

Name : Dr. P. Sathya Priya..

Designation : Assistant Professor.

Department : B.Com Banking & Insurance

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

Experience : Teaching: 11 Years ,6 Months

Area of Specialization(s) : Marketing

Email (Official ID) : sathyapriya@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Hindustan Arts and science College, Coimbatore	Completed 23.05.2023
M. Phil.	Commerce	R.V.S.College of Arts and Science, Sulur.	April 2010
M. Com.	Commerce	Sri Jayendara Saraswathy Maha Vidyalaya college of arts and science	April 2008
B. Com.	Commerce	Sri Jayendara Saraswathy Maha Vidyalaya college of arts and science	April 2006

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Diploma	Tally 7.2	CSC	2008
Certification	Financial Statement Analysis and Reporting	NPTEL	2019
Certification	Principles of Management	NPTEL	2023
Certification	Global Marketing Management	NPTEL	2024

Work Experience

S.No	College	Designation	Period of Service
1	Michael job Arts and Science College for women, Coimbatore.	Assistant Professor	3 Years & 3 Months
2	Maharaja Arts and science College, Coimbatore.	Assistant Professor	3 Years & 1 Month
3	Dr.N.G.P Arts and Science College,Coimabto	Assistant Professor	From Dec 2019 to till date

Research Guidance

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

Research Publications (Indexed)

International

- P.Sathyapriya,” “**Customers’ Perception, Attitude and Loyalty on Financial Services of India Post**, Journal of the Mukta Shabd Journal, ISSN NO : 2347-3150, Issue - IV, Volume-XIII, 1354-1361, April 2024,UGC
- P.Sathyapriya,” Housing Loan Performance in State Bank of India” Journal of the Asiatic Society of Mumbai, ISSN : 0972-0766 Vol. : XCVI,No:03, 2022,UGC
- P.Sathyapriya,”A Study on Customer Perception Towards Borrowing Home Loan”,International Journal of Enhanced Research in Management & Computer Applications ISSN: 2319-7471, Vol. 10 Issue 12, December, 2021, Impact Factor: 7.751
- P.Sathyapriya, “A Study on Impact of Digital Marketing in Customer Purchase Decision in Coimbatore city”. Journal of Emerging Technologies and Innovative Research (JETIR), ISSN-2349-5162 volume 7, issue 9 Sep-20.

- P.Sathyapriya, ,“Green Product And Consumer Behavior : An Analytical Study”,EPRA International Journal of Research And Development , Volume :5,Issue :5, ISSN :2455-7838 May -20.
- P.Sathyapriya, “Consumer Buying Behaviour Towards Online Shopping; An Emprical Study, International journal for emerging technologies and innovative research, Volume:6, Issue:6, Journal No ;63975. ISSN:2349-5162 December 19

Other Publications: International / National Journals

- Digital Innovation in Transforming a Business, National Conference on Exploring the Technological Advancements in Business – The Future Perspective, Sri Ramakrishna College of Arts & Science, pp 71-76,September 2023,, ISBN 978-93-5980-073-8.
- Mrs.P.Sathyapriya,published an article on “A Study on Customer Satisfaction towards Private Label Products in TamilNadu With Reference To Coimbatore District”, International Journal of humanities, Law and Social Sciences, ISSN 2348-8301,Vol. IX, Issue 1, No.07 : 2022,UGC CARE Approved, Group I.
- Mrs.P.Sathyapriya, published an article on “A study on customer perception towards borrowing home loan”, International Journal of Enhanced Research in Management and Computer Application, ISSN: 2319-7471, Dt: 15-Dec-2021, Vol. No. 10 Issue-12, Impact factor 7.751, UGC Listed.
- P.Sathyapriya, “Challenges and Strategies in Green Banking”, Vivekananda College, New edition, pp.101-103 23rd January 2019, ISBN: 978-93-88398-27-5.

Participation in Conference

International Conference

- One Day International Conference “A Study on Artificial Intelligence in Entrepreneurship”,Conducted by Rathinam College of Arts and Science on 07 – Mar-2024.
- **Two Days Virtual International Conference on Pandemic and Business Sustainability, “Pandemic and Business Sustainability”** Dr. N.G.P. Arts and Science College, Coimbatore,on 21st & 22nd October 2021,

- **“International Virtual Conference on “Tools and strategies for Emerging Business”**
Organized by Department of Commerce, KPR College of Arts science and Research ,Coimbatore ,on 18 August 2021
- **“International Virtual Conference on “ E-Commerce and Covid 19 : Innovations , Challenges , Solutions and Opportunities”** Organized by Department of Commerce , Rathinam College of Arts and science , Coimbatore in Association with I Nurture Education Solutions Pvt Ltd and Malaysia University of Science and Technology, Malaysia , 22, March 2021 to 26, March 2021.
- Mrs. P. Sathya Priya, Organizer in the National Conference on Rebuilding Global Business Environment (RGBE-23) Conducted by N.G.P Arts and Science College, Coimbatore on 15-Feb -23

Presentation in Seminars

- Dr. P. Sathya Priya, Presented the Paper in “Renewable Energy Startup” Conducted by Sri Ramakrishna College of Arts and Science College, Coimbatore on 06-Sep -24
- Dr. P. Sathya Priya, Presented the Paper in “ Block Chain Technology and Its Application in Financial Services” Conducted by Sree Saraswathi Thyagaraja College , Pollachi on 09-Feb -24
- Dr.P. Sathya Priya, Presented the Paper in “ Artificial Intelligence- An Overview ” Conducted by Ramakrishna College of Arts and Science College,Coimbatore 13-Sep-2023
- Mrs. P. Sathya Priya Presented the Paper in “Challenges to Green finance in G20 Countries”, Conducted by Hindusthan College of Arts and Science College, Coimbatore, on 08 –Mar-23.
- Mrs. P. Sathya Priya Presented the Paper in National Seminar on “ Risk Measure and Regulation in Insurance” Conducted by Sri Ramakrishna College of Arts and Science College, Coimbatore,on 12 Oct-22
- Mrs. P. Sathya Priya participated in the International conclave on “Tools and Strategies for Emerging Business” conducted by KPR College of Arts Science and Research, Coimbatore on 18 Oct-22

- Mrs. P. Sathya Priya Presented the Paper in National Level Seminar on “Women Entrepreneur in Indian Society after COVID-19 Pandemic” Conducted by Sankara College of Arts and Science College, Coimbatore 14-Sep-22.

