

**Name** : Mrs.P. SathyaPriya.....  
**Designation** : Assistant Professor.  
**Department** : B.Com Banking&Insurance  
**Qualification** : M.Com., M.Phil., (Ph.D.)  
**Experience** : Teaching: 11 Years  
**Area of Specialization(s)** : Marketing  
**Email (Official ID)** : sathyapriya@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Commerce	Hindustan Arts and science College,Coimbatore	Pursuing
M. Phil.	Commerce	R.V.S.College of Arts and Science, Sultur.	April 2010
M. Com.	Commerce	Sri Jayendara Saraswathy Maha Vidyalaya college of arts and science	April 2008
B. Com.	Commerce	Sri Jayendara Saraswathy Maha Vidyalaya college of arts and science	April 2006

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Diploma	Tally 7.2	CSC	2008
Certification	Financial Statement Analysis and Reporting	NPTEL	2019

## Work Experience

S.No	College	Designation	Period of Service
1	Michael job Arts and Science College for women, Coimbatore.	Assistant Professor	3 Years & 3 Months
2	Maharaja Arts and science College, Coimbatore.	Assistant Professor	3 Years & 1 Month
3	Dr.N.G.P Arts and Science College,Coimabto	Assistant Professor	From Dec 2019 to till date

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-
M. Phil.	-	-

## Research Publications (Indexed)

### International

- P.Sathyapriya,” Housing Loan Performance in State Bank of India” Journal of the Asiatic Society of Mumbai,ISSN : 0972-0766 Vol. : XCVI,No:03, 2022,UGC
- P.Sathyapriya,”A Study on Customer Perception Towards Borrowing Home Loan”,International Journal of Enhanced Research in Management & Computer Applications ISSN: 2319-7471, Vol. 10 Issue 12, December, 2021, Impact Factor: 7.751
- P.Sathyapriya, “A Study on Impact of Digital Marketing in Customer Purchase Decision in Coimbatore city”. Journal of Emerging Technologies and Innovative Research (JETIR), ISSN-2349-5162 volume 7, issue 9 Sep-20.
- P.Sathyapriya, ,“Green Product And Consumer Behavior : An Analytical Study”,EPRA International Journal of Research And Development , Volume :5,Issue :5, ISSN :2455-7838 May -20.

- P.Sathyapriya, “Consumer Buying Behaviour Towards Online Shopping; An Empirical Study, International journal for emerging technologies and innovative research, Volume:6, Issue:6, Journal No ;63975. ISSN:2349-5162 December 19

#### **Other Publications: International / National Journals**

- Mrs.P.Sathyapriya,published an article on “A Study on Customer Satisfaction towards Private Label Products in TamilNadu With Reference To Coimbatore District”, International Journal of humanities, Law and Social Sciences, ISSN 2348-8301,Vol. IX, Issue 1, No.07 : 2022,UGC CARE Approved, Group I.
- Mrs.P.Sathyapriya,published an article on “A study on customer perception towards borrowing home loan”, International Journal of Enhanced Research in Management and Computer Application, ISSN: 2319-7471, Dt: 15-Dec-2021, Vol. No. 10 Issue-12, Impact factor 7.751, UGC Listed.
- P.Sathyapriya, “Challenges and Strategies in Green Banking”, Vivekananda College, New edition, pp.101-103 23<sup>rd</sup> January 2019, ISBN: 978-93-88398-27-5.

#### **Participation in Seminars**

- Mrs. P. Sathya Priya,Organizer in the National Conference on Rebuilding Global Business Environment (RGBE-23) Conducted by N.G.P Arts and Science College, Coimbatore on 15-Feb -23
- Mrs. P. Sathya Priya Presented the Paper in “Challenges to Green finance in G20 Countries”, Conducted by Hindusthan College of Arts and Science College, Coimbatore, on 08 –Mar-23.
- Mrs. P. Sathya Priya Presented the Paper in National Seminar on “ Risk Measure and Regulation in Insurance” Conducted by Sri Ramakrishna College of Arts and Science College, Coimbatore,on 12-Oct-22

