



BIO-DATA

A. General Information:-

- a) Name : Dr. K G Raja Sabarish Babu
- b) Present Designation : Assistant Professor
Department of Business Administration
Sourashtra College,
Madurai- 625 004
- c) Age, Date of Birth : 14-07-1992
- d) Address (Residential): HIG P No 2816 TNHB Colony Villapuram
Madurai-625011
- e) Mobile No : 9940824895.
- f) E-Mail id : sabarishbabu14@gmail.com
- g) Area of Specialization : Human Resources Management, Business Statistics,
Marketing Management

B) Academic Qualifications:-

Exam Passed	Degree	Board/ University	Specialisation	Year
Research Degree	PhD	Madurai Kamaraj University	Business Administration	2021
Master's Degree	MBA	KLNCE/Anna University	HR & Marketing	2016
Bachelor's Degree	BE	KLNCE/Anna University	Electronics & Communication	2013
TNSET	NA	Mother Teresa Women's university	Management	2016

C) Teaching Experience:- (Total 3.2 Years)

Courses Taught	Name of the University/ College / Institution	Duration
Business Administration	Sourashtra College, Madurai	20/08/2019 to till date

Industrial Experience:-

Position	Institution	Duration
HR Executive	HCL TSS, Madurai	3 years

Orientation/Refresher Courses Attended:

S No	Title	Discipline	Date	University
1	Orientation Programme	General	April 16- May 15 2021	Ramanujan College, University of Delhi
2	Refresher Course	Interdisciplinary	June 21 – 05 July 2022	Ramanujan College, University of Delhi
3	Refresher Course	Commerce/Management	September 18 to October 1 2024	Madurai Kamaraj University

D) FDP/ Seminars/ Workshop Attended:-

Sl. No.	Date	Type	Topic	Institution	Presented / Participated
1.	24 Feb 2017	International Conference	Recent Trend in Marketing in the Global Business	Sourashtra College	Participated
2.	21 Nov 2019 to 23 Nov 2019	FDP	Entrepreneurship Development Programme	Madurai Kamaraj University	Participated

3.	26 Nov 2019 to 27 Nov 2019	Workshop	Public Financial Management System	National College,Trichy	Participated
4	13 May 2020 to 19 May 2020	Webinar-FDP	Research Ethics for Teachers in Digital Era	Mannar Thirumalai Naicker College	Participated
5	28 May 2020	Webinar-FDP	SWOT- Covid-19	Madurai Kamaraj University	Participated
6	17 June 2020	Webinar-FDP	Enhancing Effectiveness of Online Learning	Amal Jyothi College of Engineering, Kottayam	Participated
7	01 July 2020 to 07 July 2020	Webinar-FDP	Academic Excellence in Digital Teaching and Learning	Madurai Kamaraj University	Participated
8	18 April 2022 to 24 April 2022	Online-FDP	Enhancing Quality by Unearthing Innovative Practices-Equip 2022	Mannar Thirumalai Naicker College	Participated

E) Research Papers presented in Seminars/conferences:-

Sl. No	Date	Type	Topic	Institution	Paper presented/ Participated
1 .	24 Feb 2017	International Conference	Digital Marketing- Benefits and Challenges	Sourashtra College	Presented
2 .	23 Sep 2019 to 24 Sep 2019	Conference	Autonomous EV's in India- Future of Auto Sector	Madras Christian College	Presented
3	16 Feb 2024	International Conference	Women Entrepreneurs in India- A Review	Mannar Thirumalai Naicker College, Madurai	Presented

F) Publications:-

Sl No	Issue	Number	Topic	Journal Details	Remarks
1.	April 2017	ISSN: 2320-4168	Digital Marketing – Benefits and Challenfes	Shanlax International Journal of Arts andScience	Published
2.	September 2019	P-ISSN 2320-4168, E-ISSN 2582-0729	Autonomous EV's in India-Future of AutoSector	Shanlax International Journal of Management	Published
3	August 2020	ISSN: 0975-1386	Role of Work Flexibility in Enhancing the Quality of Work Life in IT Sector	Wesleyan Journal of Research	Published (UGC Care Listed)
4	September 2020	ISSN: 2249-6661	Antecedents of Quality of Worklife Among Employees in I.T Sector: An Empirical Analysis	Sambodhi Journal	Published(UGC Care Listed)
5	March 2021	ISSN:0975-4520	Management of Non-Performing Assets: A Comparative Analysis of Public and Private Sector Banks of India	Kala Sarovar	Published(UGC Care Listed)
6	March 2021	ISSN:2348-2397	Data Driven Marketing-Integral Part of Modern Organization	Shodh Sarita	Published(UGC Care Listed)

7	December 2021	ISSN:0972-0766	Blockchain Technology - An Overview and its application on HR Practices of Organization	Journal of Asiatic Society of Mumbai	Published(UGC Care Listed)
8	June 2024	ISBN:979-8-3503-0775-7 https://doi.org/10.1109/ICIPTM59628.2024.10563802	Innovative Practices on Machine Learning Models for Statistical Interpretation	IEEE Xplore	Published(Conference Proceedings)
9	June 2024	ISSN:1526-4726 https://doi.org/10.52783/jier.v4i2.978	Corporate Social Responsibility 's Effect on Consumer Behavior and Brand equity	Journal of Informatics Education and Research	Published(ABDC Indexed)

Books Published:

Title	Publisher	Author Position	ISBN No	Year
Marketing Management	Book Rivers- Lucknow	4 th	9789355156037	2022
Digital Marketing	Sultan Chand & Sons	1 st	93-91820-55-8	2023

Date:**Signature**

