

Name : Ms. Santhiya V
Designation : Assistant Professor
Department : Management Studies
Qualification : M.B.A., (Ph.D).,
Experience : Teaching – 8.1 years
Specialization: Human Resource & Marketing
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Academic Qualifications

Degree	Branch	Institution / University Name	Year
MBA	HR & Marketing	Vivekananda Institute of Management Studies Coimbatore	2016
B.SC	Information Technology	P.S.G. R Krishnammal college for women	2013

Research Publications

- V.Santhiya, A Study on Employee Engagement Towards Self Financing Arts and Science Faculty Members with Special Reference to Coimbatore City, Journal of Indian School of Political Economy – ISSN:0971-0396, Volume XXXVI, March 2025
- V.Santhiya, A Study on Emotional Intelligence Towards Employee Performance with special reference to Textile Industry Coimbatore, Journal of Indian School of Political Economy – ISSN:0971-0396, Volume XXXVI, March 2025
- V.Santhiya, A Study on Trends and Challenges in the Adoption of Digital Wallets in Coimbatore City, Journal of Indian School of Political Economy – ISSN:0971-0396, Volume XXXVI, March 2025
- V.Santhiya, “Transformative Impacts of Design Thinking on Enhancing Learning Experiences: An Empirical Study, International Journal of Interdisciplinary Organizational Studies, ISSN:2324-7649 (Print), ISSN:2324-7657 (Online), Volume 18, Issue2, July -December, 2023
- V.Santhiya, A Study on Consumer Perception Towards Digital Marketing, Journal of the Asiatic Society of Mumbai, ISSN: 0972-0766, Vol.XCIX, No.08,2023

- V.Santhiya, Time Management Among College Students – Eur.Chem. Bull.2023,12(12), 849-854
- V.Santhiya, An Empirical Analysis of Factors Influencing Customer Relationship Management Practices Pursued by Select Private Sector Banks in TamilNadu - Eur.Chem.Bull.2023,12(Special Issue 4), 8280-8291
- V.Santhiya, A Study on Customer Satisfaction Towards App Based Food Services in Coimbatore City - Shodha Prabha, ISSN - 0947-8946, Vol.48, Issue01, No.4:2023
- V.Santhiya, A Study on Consumer Behaviour Towards Nykka in Coimbatore City - Shodha Prabha, ISSN - 0947-8946, Vol.48, Issue01, No.4:2023
- V.Santhiya, “A Study about Women on Rural Farming – International Journal of Research and Analytical Reviews (IJRAR), ISSN:2348-1269, Volume 9, Issue 2
- V.Santhiya, Students Empowerment in Academics – International Journal of Research and Analytical Reviews (IJRAR), ISSN:2348-1269, Volume 9, Issue 3
- V.Santhiya, “Emotional Intelligence and Students Achievement in Academics – International Journal of Research and Analytical Reviews (IJRAR), ISSN:2349-5138, Volume 9, Issue 2- International Journal of Research and Analytical Reviews (IJRAR), ISSN:2348-1269, Volume 9, Issue 3

Presentations in Conference/ Seminar

- **Multi-level Marketing”** in **National level conference**, KSR College of Engineering Department of Business Administration on 26.10.2014

Participation in Conference/Seminar

- One Day Workshop on Outcome Based Education, Dr.N.G.P Arts and Science College in association with ispr solutions limited, 4 march 2023

Participation in Faculty Development Programme

- Next Gen Research Tools, Organized by SRM Institute of Science Technology from 03.12.2024 to 07.12.2024

- Best Practices for Teaching Professionals, Organized by Dr.N.G.P. Arts and Science College, Coimbatore From 03.06.2024 to 07.06.2024 “Empowering Educators: Nurturing Resilience and Well-being for Faculty Excellence, Organized by Happy Valley Business School, Coimbatore From 24.04.2024 to 29.04.2024
- Sustainable Supplychain Management (SSCM), Organized by the School of Management Studies, University of Hyderabad, from 27.01.2025 to 31.01.2025.

Participation in Workshop

- Hospital Service Quality and Patient-Centric Care: A Study of Satisfaction Gaps in Multi-Specialty Hospitals in Coimbatore organized by Kristu Jayanti Deemed University Bangalore
- One Day Workshop on National Educational Policy: Challenges And Opportunities For Higher Educations in India organized by Dr.N.G.P Arts and Science College on 4 march 2023.
- One Day Workshop on Outcome Based Education organized by Dr.N.G.P Arts and Science College in association with ispr solutions limited on 27.12.2023.
- Oracle (SQL & PL/ SQL) workshop conducted by Whizkid Corp, Coimbatore
- Participated in .Net Framework one day workshop on 06.02.2014
- One Day Workshop BIZWIZARDZ AND QUIZMINES ON DUCIBUS ON 08.03.2024
- One Day Workshop Bishop Appasamy College of Arts and Science on DUCIBUS ON 13.02.2025

Invited Speaker / Session Chair/ Reviewer

1. Invited Chief Guest, Inter Collegiate event VimSmart, Vivekananda Institute of Management Studies, 21.02.2025.