

Name : A Prakash
 Staff ID : RIM02987
 Designation : Assistant Professor
 Department : Management
 Experience : 15 years
 Qualification : MBA(Gen)., MBA(HR)., M.Phil., (Ph.D)
 Specialization : Human Resource Management
 Mail ID : prakash.mba@rathinam.in



ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D.	Human Resource	Bharathiar University	Pursuing
M. Phil.	Human Resource	Bharathiar University	2020
MBA	Human Resource	Bharathiar University	2016
MBA	General	Bharathiar University	2014
BBM	Management	Bharathiar University	2012

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
Diploma	Diploma in Computer Software	ABACUS	2007

Journal Publications:

- Prakash, A. “Challenges in Last Mile Delivery for Vinner Footwear Product in Coimbatore.” *Meerayan Journal*, vol. 25, no. 5, 2025, p. 338. ISSN 2455-6033.
- Prakash, A. “Managing Marketing Crises in the Digital Age: Brand Resilience and Consumer Expectations in Coimbatore.” *Meerayan Journal*, vol. 25, no. 5, 2025, p. 338. ISSN 2455-6033.
- Prakash, A. “A Study on Online Payment Application with Special Reference to Coimbatore.” *Meerayan Journal*, vol. 25, no. 5, 2025, p. 176. ISSN 2455-6033.
- Prakash, A. “A Study on Investors’ Preference among Various Investment Avenues.” *South India Journal of Social Sciences*, vol. 21, no. 27, June 2023, p. 150. Print ISSN 0972-8945; Online ISSN 3048-6165.

- Prakash, A. “A Study on Employee Satisfaction in Muthu Quality Labels, Tirupur.” *South India Journal of Social Sciences*, vol. 21, no. 27, June 2023, p. 141. Print ISSN 0972-8945; Online ISSN 3048-6165.
- Prakash, A. “A Study on Customer Awareness towards Internet Banking Services.” *South India Journal of Social Sciences*, vol. 21, no. 27, June 2023, p. 131. Print ISSN 0972-8945; Online ISSN 3048-6165.
- Prakash, A. “A Study on Role of Technology in Logistics Performance and Customer Satisfaction with Special Reference to Coimbatore City.” *South India Journal of Social Sciences*, vol. 21, no. 27, June 2023, p. 118. Print ISSN 0972-8945; Online ISSN 3048-6165.
- Prakash, A. “A Study on Principle of Performance Management System and Practices in Hospitality Industry.” *South India Journal of Social Sciences*, vol. 21, no. 27, June 2023, p. 107. Print ISSN 0972-8945; Online ISSN 3048-6165.
- Prakash, A. “Working Capital Management in Time & Technology Inthoothoor.” *South India Journal of Social Sciences*, vol. 21, no. 27, June 2023, p. 97. Print ISSN 0972-8945; Online ISSN 3048-6165.
- Prakash, A. “A Study on Passenger Satisfaction and Service Quality of Indian Railways.” *South India Journal of Social Sciences*, vol. 21, no. 27, June 2023, p. 82. Print ISSN 0972-8945; Online ISSN 3048-6165.
- Prakash, A. “A Study on Customer Satisfaction of Himalayan Products with Special Reference to Coimbatore City.” *South India Journal of Social Sciences*, vol. 21, no. 26, June 2023, p. 5. Print ISSN 0972-8945; Online ISSN 3048-6165.

Proceedings :

- Prakash, A. *Conference Innovations and Trends in Logistics & Supply Chain Management*. Rathinam College of Arts and Science, 13 Mar. 2025. ISBN 978-1-23456-789-0.

PRESENTATIONS

	State Level	National	International
Conference	2	5	3
Seminar	5	5	3

PARTICIPATION

	State Level	National	International
Conference	2	5	3
Seminar	5	5	3
Workshop	2	2	-
Orientation	2	-	-
FDP/PDP	10	6	3

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Golden Guru award	GRT Jewellers	2025
Dr Kalam Award	Silamboli Foundation	2025