

Name : Dr. S. Arunpriya
Designation : Assistant Professor
Department : Commerce with Computer Applications
Qualification : M. Com., M. Phil., M.B.A., PGDCA., SET, Ph.D.
Experience : Teaching: 14.1 Years
Area of Specialization(s) : Human Resource Management
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	TERF'S Academy College of Arts and Science	2016
M. Phil.	Commerce	Alagappa University	2006
MBA	HRM	Bharathiar University	2009
M. Com.	Commerce	RVS College of Arts and Science	2004
B. Com.	Commerce	Maharaja Arts and Science College	2002

Additional Qualifications

Diploma / Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
SWAYAM	Business Ethics	Savitribai Phule, Pune University	2019
NPTEL	Principles of Management	IIT, Kanpur	2018
SET	Commerce	Bharathiar University	2012
PGDCA	Computer Applications	Bharathiar University	2010

On-Going Projects

Project Title	Agency	Amount	Duration
E-Governance towards Good Governance – An analysis of selected Village Panchayat Blocks in Coimbatore District (Co-Director)	ICSSR - IMPRESS	4,34,000	1 Year

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M. Phil.	2	-

International

- M.Shanthini Devi, S.Arunpriya, Perception and Attitude Towards Adopting e-Governance Services Among Rural People, Journal of Interdisciplinary Cycle Research, Volume XIII, Issue III, pp.1069- 1080, March 2021, ISSN NO: 0022-1945. (Indexed in EBSCO/Google Scholar)
- Dr.S.Arunpriya, N.Revathi, **A study on account holders awareness and satisfaction towards Sukanya Samriddhi Yojana scheme with special reference to Tirupur**, International Journal of Commerce and Management Research, Vol.6 issue I, pp. 73-76, January 2020, ISSN: 2455-1627,(Indexed in Google Scholar/EBSCO).
- S.Arunpriya, M.Shanthini Devi, **A Study on Awareness of App based educational system among school students (with special reference to CBSE schools in Coimbatore city)**, International Journal of Scientific Research and Review, Vol. 9, Issue 11, October 2020, ISSN NO: 2279-543X,(Indexed in Google scholar/EBSCO/UGC).
- Dr.S.Arunpriya, Dr.M.Shanthini Devi, **Structural Equation Modelling – An analysis on roles played by and conflicts faced by working women**, International Journal of Commerce and Management Research, Vol.6, issue I, pp. 91-93 , January 2020, ISSN: 2455-1627, (Indexed in Google Scholar/EBSCO).
- Dr.S.Arunpriya, Dr.M.Shanthini Devi, **Investment Avenues: Assessment of Awareness Among IT Employees**, Journal of Emerging Technologies and Innovative Research, Vol.7, Issue:2, pp.418-424, January 2020, ISSN-2349-5162, (Indexed in UGC/Google Scholar).
- Dr.S.Arunpriya, Dr.M.Shanthini Devi, **Effectiveness of Digital Marketing - An Empirical Study**, International Journal of Scientific Research and Review, Vol.7, Issue 11, pp-226-229, September 2018, ISSN No.2279-543X. (Indexed in UGC/Google Scholar).
- Dr.S.Arunpriya, Dr.P. Ananda Murugan, **Work Family Conflict and its Impact on Child Growth among Working Mothers in Select Arts and Science Colleges in Coimbatore**, International Journal of Multidisciplinary Research and Development, Vol. 2, Issue 12, Part A, pp. 22-28, December 2015, [ONLINE] ISSN: 2349-4182 [PRINT] ISSN: 2349-5979.(Indexed in UGC / EBSCO / Google Scholar)

National

- Dr. S. Arunpriya, **Evolution of GST in India**, Journal of Management and Science, Special Issue: No.1, September 2017, ISSN No: 2250-1819. (Indexed in UGC/EBSCO/Google Scholar).
- S.Arunpriya, Dr.P.Ananda Murugan, **Literature Review: Work Family Conflict and its**

Impact on Child Care of Working Mothers in Coimbatore District, PARIPEX-Indian Journal of Research, Vol. 4, issue 5, Pp-3-4, May 2015, ISSN: 2250-1991. (Indexed in Google Scholar).

