

Name : Dr. S. Arunpriya
Designation : Assistant Professor
Department : Commerce with Computer Applications
Qualification : M. Com., M. Phil., M.B.A., PGDCA, SET, Ph. D.
Experience : Teaching: 12 Years
Area of Specialization(s) : Human Resource Management
Email (Official ID) : arunpriya@drngpasc.ac.in

Academic Qualifications

| Degree | Branch | Institution / University Name | Year of Graduation |
|----------|----------|--|--------------------|
| Ph. D. | Commerce | TERF'S Academy College of Arts and Science | 2016 |
| M. Phil. | Commerce | Alagappa University | 2006 |
| MBA | HRM | Bharathiar University | 2009 |
| M. Com. | Commerce | RVS College of Arts and Science | 2004 |
| B. Com. | Commerce | Maharaja Arts and Science College | 2002 |

Additional Qualifications

| Diploma / Vocational / Certification | Area of Specialization | Institution / University / Agency Name | Year |
|--------------------------------------|--------------------------|--|------|
| PGDCA | Computer Applications | Bharathiar University | 2010 |
| SET | Commerce | Bharathiar University | 2012 |
| NPTEL | Principles of Management | IIT, Kanpur | 2018 |

Research Guidance

| Programme | No. of Scholars | |
|-----------|-----------------|----------|
| | Completed | Pursuing |
| M. Phil. | 1 | 1 |

Research Publications (Indexed)

International

- 1) S. Arunpriya, M. Shanthini Devi, **Effectiveness of Digital Marketing - An Empirical Study**, International Journal of Scientific Research and Review, Vol.7, Issue 11, pp-226-229, September 2018, ISSN No.2279-543X. (Indexed in UGC).
- 2) S. Arunpriya, P. AnandaMurugan, **Work Family Conflict and its Impact on Child Growth among Working Mothers in Select Arts and Science Colleges in Coimbatore**, International Journal of Multidisciplinary Research and Development, Vol. 2, Issue 12, Part A, pp. 22-28, December 2015, [ONLINE] ISSN: 2349-4182 [PRINT] ISSN: 2349-5979.(Indexed in UGC / EBSCO / Google Scholar)

National

- 1) Dr. S. Arunpriya, **Evolution of GST in India**, Journal of Management and Science, Special Issue: No.1, September 2017, ISSN No: 2250-1819. (Indexed in UGC).
- 2) P. Ananda Murugan, S. Arunpriya, **Literature Review: Work Family Conflict and its Impact on Child Care of Working Mothers in Coimbatore District**, PARIPEX-Indian Journal of Research, Vol. 4, issue 5, Pp-3-4, May 2015, ISSN: 2250-1991. (Indexed in Google Scholar).
- 3) S. Arunpriya, M. Shanthini Devi, **A Study on Users' Satisfaction of AXE Brand (Perfumes And Deodorants) in Coimbatore City**, Indian Journal of Applied Research, Vol 3, Issue 8, pp: 12-13, August 2013, ISSN No: 2249-555X. (Indexed in Google Scholar).
- 4) S. Arunpriya, M. Shanthini Devi, **A Study on Customer Satisfaction towards Tata Nano Car with Special Reference to Coimbatore City**, Global Research Analysis, Vol 2, Issue 8, pp-12-13, August 2013, ISSN No: 2277-8160. (Indexed in Google Scholar)

Other Publications: International / National Journals

- 1) S. Arunpriya, M. Shanthini Devi, **Women Entrepreneurship - Its Problems and Prospects in Coimbatore**, Aditya International Journal of Research in Technology and management, Vol.3, Issue 1, pp- 40-53, 8-Sep-2013, ISSN No: 2248-9965.

