

**Name** : Dr. R. Prema  
**Designation** : Associate Professor  
**Department** : Commerce with Computer Applications  
**Qualification** : M. Com., M.B.A., M. Phil., Ph. D.  
**Experience** : Teaching: 9 Years                      Research: 7 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	2010
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	Corporate Social Responsibility	IIT, Kharagpur	2019
NPTEL	Marketing Research and Analysis II	IIT, Roorkee	2019
NPTEL	Principles of Human Resource Management	IIT, Kanpur	2018
PGDCA	Computer Applications	BDPS Software Limited	2006

#### Research Guidance

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

#### Mentoring

Course Title	Agency	No. of Mentees Appeared for Exam	No. of Mentees Cleared the Exam	Year
Marketing Management	IIT, Kanpur	24	24	2018-19

## Research Publications (Indexed)

### International

- Dr. R. Prema (April 2020), Impact of Sukanya Samridhi Yojana with reference to the Nilgiris, *Purakala*, Vol. 31, Issue 6, pp 177-181, ISSN: 0971-2143 (Peer Reviewed and Listed in UGC CARE).
- Dr. R. Prema (March 2020), Impact of Social Networking Sites on College Students, *International Journal of Research in Informative Science Applications & Techniques*, Vol.4, Issue 3, pp 204314-204322, ISSN: 2581-5814 (Indexed in UGC, Google Scholar).
- Dr. R. Prema, M. Rajakrishnan & S. Latha (February 2020), Customers' Expectations and Behavior towards Confectionery Products. A Study on Effect of Advertisement in Selected Areas of Tiruppur District, Tamilnadu, *Our Heritage*, Vol. 68, Issue 30, pp 3797-3803, ISSN: 0474 – 9030 (Indexed in UGC).
- Dr. R. Prema (December 2018), Magnitude of Ethics in Accounting, *International Journal of Management and Social Sciences*, Vol. 8, No 1.4 pp 138-140, ISSN: 2349 9761 (Indexed in UGC, Google Scholar).
- Dr. R. Prema & M. Rajakrishnan (April 2019), Paradigm Shift in Consumer culture in Banking and Finance sector: A study on consumer perception of digital payments and cashless transactions with special reference to Paytm and Google-Pay, *International Research Journal of Management Sociology & Humanities*, Vol. 10, Issue 4, pp 276 -279, ISSN: 2277 9809 (Indexed in UGC, Google Scholar).
- Dr. R. Prema & Dr. K. Subramaniam (April 2017), 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, ISSN: 2245-1627 (Indexed in Google Scholar and EBSCO).
- Dr. R. Prema & Dr. D. Anusuya (April 2013), 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, ISSN: 2231- 4245 (Indexed in EBSCO).

## National

- Dr. R. Prema (February 2018), Women Entrepreneurship in Rural Development, *Journal of Management Science*, Special Issue 3, pp 088-090, ISSN: 2250-1819 (Indexed in UGC, EBSCO and Google Scholar).
- Dr. R. Prema, Dr. S. Arunpriya and S. Latha (September 2017), GST and Economic Growth, *Journal of Management and Science*, Special Issue 1, ISSN: 2249-1260, e-ISSN: 2250-1819 (Indexed in UGC, EBSCO and Google Scholar).
- Dr. R. Prema (March 2013), 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, ISSN: 2249-555X. (Indexed in Google Scholar).

## Presentations in Conference

- **Impact of Mudra Scheme on Small Enterprises**, National Level Conference on Impact of Mudra Scheme on Micro, Small & Medium Enterprises, VET Institute of Arts and Science, Erode, 24<sup>th</sup> January 2020.
- **Education in Digital Era**, International Conference on Business Management, Economics & Technology in the Digital Era, Lead College of Management Dhoni, Kerala, 20<sup>th</sup> and 21<sup>st</sup> December 2019.
- **Paradigm Shift in Consumer culture in Banking and Finance sector: A study on consumer perception of digital payments and cashless transactions with special reference to Paytm and Google-Pay**, National Conference on Paradigm Shift in Consumer culture in Banking and Finance sector, Hindusthan College of Arts and Science, Coimbatore, 1-Mar-19.
- **Reinventing the Role of Consumer Research**, National Conference on Paradigm shift in Consumer Culture – An E-Revolution in India, Hindusthan College of arts and Science, Coimbatore, 1<sup>st</sup> March 2019.
- **Magnitude of Ethics in Accounting**, International Conference on Convergence of Indian Accounting Standards with IFRS, PSGR Krishnammal College for Women, Coimbatore, 19-Dec-18.

- **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.
- **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.
- **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.
- **Women Empowerment in Education**, National Seminar on Women's Role in Achieving Sustainable Future, PSGR Krishnammal College for Women, Coimbatore, 20-Feb-13.
- **Retail Marketing**, National Conference on Recent Trends in Marketing, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 28-Aug-12.
- **Online Social Networking**, International Seminar on Social Network and Communication, Vellalar College for Women, Erode, 7 & 8-Aug-12.
- **TEAM Management**, International Conference on HRM in the era of global mobility, Kongunadu Arts and Science College, Coimbatore, 18-July-12.
- **Finance and International Business**, National Conference on Contemporary Issues in Global Business Management, Karpagam University, Coimbatore, 3-Feb-12.
- **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.
- **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.
- **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.
- **B' Strategy with Marketing**, National Seminar on B Strategic, Nehru Arts and Science College, Coimbatore, 11-Jan-12.

