

**Name** : Dr..L.Priya

**Designation** : Assistant Professor

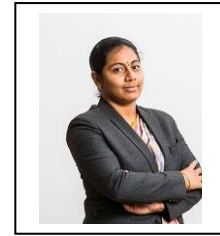
**Department** : Commerce CA

**Qualification** : M.Com (CA), M.Phil., Ph.D.

**Experience** : Teaching: 9 Years 8month Research:7 Years

**Area of Specialization(s)** : Marketing

**Email (Official ID)** : priya@drngpasc.ac.in



#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Sri Vasavi Colege,Erode.	2024
M.Phil.	Commerce	Gobi arts and science college, (Autonomous),Gobichettipalayam	2013
M.Com (CA)	Commerce with Computer Application	Gobi arts and science college, (Autonomous),Gobichettipalayam.	2011
B.Com	Commerce	P.K.R Arts and science college for women,(Autonomous),Gobichettipalayam	2009

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Certificate	Consumer behavior	NPTEL	2019

#### Research Publications (Indexed)

##### International

- L.Priya, "Patient Satisfaction on Service Quality of Multispecialty Hospital in Pollachi: An Analysis", Journal of Oriental Institute , Vol.-71, Issue.No-4, October-December-2022.ISSN 0030-5324.
- L.Priya, "Impact of digital Marketing on Consumer Behavior", Technix International journal of Engineering Research , Vol-10, Issue.No-4, april-2023.ISSN 2349-9249.
- L.Priya" A study on Consumer Preference and Satisfaction level towards Haldiram,s products with special reference to Tirupur city", EPRA International Journal of Multidisciplinary Research, Vol.9, Issue.No-5, May -2023,ISSN-2455-3662.

- L.Priya" A Study on Consumer Attitude towards ECO friendly product dress material with special references to Coimbatore city", International scientific Journal of Engineering and Management, Vol.No-2, Issue.No-5, May -2023, ISSN-2583-6192.
- L.Priya, **“Contrivance Planning Management System”**, International Journal of Advanced Research in Computer and Communication Engineering, Vol. 6, Issue. No 2, Feb-17. ISSN(Print) 2319 5940.
- L.Priya “A Study on Financial Performance Analysis of Selected Automobile Companies in India” International Journal of Humanities Social and Science and Management, vol-4, Issue-2 , April-2024.
- L.Priya, **“Green Marketing On Customer Satisfaction And Environmental Safety”**, Indian Journal of applied Research, Vol. 6, Issue No-6, Jun -19.
- L.Priya, **“An Emprical Study on Impact Of Customer Satisfaction And Loyalty Towards Hospitals In Coimbatore City”**, Science PG Publishing Group (Biomedical Statistics and Information), Vol. 2, Issue.No.2, PP 69-72, Feb -17. 11648/j.bsi.20170202.15.
- L.Priya **“Stress Management At Workplace”**, Indian Journal of applied Research, Vol. 6, Issue No.8, PP-156-158, Aug -16. ISSN-2249-555X

#### **Presentations in Conference**

- Fintech& financial Literacy , International Seminar at PSG College of Arts & Science on 19 March 2025.
- Technological Innovation and Transformation Towards Sustainable Growth, Two Day International Conferences at KPR College of Arts Science and Research, on 30 &31 Jan 2024.
- Digital Drift in MFM 3.0-optimizing the business sphere, government arts college palladam international conferences on 30-Aug-23.
- Structural and institutional Dimensions of sustainable Development Goals (SDC) in India: A Narrative "at one day national seminar at PSG College of Arts and Science, Aug-4, 2023.
- The Effectiveness of startups in Indian Economy, National Conference at SNMV College of Arts and Science on 03.02.2023.
- Digital Marketing Opportunities and Challenges, at International Conference on Discovering & harnessing the power of Digital Marketing at Sri Ramakrishna College of Arts and Science for Women Coimbatore, Feb-16, 2023.
- Digital Marketing, at International Conference on Creativity and Innovation Enhance business growth and success at Sri Vasavi College, Erode, at 23,24 Feb-23.
- Paradigm Shift towards Cloud Banking, at international conference on Virtual banking at Sankara College of science and commerce, at, 12-Oct-18.

