

Name : Dr.P.Dhanya

Designation : Associate Professor

Department : Commerce with Professional Accounting

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

Experience : Teaching: 10.11 Years Industry: 3.5 Years Research: 6 years

Area of Specialization(s) : Finance and Marketing

Email (Official ID) : dhanya@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2020
M. Phil.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2011
M.B.A	Management	Bharathiar University, Coimbatore	2009
M. Com.	Commerce	Sri Ramalinga Sowdambigai College Of Science and Commerce, Coimbatore	2007
B.B.M	Management	Sri Ramalinga Sowdambigai College Of Science and Commerce, Coimbatore	2005

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Application	Bharathiar University	2014
Online certification	Marketing Research And Analysis	NPTEL	2019

Research Publications (National /International)

- ❖ P.Dhanya, One day National Level Seminar on Professionalizing unorganized Sector – **A CORPORATE VIEW, SCHEMES FOR IDENTIFICATION OF UNORGANISED SECTOR**, published by Post Graduate and Research Department of Corporate Secretaryship, Dr. N.G.P. arts and Science College, Coimbatore on 24-08-16. ISBN: 819077894-3, pp.224-231.

- ❖ Ms. P.Dhanya, published an article on the title **“Risk Management in Banking and Financial Sector”**, Bonfring International Journal of Industrial Engineering and Management Science, Volume – VII, Special Issue, Feb-17, ISSN 2250-1096, (UCG, Google Scholar, Index Copernicus, Index Copernicus, Global Impact Factor, Australia, Directory of Research Journal Indexing, etc.,)
- ❖ Ms. P.Dhanya, published an article on the title **“An Overview of Crowd Funding”** in Quest International Multidisciplinary Research Journal (Peer Reviewed International Journal), Volume – VI, Issue – I,– Pg. No. 46 to 50, Jan to Mar- 17, ISSN 2278-4497, Quality Impact Factor – 6.89 (CARS), Thomson Reuters Research ID: B-9682-2016. (UCG, Google Scholar, Index Copernicus, Index Copernicus, Global Impact Factor, Australia, Directory of Research Journal Indexing, etc.,).
- ❖ Ms. P.Dhanya, Published an article on the title, **“A study on performance evaluation of selected diversified Equity Mutual Funds in India”**, International journal for science and advance research in technology (IJSART), Volume-3, Issue 12, Dec-17, ISSN : 2395-1052, Impact Factor: 5.388(Google Scholar, Academia.ed, issue Indian science.in, Academic Resource Index-ResearchBi).
- ❖ Ms.P.Dhanya, Published an article on the title, **“Digital banking in India - challenges and opportunities”**, Journal of Management and Science, Special Issue 4, Feb-18, ISSN: 2249-1260.
- ❖ Ms. P.Dhanya, Published an article on the title **“Digital India: The road to smart governance”**, EPRA International Journal of Multidisciplinary Research(IJMR), Volume-4, Issue 10, oct-18, ISSN : 2455-3662, Impact Factor: 5.148 (Academia.edu, RJIFACTOR, Research Gate, ORCID, ProQuest, publons, CiteFactor, OPEN LIBRARY, International Standard Serial number, DOAJ,ROAD, Indian Citation Index, Scribd, Crossref,Index Copernicus International, Indianscience.in, Google Scholar, EBSCO, etc.,)
- ❖ Ms. P.Dhanya, Published an article on the title **“A study on credit appraisal system in India with special reference to South Indian Banks”**, International Journal of Trend in Scientific Research and Development, Peer Reviewed Open Access Journal, Volume-3, Issue 1, Nov-Dec18, ISSN : 2456-6470, Impact Factor: 4.1 (Academia.edu, RJIFACTOR, Research Gate, ORCID, ProQuest, publons, CiteFactor, OPEN LIBRARY,International Standard Serial number, DOAJ,ROAD, Indian Citation

Index, Scribd, Crossref, Index Copernicus International, Indianscience.in, Google Scholar, EBSCO, etc..)