Participation in Seminars

- **Crisis Management and Risk Mitigation-Post Covid**, ICSSR-SRC sponsored national seminar on “venture capital – impact in post pandemic” – a way forward for business and economic recovery in the post pandemic, PSGR Krishnammal College for Women, Coimbatore, 26- Mar-22 and 27- Mar-22
- National Level Seminar “Competition issues in India” Gobi Arts and Science College, Coimbatore, on 25-Sep-21.
- International conclave “Tools and Strategies for emerging Business”, KPR College of Arts and Science ,Coimbatore,on 18- Aug-21
- Treasurer, National Conference on Impact of Trade War on Indian Economy, Dr. N.G.P. Arts and Science College, Coimbatore, on 25-Feb-20
- “Challenges and Strategies in Green Marketing”, National seminar on “Emerging issues in business and environment”, Vivekananda college, Madurai on 23-Jan - 19.
- Emerging Trend on FDI in Retail Marketing, National Seminar on “Impact of globalization on Indian economy”, Hindustan college of arts and science, Coimbatore on 25-Jan-12.

Participation in Workshop

- One Day **Workshop on Outcome Based Education (OBE)**organized by Dr. N.G.P Arts and Science College, Coimbatore in association with IPSR solutions limited on 04-Mar-23
- **National Level Workshop On Data Analysis And Interpretation Using SPSS And Amos**, Hindustan college of Arts and science Coimbatore, on 8th - 9th -Mar -19

Participation in Orientation Programme / Short Term Courses

- **Certification in GST Skills**”, Teach group, Course duration 35 Hrs, 03.08.23 to 19.09.23.

- **Economic Sustainability through Entrepreneurship**, (UGC Sponsored UGC-National symposium Erode arts and science college, Erode, 9th Jan-19.

Participation in Faculty Development Programme

- Seven Days National Level FDP on “7 Days National Level FDP On Python”, Star international Foundation for Research and Education, Namakkal, from 19-Mar-2024 to 25-Mar-2024.
- Seven Days National Level FDP on “Professionalism and Interpersonal Skill Management”, NallaMuthu Gounder Mahalingam College, Pollachi, from 29-Jan-2024 to 05-Feb-2024.
- One Week International Virtual FDP on “ Developing Quality education – a career transition” Sri Ramakrishna college of Arts and Science, from 07-Jun-23 – 13-Jun-23
- Five Day Faculty Development Programme on “Empowering Education for Innovation – A NEP Perspective” organized by Dr. N.G.P. Arts and Science College, Coimbatore from 30-June-2023 to 07-July-2023.
- “Principles of Management”, NPTEL-AICTE Faculty development Programme, Coimbatore, on Jan-April 2023- Duration of NPTEL Course -12 weeks.
- “Developing Quality Education - A Career Transition”, Sri Ramakrishna College of Arts and Science, Coimbatore, on 07-June-23 -13 June 2023.
- “Teaching Pedagogy and Life Skill Management”, Hindustan college of Arts and Science, Coimbatore, on 27-Mar-23 - 31-Mar-23.
- “Fundamentals of Research and Research Methodology”, IOT Academy, Coimbatore, On 6th Oct-14th Oct-2022.
- “Outcome Based Education”, Karpagam Academy of Higher Education Coimbatore, On 26- Jul- 21 – 01-Aug- 21.
- “Investor Awareness on Stock Market”, Rajapalayam Rajus’ College”, Rajapalayam, On 02- Aug- 21 – 07- Aug -21.
- Front Accounting, Dr. N.G.P. Arts and Science College, Coimbatore, on 04 to 10- May - 20.
- NAAC Revised Accreditation Framework and OBE Assessment Methodology, Dr. N.G.P. Arts and Science College, Coimbatore, May-27 to June -02- 19

Conference/Seminar/Workshop Organized

- Dr.P.Sathya Priya, Organizer in the National Level Symposium on Digital Transformation in Management of Non Performance Assets organized by Department of Commerce Banking and Insurance, N.G.P Arts and Science College, Coimbatore on 23-Sep -2023.
- Dr.P.Sathya Priya,,Organizer in the National Conference on Rebuilding Global Business Environment (RGE-23) Conducted by N.G.P Arts and Science College, Coimbatore on 15-Feb -23.
- Dr.P.Sathya Priya,, Organizer in the National Conference on Digital Transformation in Business: Opportunities and Challenges (DTBOC-23) Conducted by N.G.P Arts and Science College, Coimbatore on 05-Sep -2023

Book Chapter

- “Impact of the Digital Rupee on the Indian Economy” Financial Technology and Modern finance, Published by SKRGC Publication, ISBN: 978-81-19980-42-0, Dec 2023.

Membership in Professional Bodies

- Life Time Member of Commerce and Management Association of India (CMAoI).
Membership Number is CMAOI/54
- Fellow Membership of I2OR India on International Institute of Organized Research (I2OR 2024-FI2OR-1388)