

Name : Dr. Rekhapriyadharshini
Designation : Assistant Professor
Department : Commerce - Banking & Insurance
Qualification : M.Com(IB), MBA, M.Phil, PhD, NET, SET
Experience : Teaching – 13.2 Years | Industry – 1 Year
Specialization: International Business
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	Govt. Arts College, Coimbatore.	2019
NET	Commerce		2011
SET	Commerce		2015
M.Phil.	Commerce	Dr.G.R.Damodaran College of Science.	2008
M.Com(IB)	International Business	Dr.G.R.Damodaran College of Science.	2007
MBA	Marketing	Alagappa University	2009
B.Com(CA)	Computer Applications	Dr.G.R.Damodaran College of Science.	2005

Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
NPTEL	Global Marketing Management	IIT, Roorkee	2019
NPTEL	Innovation, Business Models and Entrepreneurship	IIT, Madras	2021
Certificate	Logistics and Distribution	CII Institute of Logistics, Chennai	2006
Certificate	Basics of Customer Services	TCS iON Digital Hub	2020
Certificate	Culture and E-Mail writing	TCS iON Digital Hub	2020
Certificate	Basics of Logistics, Fleet	TCS iON Digital Hub	2020
Certificate	Fundamentals of Digital	Google, IAB Europe	2020
Certificate	Moodle for Teachers	IIT, Bombay	2020
Certificate	Excel - Beginner	Sri Krishna College of Tech	2020

Certificate	GST For Beginners	Sri Krishna Adithya College	2020
Certificate	Public Relation Marketing	Sri Krishna Adithya College	2020
Certificate	Social Media Marketing	Sri Krishna Adithya College	2020

Funded Projects

Project Title	Agency	Amount	Period	Status
Implementation of Green Supply Chain with reference to Small Scale Industries in Coimbatore District, Tamil Nadu.	ICSSR	Rs. 3,27,000	2022 - 2023	Completed

Grants Received

Event Title	Agency	Amount	Date
RMC Workshop on “Application of Tools and Techniques in Advanced Research Methodology”.	ICSSR – SRC	33,700	20-Apr-2022 to 22-Apr-2022

Research Publications

- Rekhapriyadharshini, **A study on consumer perception and choice towards dining out with reference to Coimbatore city**, International Journal of Applied Research, 4(9): Pg: 152-155, 2018, ISSN 2394-7500.
- Rekhapriyadharshini, **Consumer perception towards MNC fast food outlets in Coimbatore**, International Journal of Applied Research, 3(3), Pg: 237-240, 2017, ISSN 2394-7500.
- Rekhapriyadharshini, **A study on the export performance of fresh Mangoes from India**, International Journal of Interdisciplinary and Multidisciplinary studies, Vol 2, No.6, 134-140., 2015, ISSN 2348-0343.
- Rekhapriyadharshini, **Social Entrepreneurship – A case study on Aravind Eye Hospitals**, Intercontinental Journal of Human Resource Research Review, Pg: 132, ISSN 2347-1662.

- Rekhapriyadharshini, **A study on Consumer awareness about ISI products**, Proceedings of the Fifth International Conference on Contemporary Issues in Agriculture, Engineering, Management, IT & Life Science Pg: 457, ISBN 9788190919791.
- Rekhapriyadharshini, **Value based Education – Global Scenario**, Proceedings of the NAAC sponsored National seminar on Holistic & Integral Curriculum Development – A Road map, Pg: 97, ISBN 9789385517020.
- Rekhapriyadharshini, **Impact of Celebrity Endorsements on Consumer buying behavior**, Proceedings of the International Conference on Emerging Marketing Strategies and Practices in the Competitive Global Environment, Pg: 148, ISBN 9788182094000.

