

Name: Dr. A. Lakshmipriya

Designation: Assistant Professor

Department: Commerce Banking and Insurance

Qualification: M.Com.,M.Phil.,Ph.D

Experience:

Teaching: 7.8 Years Industry: - Research: -

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/ Madurai Kamaraj University Madurai	2012
M. Phil.	Commerce	Sri SRNM College Sattur/ Madurai Kamaraj University Madurai	2008
M. Com.	Commerce	Sri SRNM College Sattur/ Madurai Kamaraj University Madurai	2007
B. Com.	Commerce	S.F.R.College sivakasi/ Madurai Kamaraj University Madurai	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	Feb-Mar 2018

Projects

On-going

Project Title	Agency	Amount	Duration
Women harassment in textile industry with special reference to Coimbatore city	Indian Council of Social Science Research IMPRESS Scheme (MHRD)	Rs.350000	1 year

Research Guidance

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

Other Publications: International / National Journals

- 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
- Dr.A.Lakshmipriya& Dr.S.Jeyakumar,"3GSERVICESREVOLUTIONOFCOMMUNICATION WORLD", PR Communication, Volume NO XII, Issue No 12, March 2010, PP.5-10 , ISSN0972-0650
- Dr.A.Lakshmipriya & 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
- Dr.T.Sneaklatha& Dr.A.Lakshmipriya&Mr.C.Eahambaram, “GST AND ITS IMPACT ON ECONOMIC GROWTH OF INDIA”, Journal of Management and Science ,Special Issue No.1, September 2017, t ISSN: 2249-1260, e- ISSN: 2250-1819,

Presentations in Conference

- 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

- IMPACT OF GST ON E-COMMERCE, impact of GST On Indian Economy,16th march 2017

Participation in Conference

- Emerging Education Models for 21th Century Learners (NCEEM-2015) Coimbatore

Participation in Seminars

- Emerging Education Models for 21th Century Learners (NCEEM-2015) Coimbatore.
- “BUSINESS CHALLENGES UNDER GLOBALIZATION” , Bharathidasan college of Arts and Science, Ellispettai, Erode , 7th September ,2016.
- ‘INSTITUTIONAL FINANCE FOR RURAL DEVELOPMENT’,Sri.S. Ramasamy Naidu Memorial College, Sattur on11th &12th August, 2004.
- Development And Career Guidance” organized by the Department of Commerce & Commerce & management Vivekanandha College of Arts and Science For Women,Tiruchengode, on 2⁸th December,2016.

Participation in Workshop

- “Research Methodology for Researchers in Commerce And management ”, The Standard Fireworks Rajaratnam College For Women, sivakasi on 4th & 6th August, 2009.
- Creating Awareness on Menstrual Health and Hygiene Management Among and Tribal Adolescent Girls in Pollachi Taluk,Bharathiar University Arts and Science, Pollachi.23and 24 February ,2018.

Participation in Orientation Programme / Short Term Courses

- “Business Challenges Under Globalization” organized by the PG & Research Department of Commerce & Commerce (CA) Bharathidasan college of Arts and Science,Ellispettai, Erode on 7th September ,2016.

- “Career Development And Career Guidance” organized by the Department of Commerce & Commerce & management Vivekanandha College of Arts and Science For Women, Tiruchengode, on 28th December, 2016.

Participation in Faculty Development Programme

- GST ROLLOUT-AN ACADEMIC PERSPECTIVE, Sri Ramakrishns college of Arts and Science , Coimbatore, 30-June-2017..
- ENTREPRENEURSHIP AND SKILL DEVELOPMENT PROGRAM, Bharathiar School of Management and Entrepreneur Development at Bharathiar University, Coimbatore, 22-Aug-12 to 24- Aug-12.