

Name : Dr. V. Saranya

Designation : Assistant Professor

Department : Commerce with International business

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

Experience : Teaching - 8 Years | Industry - 1.5 Years | Research - 5 Years

Area of Specialization : Marketing

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Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Management	GRD Academy of Management	2021
M.Phil.	Management	SNR Sons College	2013
MBA	Management	Hindustan College of Arts and Science College	2009
B.Com. (CA)	Commerce	Dr. N.G.P. Arts and Science College	2007

Online Courses

Title of the professional development Programme	Year
Management and Leadership	2023
Digital Skills- Digital Marketing	2022
Marketing Management	2020
Learning to teach Online	2020

Other Publications: International / National Journals

- Dr.N.Nirmaladevi & Mrs.V.Saranya “A study on Consumer Intention towards Organic Products with reference to Coimbatore city”, International Journal for Research in Engineering Application & Management (IJREAM), Vol: 5, Issue 1, April 2019, ISSN : 2454-9150, Impact factor: 6.466
- Dr.N.Nirmaladevi & Mrs.V.Saranya “A study on farmers perception towards organic farming with reference to udumelpet”, International Journal of Research and Analytical reviews (IJRAR), Vol:6, Issue 2, June 2019, ISSN :2349-5138, Impact factor: 5.75
- Dr.N.Nirmaladevi & Mrs.V.Saranya “A Study on Consumer Attitude towards Buying Organic food Products during COVID 19 Pandemic with reference to Coimbatore District”, International Journal of Advances in Engineering and Management (IJAEM) Volume 2 , Issue 1, January 2020 , Page No : 1121-1129
- Dr.V.Saranya & U.Sudheesh krishnan “A Study on Brand Influence of Foreign Apparels on Indian Customers with Special Reference to Bangalore City”, International Research Journal of Management Sociology & Humanities, Vol 13 Issue 7, Year 2022, ISSN 2277 – 9809. 7.8012
- Dr.V.Saranya & A.Robin Abishake “A Study on Problems Faced by the Tea Exporters and Its Prospects with Special Reference to Nilgiris District”, International Research Journal of Management Science & Technology, Vol 13 Issue 7 [Year 2022] ISSN 2250 – 1959. 8.1026.
- Dr.V.Saranya “The Effects of Virtual Marketing Implementation on Online Consumer in Coimbatore City During Covid-19 Pandemic”, International Journal of Research and Analytical reviews (IJRAR), Volume 10 Issue 2 May 2023, EISSN :2348-1269, Impact factor: 7.17.
- Dr.V.Saranya & Ms.Amirthamsharuka “A study on Obstacles faced by Garment Exporters with special reference to Tirupur City ”, International Journal of Research

and Analytical reviews (IJRAR), Volume 10 Issue 3 July 2023, EISSN :2348-1269, Impact factor: 7.17.

- Dr.V.Saranya “Time Management Among College Students ” Eur.Chem.Bull. 2023, 12(12), 849-854.

Book Chapter

- “Impact of Green Banking” ICSSR Sponsored Two Days National Level seminar 28.03.23 to 29.03.2023, First Edition, 2023, ISBN: 978-93-94428-56-0.

Funded Project

- GRG Trust Project Title “A study on Consumers’ level of awareness about organic food products in Coimbatore District”.

Presentations in Conference

- Retail sector in India – issues and challenges, Contemporary issues and challenges of Indian business in global scenario, SNR & Sons college, 20/02/2015.
- Human Capital Management, E-Business Integration, organized by PSGRKCW 6/10/2015.
- Social Media impact on consumer behaviour Emerging Trends in Consumer Behaviour, 978-81- 927985-7-8, 2016, Kalaikathir Achchagam, pg.50 organized by G.R.Damodaran College of Arts and Science on 2016.
- Indian Agricultural industry- an overview, Venture Capital for Sustainable Rural Entrepreneurship and Economic Development., Dr. NGP Arts and science college, 18/02/2016.
- Investing in Women is Investing in a Entire community, International conference on Emerging trends in personal financial management organized by Saraswathi Thiagaraja College on 26-27 Feb 2016.
- National seminar on Consumer attitude towards organic food product, Proceedings of

1st International Research conference on Global issues, Innovations & Future challenges in Business, Economics, IT & Management, ICBEITM'17, organized by KG College of Arts and Science, February 2017.