- ❖ Ms. P.Dhanya, Published an article on the title “ **An Empirical Study on the threats and Challenges to Small Finance Banks with Special reference to Coimbatore City**” , **EPRA International Journal of Research and Development (IJRD)**, Volume -4 , Issue 9, Sep -2019 , ISSN : 2455-7838, Impact factor -6.260 (Academia.edu, RJIFACTOR, Research Gate, ORCiD, ProQuest, publons, CiteFactor, **OPEN LIBRARY**, International Standard Serial number, DOAJ,ROAD, Indian Citation Index, Scribd, Crossref, Index Copernicus International, Indianscience.in, Google Scholar, EBSCO, etc..)
- ❖ Ms. P.Dhanya, Published an article on the title “ **A study on customer Awareness and Perspective towards selected Small Finance Banks in Coimbatore City**, International journal of Applied research,), Volume -3 , Issue -1, Sep -2019 , ISSN : 2394-7500 Impact factor - 5.2 (Academia.edu, RJIFACTOR, Research Gate, ORCiD, ProQuest, publons, CiteFactor, **OPEN LIBRARY**, International Standard Serial number, DOAJ,ROAD, Indian Citation Index, Scribd, Crossref, Index Copernicus International, Indian science .in, Google Scholar, EBSCO, etc..)
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Customer Satisfaction towards Fastrack Watches with reference of Coimbatore city**” in EPRA International Journal of Research and Development (IJRD), Volume 5, Issue 11, November 2020, ISSN No : 2455-7838. Impact Factor : 7.001.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Customer’s Satisfaction and their preference towards IBAACO Ice cream in Coimbatore city**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 6, Issue 11, November 2020, ISSN No : 2455-3662, Impact Factor : 7.032.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Customer’s Satisfaction Towards Mahindra Bolero in Coimbatore city**” in EPRA International Journal of Research and Development (IJRD), Volume 5, Issue 11 November 2020, ISSN No : 2455-7838, Impact Factor : 7.001.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Customer’s Preference Towards Amway Products With Special Reference to Coimbatore City**” in EPRA International Journal of Research and Development (IJRD), Volume 5, Issue 11, November 2020, ISSN No : 2455-7838, Impact Factor : 7.001.

- ❖ Dr.P.Dhanya published an article on the title “**A Study on Consumer’s Satisfaction towards online shopping in Coimbatore city**” in EPRA International Journal of Research and Development (IJRD), Volume 5, Issue 9, September 2020, ISSN No : 2455-7838, Impact Factor : 7.001.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Customers Satisfaction towards Raymond Clothes With Special Reference to Coimbatore city**” in EPRA International Journal of Research and Development (IJRD), Volume 5, Issue 11 November 2020, ISSN No : 2455-7838, Impact Factor : 7.001.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Financial Performance of Cement Industry with Special Reference to ACC Limited**” in EPRA International Journal of Research and Development (IJRD), Volume 5, Issue 11 , November 2020, ISSN No : 2455-7838, Impact Factor : 7.001.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Customers Satisfaction towards Bata Footwear With Special Reference to Tirupur city**” in EPRA International Journal of Research and Development (IJRD), Volume 5, Issue 12 , December 2020, ISSN No : 2455-7838, Impact Factor : 7.001.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Consumer Satisfaction towards Datsun cars With Special Reference to Coimbatore city**” in EPRA International Journal of Research and Development (IJRD), Volume 5, Issue 11 , November 2020, ISSN No : 2455-7838, Impact Factor : 7.001.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Financial Performance of Oracle financial services software Limited**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 7, Issue 7, July 2021, ISSN No : 2455-3662, Impact Factor: 8.047.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Financial Performance of EMAMI Private LTD**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 7, Issue 7, July 2021, ISSN No : 2455-3662, Impact Factor: 8.047.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Customer Satisfaction towards PAYTM services in Coimbatore city**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 7, Issue 7, July 2021, ISSN No : 2455-3662, Impact Factor: 8.047.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Financial Performance of Hindustan Unilever Limited**” in EPRA International Journal of Multidisciplinary

- Research (IJMR), Volume 7, Issue 7, July 2021, ISSN No : 2455-3662, Impact Factor: 8.047.
- ❖ Dr.P.Dhanya published an article on the title “**A Study on Consumer preference towards Herbal Cosmetics in Coimbatore city**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 7, Issue 7, July 2021, ISSN No : 2455-3662, Impact Factor: 8.047.
 - ❖ Dr.P.Dhanya published an article on the title “**A Study on Consumer behavior towards Retail Petroleum outlets in Tirupur city**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 7, Issue 7, July 2021, ISSN No : 2455-3662, Impact Factor: 8.047.
 - ❖ Dr.P.Dhanya published an article on the title “**A Study on Financial performance of Coal India Limited**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 7, Issue 8, August 2021, ISSN No : 2455-3662, Impact Factor: 8.047.
 - ❖ Dr.P.Dhanya published an article on the title “**A Study on Customer’s satisfaction towards Skoda Cars with special reference to Coimbatore city**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 7, Issue 8, August 2021, ISSN No : 2455-3662, Impact Factor: 8.047.
 - ❖ Dr.P.Dhanya published an article on the title “**A Study on Customers satisfaction towards Retail Banking services with special reference to KarurVysya Bank in Coimbatore city**” in EPRA International Journal of Multidisciplinary Research (IJMR), Volume 7, Issue 8, August 2021, ISSN No : 2455-3662, Impact Factor: 8.047.

