

## DEPARTMENT OF BUSINESS ADMINISTRATION

### FACULTY DETAILS

Name of the faculty member	Dr. S. BABU
Designation	Assistant Professor
Department	BUSINESS ADMINISTRATION
Qualification	M.B.A., M.Phil, Ph.D., PGDCA, DME
Date of Birth	15.03.1968
Date of Appointment	30.02.2011
Subject Specialization	Marketing
Area of Research	Marketing
Research advisor for M. Phil. / Ph. D.	8
No of M. Phil. / Ph.D. Guided and Guiding	1
Books Published	
Research Papers Published in Reputed Journals	12
Major / Minor Projects	Major-1
Conferences / Workshops / Training Programmes Organized	15
Conferences / Workshops / Training Programmes Attended	4
Papers Presented in Conference Proceedings	9
Awards and Honors Received	
Extension activities	NSS Programming Officer, RRC Programme Office, Tamil Poets Association
Administrative Position in College	Assistant Professor, Chairman for Exam
Membership in Academic Bodies	
Membership in Professional Bodies	
E-Mail Address	babubusy@yahoo.com
Phone/ Mobile number	9442085052
Any other relevant information	-