- Digitalization Drive in Insurance Industry, Digitalization in service sectors- 'Today and Tomorrow', Sri Ramakrishna Arts and Science College on 27.09.17
- Green Supply chain management Next Generation BPS-A Catalyst for value creation, ISBN: 978- 93-86176-25-7, Bonfring, November 2015, PP: 116-121, organized by PSGR Krishnammal College for women on 2017.
- Insurance in the face of Global Change- the Future Proof, on 10/12/2022, Sri Ramakrishna College of Arts and Science
- Innovative Strategies for aviation, Logistics and supply chain technologies, Business Models and Risk Management on 9/14/2022, Rathinam college of Arts and Science.
- Digitalization of Global Business environments, on 10/28/2022, Rathinam college of Arts and Science.
- Sustainable development goals Issues Strategy and way forward, on 11/4/2022, Sri Ramakrishna College of Arts and Science.
- India means Business- Reform, perform and transform, on 1/5/2023, Sri Ramakrishna College of Arts and Science.
- Discovering and harnessing the power of Digital Marketing, on 2/16/2023, Sri Ramakrishna College for Women.
- Rebuilding Global Business Environment on 2/15/2023, Dr.N.G.P Arts and Science College.
- Digital transformation in business & commerce: Trends, challenges & opportunities, on 01&02- 03-2023, Kristu Jayanthi college Bangalore.
- An Overview of Emerging Recruitment opportunities in social media, **TANSCHÉ** Sponsored International Conference organized by PSG College of Arts and Science on 18th & 19th of April 2023.
- Factors Influencing the Insurance Investment with special reference to Sundaram

fasteners Limited Madurai, ISBN No 978-81-964453-0-0. Organized by Sri Ramakrishna College of Arts and Science on July 5 2023.

- Impact of Artificial Intelligence in Banking Sector in International Conference on Artificial Intelligence in banking and Insurance on August 25, 2023 organized by Sri Ramakrishna College of Arts and Science.
- Organized National Conference on Digital Transformation in Business Opportunities and Challenges Organized by Dr.N.G.P Arts and Science College on September 5 2023.
- ICSSR Sponsored three days International Conference on Fintech: Digital Transformation of Financial Services on the topic Impact of Fintech in Banking Industries Organized by Bharathiar University on September 14,15 and 16.

Participation in Orientation Programme / Short Term Courses

- Train the Trainer Program Organized by TCS at Sri Krishna Arts and Science College on 5 May 2019 to 10th May 2019

Participation in Faculty Development Programme

- Basics of equity derivatives & technical Analysis: theory and Practice organized by GRG School of Management on 22/11/2014
- Computational Finance organized by PSGRKCW on 13/04/2015
- insurance for business process services organized by Sri Krishna College of arts and science on 08.06.2015 to 12.06.2015
- Managing Business Process Services-I organized by Sri Krishna College of arts and science, on 17.06.2015 - 19.06.2015
- Refresher insurance for business process services organized by Sri Krishna College of arts and science on 29.09.2015-30.09.2015

- Redefining marketing in the dynamic business scenario organized by GRG School for Management studies on 5.11.2015
- Retail Environment and Market Research in BPS, organized by PSGRKCW, on 23.11.2015 – 27.11.2015
- Banking for Business Process Services organized by PSGRKCW on 16.11.2015 – 20.11.2015
- Managing Business Process services- Paper II organized by Sri Krishna College of arts and science on 01.12.2015-04.12.2015
- Finance & Accounting for BPS organized by PSGRKCW on 30.05.2016 – 3.06.2016
- Capital Markets organized by Sri Krishna College of arts and science on 07.07.2016 - 10.07.2016
- Workshop on ‘The Architect’-A Teacher skill Enhancement Programme KKID, Anaikatti on 20.09.2016-22.09.2016
- Three days national workshop on “Advanced Research methods in Commerce and management” organized by PSGRKCW on 01.03.2016-03.03.2016
- Campus to corporate organized by PSGRKCW on 28.09.2016-02.12.2016
- International Financial Reporting Standard(s)- Principles & Practices, Organized by Department of B.com (P.A), PSGR Krishnammal College for women on 30.01.18
- One day Workshop on “Scholarly Publication, Citation, Impact Factor, Plagiarism and Reference Management Tools for Research” organized by PSGRKCW on 02-02-2019
- “Market research and Banking “organized by Sri Krishna College of arts and science on 13th May 2019- 17th may 2019
- FDP on Advances in qualitative and Quantitative research, organized by GR Damodaran Academy of Management on march 25,2019
- new framework of NAAC Accreditation Organized By Internal quality assurance cell, PSGR Krishnammal College for Women on 5.7.19 and 6.7.19
- Collaborative research practices in modern era, on 2/13/2023, AMET University

- Outcome based Education, on 3/4/2023, Dr.N.G.P. Arts and Science College.
- Empowering Education for Innovation-A NEP Perspective from 30.06.2023 to 4.7.2023

Invited Resource person

- Guest Lecture on Market research and retail, Sri Ramakrishna College of Arts and Science, Coimbatore. 07/01/2019.
- Guest Lecture on Managing Business Processes organized by Department of B.Com (BPS), Sri Ramakrishna College of arts and science, Coimbatore. 20.11.2020.
- Guest Lecture on An Overview of Annuity organized by Department of BBA(BPM), PSGR Krishnammal College for Women, Coimbatore. 17.12.2021.
- Session Chair - International Conference at Kristu Jayanthi College, Bengaluru, on 02.03.2023.
- Event Judge at Suguna Arts and Science College, Coimbatore, on 01.04.2023
- Guest Lecture on "Introduction to Annuities-Funding your Future" organized by Department of BBA(BPM), PSGR Krishnammal College for Women, Coimbatore. 23.08.2023.
- "International Literacy Day" organized by Chandrakanthi Public School on 8.9.2023.