

**Name** : Dr. R. Prema  
**Designation** : Assistant Professor  
**Department** : Commerce with Computer Applications  
**Qualification** : M. Com., M.B.A., M. Phil., Ph. D.  
**Experience** : Teaching: 7 Years                      Research: 5 Years  
**Area of Specialization(s)** : Finance & Marketing  
**Email (Official ID)** : drprema@drngpasc.ac.in

#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	P.S.G. College of Arts & Science	2017
M. Phil.	Commerce	P.S.G. College of Arts & Science	2008
M.B.A.	Marketing Management	Bharathiar University	10
M. Com.	Commerce	Tiruppur Kumaran College for Women	2007
B. Com.	Commerce	Tiruppur Kumaran College for Women	2005

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Principles of Human Resource Management	IIT Kanpur	18

#### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M. Phil.	4	-

#### Research Publications (Indexed)

##### International

- 1) Dr. R. Prema, Dr. K. Subramaniam, **Problems and Prospects of Small Scale Spinning Mills in Coimbatore District**, International Journal of Commerce and Management Research , Vol.3, Issue 4, pp 126-129, April 2017, ISSN: 2245-1627. (Indexed in Google Scholar and EBSCO).

- 2) Dr. R. Prema, Dr. D. Anusuya, **Problems and Prospects of Power Loom Units Special Reference to Somanur Cluster in Coimbatore District**, International Journal of Research in Commerce, Economics and Management, Vol.3, Issue 4, pp 69-72, April 2013, ISSN: 2231- 4245. (Indexed in EBSCO).

### **National**

- 1) Dr. R. Prema, **Women Entrepreneurship in Rural Development**, Journal of Management Science, Special Issue 3, pp 088-090, February 18, ISSN: 2250-1819 (Indexed in UGC, EBSCO and Google Scholar).
- 2) Dr. R. Prema, Dr. S. Arunpriya and S. Latha, **GST and Economic Growth**, Journal of Management and Science, Special Issue 1, September 17, ISSN: 2249-1260, e-ISSN: 2250-1819 (Indexed in UGC, EBSCO and Google Scholar).
- 3) Dr. R. Prema, **An Empirical Study on Brand Preference towards Edible Oil in Rural Areas with Special Reference to Coimbatore District**, Indian Journal of Applied Research, Vol.3, Issue 3, pp. 39-43, March 2013, ISSN: 2249-555X. (Indexed in Google Scholar).

### **Presentations in Conference**

- 1) **Magnitude of Ethics in Accounting**, International Conference on Convergence of Indian Accounting Standards with IFRS, PSGR Krishnammal College for Women, Coimbatore, 19-Dec-18.
- 2) **Regulating A Digital Economy: An Indian Perspective**, International Conference on Impact of Digital Economy in India, Bharathidasan College of Arts and Science, Erode, 12-Sep-18.
- 3) **The Importance of Information Technology in Business Today**, 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.
- 4) **Women Entrepreneurship in Rural Development**, National Seminar on Women Empowerment and Rural Entrepreneurship in the formation of SHGs: Challenges and Opportunities, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 16-Feb-18.
- 5) **Women Empowerment in Education**, National Seminar on Women's Role in Achieving Sustainable Future, PSGR Krishnammal College for Women, Coimbatore, 20-Feb-13.