- S.Arunpriya, M.Shanthini Devi, **A Study on Users' Satisfaction of AXE Brand (Perfumes And Deodorants) in Coimbatore City**, Indian Journal of Applied Research, Vol 3, Issue 8, pp: 12-13, August 2013,ISSN No: 2249-555X. (Indexed in Google Scholar).
- S. Arunpriya, M. Shanthini Devi, **A Study on Customer Satisfaction towards Tata Nano Car with Special Reference to Coimbatore City**, Global Research Analysis, Vol 2, Issue 8, pp-12-13,August 2013, ISSN No: 2277-8160. (Indexed in Google Scholar).

Other Publications: International / National Journals

- S. Arunpriya, M.Shanthini Devi, **Women Entrepreneurship - Its Problems and Prospects in Coimbatore**, Aditya International Journal of Research in Technology and management, Vol.3, Issue 1, pp- 40-53, 8-Sep-2013, ISSN No: 2248-9965.

Presentations in Conference

- **E-Governance in India - Challenges in Implementation**, International conference on Challenges in Dynamics of Commerce, Management and Entrepreneurship in T20, ISDC & Hindusthan College of Arts and Science, Coimbatore, 4-Mar-20.
- **Role of ICT in Education and Research**, 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.
- **Cashless Transaction in Rural India**, International Conference on Impact of Digital Economy in India, Bharathidasan College of Arts and Science, Erode, 12-Sep-18.
- **Work Culture in Organization - Influence of Strong and Weak Culture on Organisation**, International Conference on Advances in Commerce and Management, Pioneer College of Arts and Science, Coimbatore, 18-Feb-17.
- **Legal Aspect of Dividend Policy in India**, National Level Seminar on Corporate Governance and Dividend policy in India, Gobi Arts and Science College, Gobichettipalayam, 25 & 26-Sep-15.
- **Fair Trade and Free Trade**, International Conference on Global Finance: Issues and Challenges, AFICA 2014, S.N.R. Sons College, Coimbatore, 27-Aug-14.
- **Consumer Protection Act and Measures in India**, National Level Seminar on Consumerism its Challenges and Prospects, Hindustan College of Arts and Science, Coimbatore, 1-Feb-13.
- **Emerging Dimensions in Green Marketing**, National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.
- **Mobile Banking**, National Seminar on M-Commerce, VLB Janakiammal College of Arts and Science,

Coimbatore, 11-Feb-11.

- **Kisan Credit Cards in Rural Development**, National Seminar on Role of Banking Sector in Rural Economic Development, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- **Mobile Banking**, National Level Seminar on E-Commerce Application in Banking Development, Kongunadu Arts and Science College, Coimbatore, 29-Sep-10.
- **Financial Re-Engineering - Strategies and Regulations**, National Level Seminar on Financial Re-Engineering- Strategies and Regulations, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10.
- **Recent Trends in International Business**, National Conference on Emerging Paradigms in international Business, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb-10.
- **New Trends in Retail Banking and its Development**, National Seminar on Strategy Resource and Technological Growth in Banking- Changing Business Pose, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-10.
- **Recent Trends of Advertising - Online**, National Level Seminar on Facets of Commerce, Sree Narayana Guru College, Coimbatore, 19 & 20-Feb-10.
- **Financial Markets Innovation and its Growth**, National Level Seminar on Indian Business ahead – Sustainability and Growth Prospects, Maharaja Arts and Science College, Coimbatore, 19-Feb-10.
- **Financial Re-Engineering – Strategies and Regulations**, National Seminar on Financial RE-Engineering – Strategies and Regulations, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10.

Participation in Conference

International

- **Business Challenges under Globalisation**, International Symposium, Bharathidasan College of Arts and Science, Erode, 7-Sep-16.

