

**Name** : Dr. A. LakshmiPriya  
**Designation** : Assistant Professor  
**Department** : Commerce Banking and Insurance  
**Qualification** : M. Com., M. Phil., Ph. D.  
**Experience** : Teaching: 7 Years  
**Area of Specialization(s)** : Marketing, Finance and Accountancy  
**Email (Official ID)** : LakshmiPriya@drngpasc.ac.in

#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Sri SRNM College Sattur	2012
M. Phil.	Commerce	Sri SRNM College Sattur	2008
M. Com.	Commerce	Sri SRNM College Sattur	2007
B. Com.	Commerce	S.F.R. College, Sivakasi	2004

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Principle of Human Resource Management	Indian Institute of Technology, Kharagpur	2018

#### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M. Phil.	3	-

#### Publications: International / National Journals

- 1) Dr. A. Subbiah, Dr. S. Jeyakumar, Dr. A. LakshmiPriya, TRAINING-NEED TO ACHIEVE GOALS IN THE ORGANIZATION , TamilNadu journal of cooperation- - Volume No 11, Issue No5, March 2011, PP.57-63.
- 2) Dr. A. LakshmiPriya, Dr. S. Jeyakumar, **3G Services Revolution of Communication World**, PR Communication, Volume NO XII, Issue No 12, March 2010, PP.5-10 , ISSN0972-0650.

- 3) Dr. A. Lakshmi Priya, Dr. T. Sneaklatha, **Customers Perception towards Bank System in Coimbatore District**, Shanlax International Journal of Arts, Science and Humanities. Volume No 5(2018), Special Issue No 1, February 2018, ISSN: 2231-788X.
- 4) Dr. T. Sneaklatha, Dr. A. Lakshmi Priya, Mr. C. Eahambaram, **GST and its Impact on Economic Growth of India**, Journal of Management and Science ,Special Issue No.1, September 2017, ISSN: 2249-1260, e- ISSN: 2250-1819.

#### **Presentations in Conference**

- 1) **Customers Perception towards Bank System in Coimbatore District**, Information and Communication Technology for Business turnaround: Sustainability ,Growth and Innovation, Vivekananda College of Arts and Science for Women, Tiruchengode, February 2018
- 2) **Impact of GST on E-Commerce**, Impact of GST on Indian Economy, 16-Mar-17.

#### **Participation in Seminars**

- 1) **Business Challenges under Globalization**, Bharathidasan College of Arts and Science, Erode, 7-Sep-16.
- 2) **Institutional Finance for Rural Development**, Sri. S. Ramasamy Naidu Memorial College, Sattur, 11&12-Aug-04.
- 3) **Development and Career Guidance**, Vivekanandha College of Arts and Science for Women, Tiruchengode, 28-Dec-16.

#### **Participation in Workshop**

- 1) **Research Methodology for Researchers in Commerce and Management**, The Standard Fireworks Rajaratnam College For Women, Sivakasi, 4 to 6-Aug-09.
- 2) **Creating Awareness on Menstrual Health and Hygiene Management Among and Tribal Adolescent Girls in Pollachi Taluk**, Bharathiar University Arts and Science College, Pollachi, 23 & 24-Feb-18.

### **Participation in Orientation Programme / Short Term Courses**

- 1) **Business Challenges under Globalization**, Bharathidasan College of Arts and Science, Erode, 7-Sep-16.
- 2) **Career Development and Career Guidance**, Vivekanandha College of Arts and Science for Women, Tiruchengode, 28-Dec-16.

### **Participation in Faculty Development Programme**

- 1) **GST Rollout - An Academic Perspective**, Sri Ramakrishns college of Arts and Science, Coimbatore, 30-Jun17.
- 2) **Entrepreneurship and Skill Development Program**, Bharathiar School of Management and Entrepreneur Development at Bharathiar University, Coimbatore, 22 to 24-Aug-12.