- 6) **Retail Marketing**, National Conference on Recent Trends in Marketing, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 28-Aug-12.
- 7) **Online Social Networking**, International Seminar on Social Network and Communication, Vellalar College for Women, Erode, 7 & 8-Aug-12.
- 8) **TEAM Management**, International Conference on HRM in the era of global mobility, Kongunadu Arts and Science College, Coimbatore, 18-July-12.
- 9) **Finance and International Business**, National Conference on Contemporary Issues in Global Business Management, Karpagam University, Coimbatore, 3-Feb-12.
- 10) **Impact of Globalization in Communication Sector**, National Seminar on Global Issues and Challenges in Business Environment, Kongunadu Arts and Science College, Coimbatore, 1-Feb-12.
- 11) **IT in Banking Sector Opportunities & Strategy**, National Seminar on Role of IT in Commerce and Industry, Sankara College of Science and Commerce, Coimbatore, 6-Jan-12.
- 12) **Impact on FDI in Communication Sector**, National Seminar on Impact of Globalization on Indian Economy, Hindustan College of Arts and Science, Coimbatore, 25-Jan-12.
- 13) **B' Strategy with Marketing**, National Seminar on B Strategic, Nehru Arts and Science College, Coimbatore, 11-Jan-12.
- 14) **Innovative in CRM**, National Seminar on Innovative Management Strategies, RVS Institute of Management Studies and Research, Coimbatore, 28-Jan-11.
- 15) **Insurance Sector**, National Seminar on Emerging Trends in Service Sector, Hindustan College of Arts and Science, Coimbatore, 27-Jan-11.
- 16) **Impact of Financial Crisis in Indian Economy**, National Conference on India's Foreign Trade – Challenges and Opportunities in the era of post liberalization, GRD School of Commerce and International Business, Coimbatore, 1-Apr-10.
- 17) **Challenges for Business in Current Scenario**, National Conference on Global Business – Opportunities and Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 4-Mar-10.
- 18) **Strategies of Financial Reengineering**, National Seminar on Financial Reengineering – Strategies and Regulation, Dr. N.G.P. Arts and Science college, Coimbatore, 28-Jan-10.

- 19) **Corporate Governance – The Strategic Imperative**, National Seminar on Proactive and Innovative Attitudes for Cooperatives in New Financial system, Tirupur Kumaran College for Women, Tirupur, 22-Jan-10.
- 20) **Tourism and Media**, National Conference on Changing Paradigms in Indian Tourism, PSGR Krishnammal College for Women, Coimbatore, 23-Sep-09.
- 21) **E-Commerce and Security Requirements**, National Seminar on E-environment, Vellalar College for Women, Erode, 29-Feb-08.
- 22) **Innovative Banking Services in India**, National Conference on Reforms in Banking and Financial Sector, Karpagam Arts and Science College, Coimbatore, 15-Feb-08.
- 23) **WTO and Indian Agriculture**, National Conference on India's Economic Development in the WTO Regime: Opportunities and Challenges, Annamali University, Chidambaram, 23-Jan-08.
- 24) **Time Management**, International Conference on International Scenario of Garment Industry and Management Smartness, Tiruppur Kumaran College for Women, Tirupur, 13-Feb-06.
- 25) **Marketing Ethics**, National Seminar on Marketing Ethics, Tiruppur Kumaran College for Women, Tirupur, 6-Sep-03.

#### **Participation in Conference**

- 1) **Higher Education in India: Changes and Challenges**, Dr. N.G.P. Arts and Science College, Coimbatore, 9-Feb-13.
- 2) **Issues in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 29-Oct-10.

#### **Participation in Seminars**

- 1) **Achieving Academic Excellence through Internal Quality Assurance Cell**, Dr. N.G.P. Arts and Science College, Coimbatore, 9 to 10-Dec-11.
- 2) **Innovative Concepts & Techniques in Managerial Decision Making**, CMS College of Science and Commerce, Coimbatore, 15-Oct-07.

### **Participation in Workshop**

- 1) **Creating Awareness on Menstrual Health and Hygiene Management among Rural and Tribal Adolescent Girls in Pollachi Taluk**, Bharathiar University Arts and Science College, Pollachi, 23&24-Feb-18.
- 2) **International Symposium on Remonetization: Introspect and Prospect**, Vellalar College for Women, Erode, 30-Aug-17.
- 3) **Curricular Enhancement**, PARKS College, Tirupur, 22-Nov-08.

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

- 1) **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 & 9-Dec-18.
- 2) **Introduction to R Programming**, Velalar College of Engineering and Technology, Erode, 27 & 28-Nov-18.

### **Conference / Seminar / Workshop Organized**

- 1) Member of Organizing Committee, National Conference on Opportunities and Challenges of Business in the Digitalized Era (COCBD-18), Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- 2) Member of Organizing Committee, National Conference on Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.