National

- **Achieving Academic Excellence through Internal Quality Assurance Cell**, Dr. N.G.P. Arts and Science College, Coimbatore, 9 & 10-Dec-11.
- **Issues in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 29-Oct-10.
- **National Conference on Emerging Education Models for 21st Century Learner (NCEEM- 2015)**, Association of Principals of Colleges of Bharathiar University & UGC Human Resource Development Centre, Bharathiar University, 1-Aug-2015.

Participation in Seminars

- **Promotion and Sharing of Best Practices in Quality Assurance** (NAAC Sponsored), IQAC, Thassim Beevi Abdul Kader College for Women, Ramanathapuram, 30 & 31-Mar-12.

Participation in Workshop

- 5 Day International Workshop on “**Emotional Management**” through Whatsapp, Manobithi a unit of Indian Institute of Mother and Child Welfare, West Bengal. 31st Mar to 4th April.
- **Rural Immersion – Community Engagement**, Mahatma Gandhi National Council of Rural Education, Hyderabad & NSS Unit, Dr.N.G.P.Arts and Science College, Coimbatore, 21-Sep-19.
- **Web Development using PYTHON / MYSQL**, Aakkam Industrial Training and Research Institute, Coimbatore, 30-Jun-19.
- **Revised Assessment and Accrediation Framework of NAAC**, Ramakrishna Mission Vivekananda Educational and Research Institute and IQAC, Sri Ramakrishna Mission Vidhyalaya College of Arts and Science, Coimbatore, 27-Oct-18.
- **Excellence in Research and Publication**, Kathir College of Engineering, Coimbatore, 23-Mar-13.
- **Ethics and Corporate Social Responsibility**, Kongunadu Arts and Science College, 7-Sep-11.

Participation in Orientation Programme / Short Term Courses

- **Women’s Rights**, Department of Women Studies, Bharathiar University, 25-Aug-11.

Participation in Faculty Development Programme

- Online Faculty Development Programme on “**Research Methodology and Pedagogy for Tertiary Education** ” Dr. N.G.P. Arts and Science College, Coimbatore, 15th Jun to 21 Jun 2021.
- Online Faculty Development Programme on “**Outcome Based Education**”, Karpagam Academy Higher Education, Coimbatore, 26-Jul21 to 1-Aug 21.
- **LibreOffice Suite Base, Spoken Tutorial** – IIT Bombay, Jan-20.
- **Firefox, Spoken Tutorial** – IIT Bombay, Jan-20.
- **Tux Typing, Spoken Tutorial** – IIT Bombay, Jul-19.
- **NAAC Revised Accreditation Framework 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-Dec-18to 9-Dec-18.
- **GST Rollout - An Academic Perspective**, The Auditors Association of Southern India (TAASI), Sri Ramakrishna College of Arts and Science for Women, 30-Jun-17.

- **Excellence in Research and Publication**, Kathir College of Engineering, Coimbatore, 23-Mar-13.

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, NAAC - Revised Accreditation Framework and OBE Assessment Methodology, Dr.N.G.P. Arts and Science College, Coimbatore, 27-May-19 to 02-Jun-19.
- Organizing Member, Quality Measures in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.
- 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 Seminar on Impact of Goods and Services Tax, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- Organizing Member, National Seminar on Challenges and Opportunities in Rural Marketing and its impact on Rural Development, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-15.
- Organizing Member, National Seminar on Financial Inclusion for sustainable financial development, Dr. N.G.P. Arts and Science College, Coimbatore, 6-Sep-13.
- Organizing Member, National Level Seminar on Role of banking sector in Rural Economic Development, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- Organizing Member, National Seminar on Opportunities and Challenges for women entrepreneurs in the Globalised Era, VLB Janakiammal College of Arts and Science, Coimbatore, 24-Feb-05.

Editorial / Review Board Member

- Reviewer, Journal of Advances in Business Management, 2017.

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Achievement in Research	Dr.N.G.P. Arts and Science College	2020