Professor	12.09.2018 to 11.10.2022
Government Arts and Science College, Thondamuthur	Assitant Professor	12.10.2022 to till date

**Honors and Research Awards** :

**Funded Projects** : **1 UGC-Major Research Project Completed 2013-15**

**Membership in Professional Bodies** :

<b>S. No</b>	<b>Name of the Professional Body</b>	<b>Membership Details</b>	<b>Period</b>
		<b>NIL</b>	

**Field of Specialization** : **MARKETING AND HR**

**Research Guidance ( No of Research Students Guided)**

**M.Phil : Guided: 1 Guiding 0**

**Ph.D: Guided 9 Guiding: 3**

**Research Experience** :

**i) M.A., Dissertation : 300**

**ii) M.Phil., Dissertation :10**

**iii) Ph.D. Thesis : 9**

**Research Publications** :

**i) Research Papers :**

**Details of Publication : 63**

S.No	Title of the Article	Journal	National/International	Year of Publication

ii) **Book/Book Chapters : NIL**

iv) **Patent :**

v) **No. of Papers Presented in National and International Seminars/ Conference 25**

vi) **No. of Papers published in National and International Seminars/ Conference**

**Resource Person/Invited Lectures (outside college) : 5**

S. No	Date of Programme	Institution	Topic of Lecture	Remarks

**Any**

**other**

**details:**