Presentations in Conference/ Seminar

- **Consumer Satisfaction towards Herbalife Nutrition products and Services Rendered in Wellness Centre, Tamilnadu**, International Marketing Conference, Indian Institute of Management (IIM), Visakhapatnam, 5-May-2023 and 6-May-2023.
- **A Paradigm Shift in Supply Chain Management**, National Conference on Emerging Trends in Commerce and International Business, Government Arts College, Coimbatore, 11-Oct-2023.
- **Startups & Its Impact on International Business**, National Conference on The Effectiveness of Startups in Indian Economy, SNMV College of Arts and Science, Coimbatore, 3-Feb-2023.
- **Preventive Measures of Cyber Crime in Digital Payment**, International Conference on Impact of Cyber Crime & Security Management in Digital Transactions – Issues and Challenges, Sankara College of Science and Commerce, Coimbatore, 5-Oct-2018.
- **A study on the Consumer Awareness about the ISI Products**, Fifth International Conference on Contemporary Issues in Agriculture, Engineering, Management, Information Technology & Life Sciences, Nehru College of Management and Post Graduate Institute of Agriculture, Sri Lanka, 11-May-2017 to 15-May-2017.
- **Impact of Globalisation on Entrepreneurial Enterprises in the world**, International Seminar on Management Education and Entrepreneurship in the Globalised Business Environment, Sengunthar Arts & Science College, Tiruchengode, 11-Jan-2017.
- **GST in India: A Big Leap in the Indirect Taxation System**, National Seminar on Goods and Service Tax and its Impacts, Bharathiar University Arts and Science College, Valparai and Coimbatore Branch of SIRC, The Institute of Chartered Accountants of India, 27-Sep-2017 and 28-Sep-2017.

- **Branding Strategies for FMGC products in rural markets**, International Conference on Brand Management, Indian Institute of Technology (IIT), Delhi, 16-Apr-2016 to 17-Apr-2016.
- **Impact of celebrity endorsements on consumer's buying behavior**, International Conference on Emerging Marketing Strategies and Practices in the Competitive Global Environment, Loyola College, Chennai, 17-Feb-2015.
- **A Study on the customer's attitude towards Online shopping portals with reference to Coimbatore city**, Eight International Conference on Globalisation and Changing Landscape of Business, Kristu jayanti College, Bangalore, 30-Jun-2015.
- **Green Marketing Emerging Opportunities and challenges**, International Conference on Emerging Strategies for Green Marketing in Consumer Cooperatives, Vellalar College for Women, Erode, 09-Sep-2015.
- **Value Based Education – Global Scenario**, NAAC Sponsored National Seminar on Holistic & Integral Curriculum Development – A Road Map, CMS College of Science and Commerce, Coimbatore, 20-Aug-2015 to 21-Aug-2015.
- **Organic farming – Opportunities and growth prospects for farmers**, ICSSR Sponsored National Seminar on Role of Agribusiness in Sustainable Rural Entrepreneurship Development, Dr.NGP Arts & Science College, Coimbatore, 20-Aug-2015.
- **Indian Gems and Jewellery Industry – Growth Prospects and Opportunities**, National Seminar, Nandha Arts and Science College, Erode, 06-Mar-2015.
- **Social Entrepreneurship – A Case Study on Aravind Eye Hospitals**, National Seminar on Social Entrepreneurship – An Innovation for Transforming Indian Society, P.S.G.R Krishnammal College for Women, Coimbatore, 11-Feb-2015.
- **Indian Retail Industry – Growth prospects and challenges**, National Conference on Retailing in India: Recent Trends and Upcoming Challenges, Erode Arts and Science College, Erode, 19-Sep-2014 to 20-Sep-2014.
- **Human Resource Issues in Cross Cultural organisations**, International Conference on HRM in the Era of Global Mobility, Kongunadu Arts and Science College, Cbe, 18-July-2012.
- **Social Networking – Opportunities for Marketers, International Seminar on Social Network and Communication**, Vellalar College for Women, Erode, 07-Aug-2012.
- **Challenges Faced by Special Economic Zones**, UGC Sponsored National Conference on Special Economic Zones and Inclusive Growth of the Indian Economy – Review and Prospects, Vellalar College for Women, Erode, 24-Feb-2011 to 25-Feb-2011.