Presentations in Conference

- ❖ Presented a paper titled “**Challenges for Business in Changing Scenario**”, One day Conference on ‘Global Business Opportunities and Challenges’, Research Post Graduate and Department of Commerce with Computer Application, Dr. N.G.P. arts and Science College, Coimbatore on 04-Mar-10.
- ❖ Presented a paper titled “**Structural changes in Corporate Finance**”, One day National Conference on ‘Corporate Finance-Structural Changes & Emerging Paradigms’, organized by Department of Commerce, Dr. N.G.P. arts and Science College, Coimbatore on 08-Feb-13.
- ❖ Presented a paper titled “**Emerging Dimensions of FDI Flow in India**”, One day

National Conference on ‘FDI in India-Pros & Cons’, organized by Guruvayurappan Institute of Management (Sponsored by AICTE) Coimbatore on 21st and 22nd Feb-14.

- ❖ Presented a paper titled “**New Economic Trends**”, One day National Conference on ‘Entrepreneurial strategies for sustainable economic growth: A Global Perspective’, Department of Management Studies, Dr. N.G.P. arts and Science College, Coimbatore on 28-Aug-16.
- ❖ Presented a paper titled “**Risk in Banking and Finance Management**” One day National Conference on India Towards 2020, organized by the department of Commerce with Professional Accounting in Association with ICAI, SNR Sons College on 21-Feb-17.
- ❖ Presented a paper titled “**Financial inclusion Strategies and Challenges**”, National Conference on ‘Financial Inclusion for Sustainable Economic Growth-Strategies and Challenges ‘sponsored by ICSSR ,Organized by department of Commerce and Department of Commerce with Professional Accounting on 08-Sep-16.

Presentation in International Conference

- ❖ Presented a paper titled “Emerging **Dimensions of FDI Flow in India**”, International Conference on ‘Emerging Paradigms in Management Research’, organized by Vivekananda Institute of Information and Management Studies for Women and Mother Teresa Women’s University from 27.2.2014 to 28.2.2014.

Presentation in National Level Seminar

- ❖ Presented a paper titled “ **E-Commerce**” in National Level Seminar on the ‘Growth of E-Commerce in the Modern World’ held at Dr.G.R.Damodaran College of Science during 05.03.2008.
- ❖ Presented a paper titled “**Role of IT in Tourism**” in National Level seminar on ‘Changing paradigms in Indian Tourism –Implication for growth and sustainability’ at P.S.G.R Krishnammal College for Women on 23.9.2009.
- ❖ Presented a paper titled “ **Financial Re-Engineering-Strategies and Regulations**” in National Level seminar on ‘Financial Re-Engineering-Strategies and Regulations’ at Dr. N.G.P. arts and Science College, Coimbatore on 28-02-2010.
- ❖ Presented a paper titled “**SHGs & Rural Women Empowerment**” in National Level seminar