- **Innovative in CRM**, National Seminar on Innovative Management Strategies, RVS Institute of Management Studies and Research, Coimbatore, 28-Jan-11.
- **Insurance Sector**, National Seminar on Emerging Trends in Service Sector, Hindustan College of Arts and Science, Coimbatore, 27-Jan-11.
- **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.
- **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.
- **Strategies of Financial Reengineering**, National Seminar on Financial Reengineering – Strategies and Regulation, Dr. N.G.P. Arts and Science college, Coimbatore, 28-Jan-10.
- **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.
- **Tourism and Media**, National Conference on Changing Paradigms in Indian Tourism, PSGR Krishnammal College for Women, Coimbatore, 23-Sep-09.
- **E-Commerce and Security Requirements**, National Seminar on E-environment, Vellalar College for Women, Erode, 29-Feb-08.
- **Innovative Banking Services in India**, National Conference on Reforms in Banking and Financial Sector, Karpagam Arts and Science College, Coimbatore, 15-Feb-08.
- **WTO and Indian Agriculture**, National Conference on India's Economic Development in the WTO Regime: Opportunities and Challenges, Annamali University, Chidambaram, 23-Jan-08.
- **Time Management**, International Conference on International Scenario of Garment Industry and Management Smartness, Tiruppur Kumaran College for Women, Tirupur, 13-Feb-06.
- **Marketing Ethics**, National Seminar on Marketing Ethics, Tiruppur Kumaran College for Women, Tirupur, 6-Sep-03.

### Participation in Conference

- **Embracing Change and Transformation in the Business Environment**, Hindusthan College of Arts and Science, Coimbatore, 06-Feb-20
- **Business Management, Economics & Technology in the Digital Era**, LEAD College of Management Dhoni, Palakkad, Kerala, 20 & 21 -Dec-19.
- **Higher Education in India: Changes and Challenges**, Dr. N.G.P. Arts and Science College, Coimbatore, 9-Feb-13.
- **Issues in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 29-Oct-10.

### Participation in Seminars

- **National Seminar on Embracing change and transformation in the Business Environment**, Hindusthan College of Arts and Science College, Coimbatore, 6-Feb-20.
- **International Seminar on the contextual perspective on recent global commerce industry**, Kongunadu Arts and Science College, Coimbatore, 25-Jan-20.
- **Achieving Academic Excellence through Internal Quality Assurance Cell**, Dr. N.G.P. Arts and Science College, Coimbatore, 9 to 10-Dec-11.
- **Innovative Concepts & Techniques in Managerial Decision Making**, CMS College of Science and Commerce, Coimbatore, 15-Oct-07.

### Participation in Workshop

- **Emotional Management**, Indian Institute of Mother and Child Welfare, Kolkata, West Bengal , India, 31-Mar-20 to 4-Apr-20.
- **National Level Workshop on Structural Equation Modelling using AMOS and PLS**, Hindusthan College of Arts and Science, Coimbatore, 20, 21 & 22 –Sep-19.
- **National Workshop on Disaster Vulnerability and Preparedness with Special Reference to Women, Children and Elders**, Vivekanandha college of Arts and Science for Women, 11 & 12 Mar -19.

- **National Level Workshop on Data Analysis and Interpretation using SPSS and AMOS**, Hindusthan College of Arts and Science, Coimbatore, 8 & 9 - Mar - 19.
- **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.
- **International Symposium on Remonetisation: Introspect and Prospect**, Vellalar College for Women, Erode, 30-Aug-17.
- **Curricular Enhancement**, PARKS College, Tirupur, 22-Nov-08.

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

- **Managing Online Classes AND Co-Creating MOOCS**, Ramanujan College, University of Delhi & MHRD, Government of India, 20-Apr-20 to 06-May-20.
- **Art of Writing Research Article in Hi-Indexed Journals**, Nehru Arts and Science College, Coimbatore, 19-Apr-20 to 30-Apr-20.
- **Recent Trends in Artificial Intelligence and Impact on Teaching Professionals**, Rathnavel Subramaniam College of Arts and Science, Coimbatore, 22-Apr-2020 to 24-Apr-20.
- **Emotional Intelligence**, KG College of Arts and Science, Coimbatore, 28-Apr-2020, 30-Apr-20 & 2-May-20.
- **Art of Writing Research Article in Hi-Indexed Journals**, Department of Business Administration of Nehru Arts and Science College, Coimbatore, 29-Apr-20 & 30-Apr-20.
- **Quality Initiatives in Higher Education**, Consortium of Colleges (Dr. N.G.P. Arts and Science College, Coimbatore, Sri Ramakrishna College of Arts and Science, Coimbatore, Gobi Arts & Science College, Gobichettipalayam, Vellalar College for Women, Erode), 13-Apr-20 to 20-Apr-20.
- **LibreOffice Suite Base**, Spoken Tutorial – IIT Bombay, Jan-20.
- **Firefox**, Spoken Tutorial – IIT Bombay, Jan-20.
- **Corporate Social Responsibility**, NPTEL - AICTE, Jul to Sep – 19

- **Tux Typing**, Spoken Tutorial – IIT Bombay, Jul-19.
- **NAAC Revised Accreditation Frame Work and OBE Assessment Methodology**, Dr. N.G.P. Arts and Science College, Coimbatore, 27- May- 19 to 02-Jun-19.
- **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 & 9-Dec-18.
- **Introduction to R Programming**, Velalar College of Engineering and Technology, Erode, 27 & 28-Nov-18.

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

- Organizing Member, National Conference on Modern business- Opportunities and Challenges (CMBOC-2020), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-20.
- Organizing Member, National Conference on Opportunities and Challenges of Business in the Digitalized Era (COCBD-2018), Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- Organizing Member, National Conference on Impact of Goods and Services Tax (GST), Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.

#### **Honours / Awards**

- Best Mentor, 2018-19, Dr. N.G.P. Arts and Science College, Coimbatore.