- **Mutual Funds**, UGC Sponsored State Level Conference on Emerging Investment Opportunities in Stock and Commodity Markets Poompuhar College, Melayur, 11-Mar-2011.
- **Women Empowerment through Human Rights Education**, UGC Sponsored National Conference on Promotion of Ethics and Human Values Through Human Rights Education, NGM College, Pollachi, 11-Mar-2010 to 12-Mar-2010.
- **Recent trends in Rural Marketing**, National Conference on Opportunities and Challenges in Rural Marketing, Dr.G.R.Damodaran College of Science, Coimbatore, 07-Apr-2010.
- **Challenges and Opportunities of Rural Marketing**, National Seminar on Rural Marketing, Dr.G.R.Damodaran College of Science, Coimbatore, 22-Sep-2006.

Participation in Conference/Seminar

- Corporate Moral Excellence, Jyoti Nivas College Autonomous, Bengaluru, 27-Jul-2020.
- Recent Developments in Digital Marketing and Social Media, Jyoti Nivas College Autonomous, Bengaluru, 18-Jun-2020.
- IFRS – A Revolution in Financial Reporting, Jyoti Nivas College, Autonomous, Bengaluru, 19-Jun-2020.
- Managing Finances and Investments Proactively during Uncertain times, Jyoti Nivas College Autonomous, Bengaluru, 18-Jun-2020.
- Food Safety Framework from Consumers Perspective, PSG College of Arts & Science, Coimbatore, 23-Jun-2020.

Participation in Orientation Programme / Short Term Courses

- **NAAC sponsored National Symposium on An Overview of Revised NAAC Accreditation Process**, PSG College of Arts & Science, Coimbatore, 29-Nov-2019.
- **NEN Orientation Programme**, National Entrepreneurship Network (NEN), Bangalore, 5-Jun-2010.

Participation in Faculty Development Programme

- **Hands On Training Program in E-Content Development**, PSG College of Arts & Science, Coimbatore, 20-Jan-2024.
- **Cyber Safety: Emerging Threats and Trends**, PSG College of Arts & Science, Coimbatore, 20-Sep-2023.

- **Outcome Based Education – An insight into PEOs, POs, PSOs and COs**, PSG College of Arts & Science, Coimbatore, 18-Jun-2020 to 22-Jun-2020.
- **Virtual Teaching**, Coimbatore Institute of Technology, Coimbatore, 29-Apr-2020 and 30-Apr-2020.
- **Quality Enhancement Through Outcome Based Education in Higher Educational Institutions**, PSG College of Arts & Science, Coimbatore, 14-May-2020 to 17-May-2020.
- **Logistical Process**, PSG Center for Academic Research and Excellence, Coimbatore, 2-Nov-2019.
- **Empowering Teachers to prepare Professionals of Tomorrow – ICSI Vision 2022**, ICSI Coimbatore chapter and PSG College of Arts & Science, Coimbatore, 31-July-2018.
- **Teaching GEN Y**, PSG Institute of Management, Coimbatore, 18-Aug-2018 to 19-Aug-2018.
- **Using Blended MOOCs in Management Education**, Indian Institute of Management (IIM), Bangalore, 22-Jul-2017.
- **Entrepreneurship Educator Programme : WF101**, National Entrepreneurship Network (NEN), 28-Dec-2016 to 30-Dec-2016.
- **Entrepreneurship Educator Programme WF100**, National Entrepreneurship Network (NEN), 14-July-2016 to 16-July-2016.
- **Entrepreneurship**, Amrita University, Coimbatore, Sponsored by NSTEDB, DST,GOI, 14-Dec-2015 to 25-Dec-2015.
- **Data Analytics Through SPSS**, Indian Institute of Management (IIM), Shillong, 11-May-2011 to 12-May-2011.
- **Kick Starting the Entrepreneurial campus**, NEN, Indian Institute of Information Technology, Bangalore, 16-July-2010 to 18-July-2010.

Participation in Workshop

- **Cyber Intelligence Workshop**, PSG College of Arts & Science, Coimbatore, 11-Jan-2024.
- **E-Content Development**, PSG College of Arts & Science, Coimbatore, 3-Apr-2019 to 5-Apr-2019.