- on ‘Empowerment of Women through Self Help Groups’ at RVS College of Arts & Science on 10.2.2010.
- ❖ Presented a paper titled “**Retail Banking & Business Strategies**” in One day National Level seminar on ‘Strategy Resources and Technological Growth in Banking-Changing Business Pose’ at Dr.SNS Rajalakshmi College of Arts and Science on 16.02.2010.
 - ❖ Presented a paper titled “ **Global Financial Meltdown**” in One day National Level seminar on ‘Global Business Opportunities & Challenges’ at Dr.SNS Rajalakshmi College of Arts and Science on 16.-Mar-10.
 - ❖ Presented a paper titled “**Role of Information Technology Promotion of Banking Sector**” in One day National Level seminar on ‘Role of Information Technology in promotion of Banking Sector’ at SNR Sons College (Autonomous) on 17-Mar-10.
 - ❖ Presented a paper titled “**Challenges and opportunities of women entrepreneur in Indian context**”, One Day National Seminar on Economic Empowerment of Women through Entrepreneurship – Problems and Prospects, Post Graduate and Research Department of Commerce With Information Technology, Dr.N.G.P. arts and Science College, Coimbatore on 16-Aug-16.
 - ❖ Presented a paper titled “**Schemes for Identification of Unorganized sector**” in one day National Level Seminar on ‘Professionalizing Unorganized Sector – A Corporate View organized by Post Graduate and Research Department of Corporate Secretaryship,Dr.N.G.P. arts and Science College, Coimbatore on 24-Aug-16.
 - ❖ Presented a paper titled “**Social network**” in one day National Level Seminar on ‘Application of Artificial Intelligence in Accounting & Finance organized by Department of Commerce with Accounting & Finance, Sri Ramakrishna College of Arts & Science, Coimbatore on 16-Feb-19.
 - ❖ Presented a paper titled “**Opportunities and Challenges in Digital Entrepreneurship**” in one day national level seminar on Entrepreneurship in the Digital era : Innovation and skill development for sustainability,PSGR Krishnammal College for Women, Coimbatore on 16-Mar-22.

Participation in National /International Level Seminar

- ❖ Participated in one day national level seminar titled “**Future Direction of Monetary Policy and RBI Initiatives**” organized by Department of Management Studies, Dr.N.G.P. Arts and Science College, Coimbatore on 09-Sep-16.
- ❖ Participated in one day national level webinar titled “**National Education Policy-Vision**

to action” organized by Internal Quality Assurance Cell of Sankara College of Science and Commerce, Coimbatore on 31-Dec-21.

- ❖ Participated in an International Hybrid Seminar titled “**Auditing- Gear to Economic Revival**” organized by PSG College of Arts & Science, Coimbatore on 25-Mar-22.

Participation in World Record Event

- ❖ Participated in the world Record Event titled “**Longest Virtual Event on Vision 2030: Importance of Enhancing Life skills for Reaching Higher Heights**” organized by Tamil Nadu Teachers Education University, center for capacity Building Programmes for Teachers, on 18-jun-21.

Participation in Workshop

- ❖ One day workshop on **Spoken English** organized by Faculty of Management Studies in Association with The INFAACT Foundation, Ranganathan Engineering College, Coimbatore. 26.10.2013.
- ❖ Two Days Workshop on **Science Academies Lecture Workshop on Healthcare Analytics** at Dr.NGP Institute of Technology held on 26 & 27 Sept-17.
- ❖ One day National workshop on ‘**Emerging Paradigms in Commerce and Management Research**’ at Pioneer College of Arts and science on 01-Mar-19.
- ❖ Participated in **Covid-19 Pandemic general Awareness Quiz**, Organized Department of RISE (Research, Innovation Sponsored project& Entrepreneurship), Chandigarh Group of Colleges, Landran, Mohali on 09-Apr-20.
- ❖ Participated in **NPTEL E-Awareness** Workshop organized by Dr.N.G.P Arts and Science College, Coimbatore on 06-jan-22.

Participation in National Symposium

- ❖ Participated in National Symposium titled “**Discerning Youth**” organized by Nirmala College for Women on 03-Dec-03

Participation in Financial Literacy Forum

- ❖ Participated in the Financial Literacy Forum on **Personal Finance & Family Budget, Investment & Savings, and Banks&Insurance**, organized by Department of Commerce Finance Dr.N.G.P. Arts and Science College, Coimbatore on 10-Jan-18.

Participation in Faculty Development Programme

- ❖ Faculty Development Programme on **Role and Responsibilities of Teachers**

Organized by Faculty Development cell, Dr.N.G.P. Arts and Science College, Coimbatore on 05-Jul-08.