- Indian Business In The Era Of Reforms, at National Conference on Emerging Business Opportunities at Dr.G.R Damodaran college of science, Coimbatore at 06-Sep-18.
- Impact of Digital Economy in India, at International Conference on digital Economy at Bharathidasan College of Arts and Science at 12-Sep-18.
- Role of Finance Professionals in Cost Management, Tax Planning, Corporate Governance And Organizational Growth, at National Conference on Role of Finance professionals in cost management, tax planning, corporate governance and organizational growth at Sree Saraswathi Thyagaraja college, 21-Jan-18.
- Demonetization: Introspect and Prospect At International, Symposium on Demonetization: Introspect and Prospect at Vellalar College for Women, Erode, at 30-Aug-17.
- New Digital Economy In India-Challenges & Opportunities At International, Conference on Digitla Indian at Rathinam College of Arts and Science College, Coimbatore, at 18-Aug-17.
- Engineering Business Concepts and Rapid Changes In Worldwide Business Patterns, at International Conference on Business Concepts at Rathinam College of Arts and Science College, Coimbatore, at 18-Jun-16.
- Economic Empowerment Of Women Through Entrepreneurship- Problems And Prospects, at National level conference on Women Entrepreneurship at Dr. N.G.P Arts and Science College, Coimbatore, on 16-Aug-16.
- Contemporary Issue In Global Banking International, Conference on banking sectors at Kong Nadu Arts and Science College, Erode, on 04-Aug-16.
- Role of Agribusiness in Sustainable Rural Entrepreneurship Development, at National conference on rural entrepreneurship development at Dr. N.G.P Arts and Science College, Coimbatore, on 20-Aug-15.

### **Participation in Conference**

#### **National**

- Emerging Technologies and Innovations in service sectors(ETISS-23), Dr.N.G.P Arts and Science College on 14.9.2023.
- Green Marketing Emerging Opportunities And Challenges, National Level Conference on Organized at S.N.R Sons College, Coimbatore, at 10-Feb-16.
- Innovation Marketing Strategies For Sustainable Growth - Issues & Challenges, International Conference on organized at Sankara College of Science and Commerce, Coimbatore, at 16-Sep-15.
- Global Hrm Strategies For Sustainable Development, International Conference on conducted by PKR Arts College for Women, Gobichettipalayam, at 15-Sep-15.

- Impact Of Mergers And Acquisitions On The Financial Performance Of Indian Industries, National Seminar on at Bharathiar University, Coimbatore.
- Emerging Trends In Banking Sector, National Conference at SNR & Sons College, Coimbatore.
- Gold Price Fluctuations And Its Impact On Indian Economy, National Seminar at Vivekananda College of Arts & Science for Women, Tiruchengode.
- Service Sector: An Engine To Economic Growth, UGC Sponsored State Level Symposium at Post Graduate & Research, Department of Commerce, Gobi Arts & Science College, Gobichettipalayam.
- Problems, Issues & Strategies for the Sustainable Development of Co-Operative Banks, National Seminar on at Vellalar College for women, erode.

#### **Participation in Seminars**

- Tools and Strategies for Emerging Business, KPR College of Arts Science and Research, Coimbatore, 18-Aug-21.
- Opportunities and Challenges Of Business In The Digitalized Era, Dr.N.G.P Arts and Science College, Coimbatore, 27-Sep-18 and 28-Sep-18.
- Economic Empowerment Of Women Through Entrepreneurship- Problems And Prospects, N.G.P Arts and Science College, Coimbatore, 16-Aug-16.

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

- Influence of AI in teaching & Research ,Hindusthan college of Arts and Science, Coimbatore, 04-sep-23 to 09-sep-23.
- Empowering Education for innovation-A NEP perspective, Dr.N.G.P Arts and Science College, Coimbatore, 30- jun- 23 to 04 -jul-23.
- Outcome based Education, Dr.N.G.P Arts and Science College, Coimbatore,04-March-23.
- Digital Teaching Methods in Higher Education, Hindusthan College of Arts & Science, Coimbatore, 23-Aug-21 to 28-Aug-21.
- Experimental Teaching- Corporate Cognizance, Sri Ramakrishna College of Arts and Science, Coimbatore, 09-Aug-21 to 13-Aug-21.
- Emerging trends and challenges in Commerce, PPG College of Arts and Science, Coimbatore, 02-Aug-21 to 09-Aug-21.
- Research Methodology and Pedagogy for Tertiary Education, Dr. N.G.P. Arts and Science College, Coimbatore, 15-June-21 to 21-June-21
- 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 Initiatives in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 03-Dec-18 to 09-Dec-18.

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

- Treasurer, National Conference on Faculty of commerce, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Feb-20.
- Registration Committee member, National Conference on Opportunities And Challenges Of Business in The Digitalized Era, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-18 and 28-Sep-18.