

**Name** : Dr. S.Arunpriya  
**Designation** : Professor and Head (i/c)  
**Department** : Commerce Finance  
**Qualification** : M.Com, M.Phil. M.B.A., PGDCA. SET., Ph.D.  
**Experience** : Teaching: 15 Years 1 Months Industry: Nil  
**Area of Specialization(s)** : Human Resource Management  
**Email (Official ID)** : arunpriya@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	TERF'S Academy College of Arts and Science	2016
M. Phil.	Commerce	Alagappa University , Karaikudi,	2006
MBA	Human Resource Management	Bharathiar University	2009
PGDCA	Computer Applications	Bharathiar University	2010
M. Com.	Commerce	RVS College of Arts and Science	2004
B. Com.	Commerce	Maharaja Arts and Science College	2002

### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Commerce	Bharathiar University	2012
NPTEL	Principles of Management	IIT Kanpur	2018

### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	1
M. Phil.	2	-

### Research Publications (Indexed)

#### *International:*

- “A Study on awareness of App based Educational system among school students (with special reference to CBSE Schools in Coimbatore City)” 2021, Vol.9, Issue 11, ISSN: 2279-543X, International Journal of Scientific Research and Review.
- “Perception and Attitude towards Adopting e-Governance services among Rural People” March 2021, Vol.13, Issue III, ISSN: 0022-1945, Journal of Interdisciplinary Cycle Research.
- “A study on account holders awareness and satisfaction towards Sukanya Samriddhi Yojana scheme with special reference to Tirupur” Jan 2020, Vol.6 issue I, ISSN: 2455-1627, International Journal of Commerce and Management Research.
- “Structural Equation Modelling – An analysis on roles played by and conflicts faced by working women”, Jan 2020, Vol.6 issue I, ISSN: 2455-1627, International Journal of Commerce and Management Research
- “Investment Avenues: Assessment of Awareness Among IT Employees”, Jan 2020 ISSN-2349-5162, Journal of Emerging Technologies and Innovative Research (JETIR)
- “Effectiveness of Digital Marketing-An Empirical Study”, International Journal of Scientific Research and Review, Vol.7, Issue 11, pp-226-229, September 2018, ISSN No.2279-543X. (Indexed in UGC).
- “Work Family Conflict and its Impact on Child Growth among Working Mothers in select Arts and Science Colleges in Coimbatore”, International Journal of Multidisciplinary Research and Development, Vol. 2, Issue 12, Part A, pp. 22-28, December 2015, [online] ISSN: 2349-4182 [print] ISSN: 2349-5979. (Indexed in UGC / EBSCO / Google Scholar)

#### *National:*

- “Evolution of GST in India”, Journal of Management and Science, Special Issue: No.1, September 2017, ISSN No: 2250-1819. (Indexed in UGC).
- “Literature Review: Work Family Conflict and its Impact on Child Care of Working Mothers' in Coimbatore District”, PARIPEX-Indian Journal of Research, Vol. 4, issue 5, Pp-3-4, May 2015, ISSN: 2250-1991. (Indexed in Google Scholar).
- “A Study on Users' Satisfaction of Axe Brand (Perfumes and Deodorants) in Coimbatore City”, Indian Journal of Applied Research, Vol 3, Issue 8,pp: 12-13, August 2013,ISSN No: 2249-555X. (Indexed in Google Scholar).
- “A Study on Customer Satisfaction Towards Tata Nano Car with special reference to Coimbatore City", Global Research Analysis, Vol 2, Issue 8, pp-12-13,August 2013, ISSN No: 2277-8160. (Indexed in Google Scholar)

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

- “Women Entrepreneurship its Problems and Prospects in Coimbatore", Aditya International Journal of Research in Technology and management, Vol.3, Issue 1, pp- 40-53, 8-Sep-2013, ISSN No: 2248-9965.

#### **Presentations in Conference**

- Role of ICT in Education and Research, International Conference on information and Communication Technology for Business Turnaround Sustainability, Growth and Innovation, Vivekanandha College of Arts and Science for Women, Tiruchengode, 01-Feb-18 & 02-Feb-18.
- Cashless Transaction in Rural India, International Conference on, Impact of Digital Economy in India, Bharathidasan College of Arts and Science, Erode, 12-Sep-18.
- Work Culture in Organization - Influence of Strong and Weak Culture on Organisation, International Conference on Advances in Commerce and Management, Pioneer College of Arts and Science, Coimbatore, 18-feb-17.
- Legal aspect of Dividend Policy in India, National Level Seminar on Corporate Governance and Dividend policy in India, Gobi Arts and Science College, Gobichettipalayam, 25-Sep-15 & 26-Sep-15.
- Fair Trade and Free Trade, International Conference on Global Finance: Issues and Challenges AFICA 2014, S.N.R. Sons College, Coimbatore, 27-Aug-14.