- **Enchiridion for compassionate leadership**, PSG College of Arts & Science, Cbe, 26-Mar-2017 to 29-Mar-2017.
- **Entrepreneurs are Made, Not Born**, MIDAS, 24-Mar-2017.
- **Outcome Based Education**, PSG College of Arts & Science, Cbe, 26-Aug-2016.
- **Fine Tuning of Research Paper writing & Citation analysis**, PSG College of Arts & Science, Cbe, 09-Feb-2016.
- **Creativity in Management**, GRD Institute of Management, Cbe, 25-Sep-2010.

Conference / Seminar / Workshop Organized

- Workshop Co-director, RMC Workshop on “Application of Tools and Techniques in Advanced Research Methodology”, PSG College of Arts & Science, Coimbatore sponsored by ICSSR SRC, 20-Apr-2022 to 22-Apr-2022.

Invited Speaker / Session Chair/ Reviewer

- Resource person, Business Brainiacs Workshop, Frontline Millennium School, Tirupur, 12-Apr-2024.
- Resource Person, Workshop on Export, Import Documentation, Government Arts College, Coimbatore, 10-Apr-2023.
- Resource person, Creativity, personality characteristic/traits of an Entrepreneur, Entrepreneurship Awareness Camp (EAC), Sponsored by DST, Ministry of Science & Technology, Government of India, Coimbatore Institute of Technology, Coimbatore, 21-Aug-2023.
- Resource Person, Financial Management, Women Entrepreneurship Development Program (WEDP), Sponsored by DST, Ministry of Science & Technology, Government of India, PSG College of Arts & Science, Coimbatore, 24-Aug-2023.
- Jury Member, Consumer Rights Day Competition, Government Arts College, Coimbatore, 10-Apr-2022.
- Resource person, Idea Generation, Entrepreneurship Awareness Camp (EAC), Sponsored by DST, Ministry of Science & Technology, Government of India, Coimbatore Institute of Technology, Coimbatore, 11-Mar-2022.
- Resource person, Entrepreneurship Awareness Camp – Idea Generation and activities related to idea generation, Sponsored by DST, Ministry of Science & Technology, Government of India, Coimbatore Institute of Technology, Coimbatore, 19-Mar-2021.

- Resource person, Growing A Successful Business Venture, Nandha Arts and Science College, Erode, 12-Feb-2020.
- Resource person, Technology Based Entrepreneurship Development Programme in Food Processing (TEDP), Sponsored by DST, Ministry of Science & Technology, Government of India, PSG CAS Entrepreneurship Development Cell, PSG College of Arts & Science, Coimbatore, 6-Feb-18.
- Resource person, Entrepreneurship Awareness Camp – Idea Generation and activities related to idea generation, Sponsored by DST, Ministry of Science & Technology, Government of India, Coimbatore Institute of Technology, Coimbatore, 22-Sep-2017.
- Resource person, Technology Based Entrepreneurship Development Programme on Drying Technology for the Production of Value Added Foods for Development of Entrepreneurial Skills in Food Processing, Sponsored by DST, Ministry of Science & Technology, Government of India, Avinashilingam University, Coimbatore, Sep-16.
- Resource person, Entrepreneurship Awareness Camp (EAC), Sponsored by DST, Ministry of Science & Technology, Government of India, Coimbatore Institute of Technology, Coimbatore, 11-Nov-2016.

Awards / Honors

Awards / Honors	Agency / Institute	Year
Academic Excellence	PSG College of Arts & Science, Coimbatore	2021
Appreciation Award	PSG College of Arts & Science, Coimbatore	2016
Best Paper Award	Loyola College, Chennai	2016
Best Outgoing student	GRD College of Science	2007
Best Student Award	GRD College of Science	2005
Academic Excellence Secured 200/200 commerce - Std XII	Academic council of Principals of Matric Schools	2002
Academic Excellence Secured 200/200 Mathematics - Std X	Academic council of Principals of Matric Schools	1999