- Mrs. P. Sathya Priya participated in the International conclave on “Tools and Strategies for Emerging Business” conducted by KPR College of Arts Science and Research, Coimbatore on 18<sup>th</sup> Oct-22
- Mrs. P. Sathya Priya Presented the Paper in National Level Seminar on “Women Entrepreneur in Indian Society after COVID-19 Pandemic” Conducted by Sankara College of Arts and Science College, Coimbatore 14-Sep-22.
- National Level Seminar “Competition issues in India” Gobi Arts and Science College, Coimbatore, on 25-Sep-21.
- International conclave “Tools and Strategies for emerging Business”,KPR College of Arts and Science,Coimbatore,on 18- Aug-21
- Treasurer, National Conference on Impact of Trade War on Indian Economy, Dr. N.G.P. Arts and Science College, Coimbatore, on 25-Feb-20
- “Challenges And Strategies in Green Marketing”, National seminar on “Emerging issues in business and environment”, Vivekananda college, Madurai on 23-Jan - 19.
- Emerging Trend on FDI in Retail Marketing, National Seminar on “Impact of globalization on Indian economy”, Hindustan college of arts and science, Coimbatore on 25- Jan-12.

### Participation in Workshop

- One Day **Workshop on Outcome Based Education (OBE)**organized by Dr. N.G.P Arts and Science College, Coimbatore in association with IPSR solutions limited on 04-Mar-23
- **National Level Workshop On Data Analysis And Interpretation Using SPSS And Amos**, Hindustan college of Arts and science Coimbatore, on 8<sup>th</sup> - 9<sup>th</sup> -Mar -19

### Participation in Orientation Programme / Short Term Courses

- **Economic Sustainability through Entrepreneurship**”, (UGC Sponsored UGC-National symposium Erode arts and science college, Erode, 9th Jan-19.

#### Participation in Faculty Development Programme

- “Teaching Pedagogy and Life Skill Management”, Hindustan college of Arts and Science, Coimbatore, on 27-Mar-23 - 31-Mar-23.
- “Fundamentals of Research and Research Methodology”, IOT Academy, Coimbatore, On 6<sup>th</sup> Oct-14<sup>th</sup> Oct-2022.
- “Outcome Based Education”, Karpagam Academy of Higher Education Coimbatore, On 26-Jul-21 – 01-Aug-21.
- “Investor Awareness on Stock Market”, Rajapalayam Rajus’ College”, Rajapalayam, On 02-Aug-21 – 07-Aug-21.
- Front Accounting, Dr. N.G.P. Arts and Science College, Coimbatore, on 04 to 10-May-20.
- NAAC Revised Accreditation Framework and OBE Assessment Methodology, Dr. N.G.P. Arts and Science College, Coimbatore, May-27 to June-02-19

#### Conference / Seminar / Workshop Participated

- **Crisis Management and Risk Mitigation-Post Covid**, ICSSR-SRC sponsored national seminar on “venture capital – impact in post pandemic” – a way forward for business and economic recovery in the post pandemic, PSGR Krishnammal College for Women, Coimbatore, 26-Mar-22 and 27-Mar-22
- **Two Days Virtual International Conference on Pandemic and Business Sustainability**, “Pandemic and Business Sustainability” Dr. N.G.P. Arts and Science College, Coimbatore, on 21st & 22nd October 2021,

- **“International Virtual Conference on “ Tools and strategies for Emerging Business”**  
Organized by Department of Commerce , KPR College of Arts science and Research ,Coimbatore ,on 18 August 2021
- **“International Virtual Conference on “ E-Commerce and Covid 19 : Innovations , Challenges , Solutions and Opportunities”** Organized by Department of Commerce , Rathinam College of Arts and science , Coimbatore in Association with I Nurture Education Solutions Pvt Ltd and Malaysia University of Science and Technology, Malaysia , 22, March 2021 to 26, March 2021.
- **Treasurer, National Conference on Impact of Trade War on Indian Economy,**  
Dr. N.G.P. Arts and Science College, Coimbatore, on 25-Feb-20.