- ❖ Faculty Development Programme on **Teaching and Learning Tools** organized by Faculty Development cell, Dr.N.G.P. Arts and Science College, Coimbatore on 26-Jul-08.
- ❖ Faculty Development Programme on **Stress and Time Management** organized by Faculty Development cell, Dr.N.G.P. Arts and Science College, Coimbatore on 09-Jan-09.
- ❖ Faculty Development Programme on **Teaching Skills** organized by Faculty Development cell, Dr.N.G.P. Arts and Science College, Coimbatore on 06-Feb-09.
- ❖ Faculty Development Programme on **Teaching Pedagogy** organized by Faculty Development cell, Dr.N.G.P. Arts and Science College, Coimbatore on 9-Feb-09.
- ❖ Faculty Development Programme on **Best Teaching Strategies** organized by Faculty Development cell, Dr.N.G.P. Arts and Science College, Coimbatore on 11-Feb-09.
- ❖ Faculty Development Programme on **Research and development-The Resource for Continuous learning** organized by Faculty of Management Studies, Ranganathan Engineering College, Coimbatore on 21-Sep-13.
- ❖ Two days Faculty Development Programme on **Teaching & Learning Pedagogy** organized by Ranganathan Engineering College, CBE from 20-Dec-13 to 21-Dec-2013.
- ❖ Faculty Development Programme on **Man Making Education** organized by Kongunadu Arts and Science College and Swami Vivekananda Study Circle, Coimbatore on 04-Jul-2015.
- ❖ Seven Days Faculty Development Program on **Quality measures in Higher Education** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore from 03-Dec-18 to 09-Dec-18.
- ❖ Seven Days Faculty Development Program on **NAAC Revised Accreditation Framework and OBE assessment methodology** organized by the Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 27-May-19 to 02-Jun-19.
- ❖ One week Faculty Development Programme on **Spoken Tutorial ,Free Open Source Software (FOSS)** organized by center for Virtual learning, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore, from 04-May-20 to 10-May-20.
- ❖ Online Faculty Development Program on **Research Methodology and Pedagogy for**

Tertiary Education organized by Internal Quality Assurance Cell & Faculty Development Cell, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 15-June-21.

- ❖ Online Faculty Development Program on **Term Insurance Checklist** organized by Department of Banking and Insurance & center for Faculty Development, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore during 30-Jul-21.
- ❖ Six days National level Faculty Development Program on **Digital Teaching methods in Higher Education** organized by PG & Research Department of Commerce with Computer Application, Hindustan College of Arts and Science, Coimbatore, from 23-Aug-2 to 28-Aug-21.
- ❖ Faculty Development Program on the Art and Science of Question paper setting with reference to Bangalore University Examinations organized by Padmashree Institute of Management and Sciences on 08-Jan-22.

Training Course on ISO-Internal Auditing

- ❖ Completed Training Course on “**Auditing the Quality Management Systems**” in line with ISO 9001:2000 on 01-Nov-07 & 02-Nov-07, Qualification Record ref: DNGPASC/QMST/01, at Dr.N.G.P. Arts and Science College, Coimbatore.

Certificate Course

- ❖ Certificate Course “**Managing Debt**” UdeMy on 29-Oct-18.
- ❖ Certificate Course “**Financial Habits and Behaviours**”, UdeMy on 30-Oct-18.
- ❖ Certificate Course “**Marketing Research and Analysis**”, NPTEL on 30-Oct-19.
- ❖ One week Certificate Course on “**Digital Teaching Techniques**” organized by ICT Academy from 10-Aug-20 to 15-Aug-20.

Conference/Seminar/Workshop Organized/Committee Member

- ❖ Committee member, National Conference on “**Disruptions in Banking Sector in Current Scenario**” organized by Department of Commerce with Professional Accounting, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 28 - Feb- 18.
- ❖ Committee member, Indian Council of Social Science Research (ICSSR) sponsored National Conference on “**Financial inclusion for Sustainable Economic Growth – Strategies and Challenges**”, Organized by Department of Commerce and Department of Commerce With Professional Accounting, Dr. N.G.P. Arts and Science College, Coimbatore on 08-Sep-16.

- ❖ Committee member , National Conference on “**Implications of Fintech in Indian Economy**” organized by Department of Commerce with Professional Accounting, Department of Commerce and Department of Commerce Finance, Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore on 04.03.2020

Invited Speaker / Session Chair/Editorial Board Member-Conference /

Seminar

- ❖ Invited as a Editorial Board Member in the National Conference on “**Financial Inclusion for sustainable Economic Growth-Strategies and Challenges**”, sponsored by ICSSR held on 08-Sep-16.
- ❖ Invited as a Editorial Board Member in the National Conference on “**Disruptions in Banking Sector in the Current Scenario**” held on 28-Feb-18.
- ❖ Invited as a session chair for the paper presentation in the National Conference on “**Implications of Fintech in Indian Economy**” held on 04-Mar-20.