Presentations in Conference

- 1) **Role of ICT in Education and Research**, International Conference on information and Communication Technology for Business Turnaround Sustainability, Growth and Innovation, Vivekanandha College of Arts and Science for Women, Tiruchengode, 1 & 2-Feb-18.
- 2) **Cashless Transaction in Rural India**, International Conference on Impact of Digital Economy in India, Bharathidasan College of Arts and Science, Erode, 12-Sep-18.
- 3) **Work Culture in Organization - Influence of Strong and Weak Culture on Organisation**, International Conference on Advances in Commerce and Management, Pioneer College of Arts and Science, Coimbatore, 18-Feb-17.
- 4) **Legal Aspect of Dividend Policy in India**, National Level Seminar on Corporate Governance and Dividend policy in India, Gobi Arts and Science College, Gobichettipalayam, 25 & 26-Sep-15.
- 5) **Fair Trade and Free Trade**, International Conference on Global Finance: Issues and Challenges, AFICA 2014, S.N.R. Sons College, Coimbatore, 27-Aug-14.
- 6) **Consumer Protection Act and Measures in India**, National Level Seminar on Consumerism its Challenges and Prospects, Hindustan College of Arts and Science, Coimbatore, 1-Feb-13.
- 7) **Emerging Dimensions in Green Marketing**, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.
- 8) **Mobile Banking**, National Seminar on M-Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, 11-Feb-11.
- 9) **Kisan Credit Cards in Rural Development**, National Seminar on Role of Banking Sector in Rural Economic Development, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- 10) **E-Commerce - Mobile Banking**, National Level Seminar on E-Commerce Application in Banking Development, Kongunadu Arts and Science College, Coimbatore, 29-Sep-10.
- 11) **Financial Re-Engineering - Strategies and Regulations**, National Level Seminar on Financial Re-Engineering- Strategies and Regulations, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10.
- 12) **Recent Trends in International Business**, National Conference on Emerging Paradigms in international Business, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb-10.

- 13) **New Trends in Retail Banking and its Development**, National Seminar on Strategy Resource and Technological Growth in Banking- Changing Business Pose, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-10.
- 14) **Recent Trends of Advertising - Online**, National Level Seminar on Facets of Commerce, Sree Narayana Guru College, Coimbatore, 19 & 20-Feb-10.
- 15) **Financial Markets Innovation and its Growth**, National Level Seminar on Indian Business ahead – Sustainability and Growth Prospects, Maharaja Arts and Science College, Coimbatore, 19-Feb-10.
- 16) **Financial Re-Engineering – Strategies and Regulations**, National Seminar on Financial RE-Engineering – Strategies and Regulations, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10.

Participation in Conference

International

- 1) **Business Challenges under Globalisation**, International Symposium, Bharathidasan College of Arts and Science, Erode, 7-Sep-16.

National

- 1) **Achieving Academic Excellence through Internal Quality Assurance Cell**, Dr. N.G.P. Arts and Science College, Coimbatore, 9 & 10-Dec-11.
- 2) **Issues in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 29-Oct-10.
- 3) **Emerging Paradigms in International Business**, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb-10.

Participation in Seminars

- 1) **Promotion and Sharing of Best Practices in Quality Assurance** (NAAC Sponsored), IQAC, ThassimBeevi Abdul Kader College for Women, Ramanathapuram, 30 & 31-Mar-12.

Participation in Workshop

- 1) **Ethics and Corporate Social Responsibility**, Kongunadu Arts and Science College, Coimbatore, 7-Sep-11.

Participation in Orientation Programme / Short Term Courses

- 1) **Women's Rights**, Department of Women Studies, Bharathiar University, 25-Aug-11.

Participation in Faculty Development Programme

- 1) **GST Rollout - An Academic Perspective**, The Auditors Association of Southern India (TAASI), Sri Ramakrishna College of Arts and Science for Women, 30-Jun-17.
- 2) **Excellence in Research and Publication**, Kathir College of Engineering, Coimbatore, 23-Mar-13.
- 3) **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.

Conference / Seminar / Workshop Organized

- 1) Organising Member, National Conference on Opportunities and Challenges of Business in the Digitalized Era, Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- 2) Organising Member, National Seminar on Impact of Goods and Services Tax, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- 3) Organising Member, National Seminar on Challenges and Opportunities in Rural Marketing and its impact on Rural Development, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-15.
- 4) Organising Member, National Seminar on Financial Inclusion for sustainable financial development, Dr. N.G.P. Arts and Science College, Coimbatore, 6-Sep-13.
- 5) Organising Member, National Level Seminar on Role of banking sector in Rural Economic Development, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- 6) Organising Member, National Seminar on Opportunities and Challenges for women entrepreneurs in the Globalised Era, VLB Janakiammal College of Arts and Science, Coimbatore, 24-Feb-05.

Editorial / Review Board Member

- 1) Reviewer, Journal of Advances in Business Management, 2017