- Consumer Protection Act and Measures In India, National Level Seminar on Consumerism its Challenges and Prospects, Hindustan College of Arts and Science, Coimbatore, 1-feb-13.
- Emerging Dimensions in Green Marketing ,National Conference on Emerging Dimensions in Management, Karpagam University, Coimbatore, 1-Feb-13.
- Mobile Banking, National Seminar on M-Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, 11-feb-11.
- Kisan Credit Cards in Rural Development, National seminar on Role of Banking Sector in Rural Economic Development, Dr.N.G.P Arts and Science College, Coimbatore, 23-Sep-11.
- E-Commerce-Mobile Banking, National Level Seminar on E-Commerce application in Banking Development, Kongunadu Arts and Science College, Coimbatore, 29-Sep-10.
- Financial Re-Engineering- Strategies and Regulations, National Level Seminar on Financial Re-Engineering- Strategies and Regulations, Dr.N.G.P Arts and Science College, Coimbatore,28-Jan-10.
- Recent Trends in International Business, National Conference on Emerging Paradigms in international Business, Dr.N.G.P Arts and Science College, Coimbatore, 10-Feb-10.
- New Trends in Retail Banking and its Development, National Seminar on Strategy Resource and Technological Growth in Banking- Changing Business Pose, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-10.
- Recent Trends of Advertising - Online, National Level Seminar on Facets of Commerce, Sree Narayana Guru College, Coimbatore, 19-Feb-10 & 20-Feb-10.
- Financial Markets Innovation and its Growth, National Level Seminar on Indian Business ahead –Sustainability and Growth Prospects, Maharaja Arts and Science College, Coimbatore, 19-Feb-10.
- Financial Re-Engineering – Strategies and Regualtions, National Seminar on Financial RE-Engineering – Strategies and Regulations, Dr.N.G.P Arts and Science College, Coimbatore, 28-Jan-10.

## **Participation in Conference**

### ***International:***

- Business Challenges Under Globalisation, International symposium, Bharathidasan College of Arts and Science, Erode, 7-Sep-16.

### ***National:***

- Achieving Academic Excellence through Internal Quality Assurance Cell, Dr. N.G.P. Arts and Science College, Coimbatore, 9-Dec-11 & 10-Dec-11.
- Issues in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 29-Oct-10.
- Emerging Paradigms in International Business, National Conference, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Feb-10.

### **Participation in Seminars**

- “Promotion and Sharing of Best Practices in Quality Assurance” NAAC Sponsored, IQAC, Thassim Beevi Abdul Kader College for Women, Ramanathapuram District, 30-mar-2012 & 31-Mar-12.

### **Participation in Workshop**

- Ethics and Corporate Social Responsibility, Kongunadu Arts and Science College, Coimbatore, 7-Sep-11.

### **Participation in Orientation Programme / Short Term Courses**

- Women’s Rights, Department of Women Studies, Bharathiar University, 25-Aug-2011.

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

- Outcome Based Education, S.E.S College, Sreekandapuram an The Kerala State Higher Education Council (KSHEC), 18-25-Jan-23.
- GST Rollout-An Academic Perspective, The Auditors Association of Southern India (TAASI), Sri Ramakrishna College of Arts and Science for Women, 30-Jun-2017.
- Excellence in Research and Publication, Kathir College of Engineering , Coimbatore, 23-Mar-2013.
- Quality Initiatives in Higher Education, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.

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

- *Organising Secretary*, National Conference on Social Innovation and Business Sustainability, Dr. N.G.P. Arts and Science College, Coimbatore, 09<sup>th</sup> Feb -23.
- *Organized* Faculty Development Programme on Suthanthiram 75” & “Puthiyathor Bharatham Padaipom” (NEP), Dr. N.G.P. Arts and Science College, Coimbatore, 30-July-22
- *Organized* Faculty Development Programme on Investment and Insurance, Dr. N.G.P. Arts and Science College, Coimbatore, 14-Oct-22
- *Organized* 3 days Faculty Development Programme on Case Study Teaching and Writing, Dr. N.G.P. Arts and Science College, Coimbatore, 20-22-June-22
- *Organized* 3 days Faculty Development Programme on Teaching Learning Pedagogy, Dr. N.G.P. Arts and Science College, Coimbatore, 6-8-Dec-22
- *Organized* 7 days Faculty Development Programme on Research Methodology and Pedagogy for Tertiary Education, Dr. N.G.P. Arts and Science College, Coimbatore, 15-21-June-21
- *Organized* Faculty Development Programme on Term Insurance Claim, Dr. N.G.P. Arts and Science College, Coimbatore, 30-July-21
- *Organized* Faculty Development Programme on Financial Education and Investment Planning, Dr. N.G.P. Arts and Science College, Coimbatore, 30-July-21
- *Organized* 3 days Faculty Development Programme on OBE Attainment, Dr. N.G.P. Arts and Science College, Coimbatore, 5-Dec-20
- *Organized* 3 days Faculty Development Programme on Investors Awareness, Dr. N.G.P. Arts and Science College, Coimbatore, 16-Dec-20
- *Organising 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 & 28-Sep-18.
- *Organising Member*, National Seminar on Impact of Goods and Services Tax, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- *Organising Member*, National Seminar on Challenges and Opportunities in Rural Marketing and its impact on Rural Development, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-15.
- *Organising Member*, National Seminar on Financial Inclusion for sustainable financial development, Dr. N.G.P. Arts and Science College, Coimbatore, 06-Sep-13.

- *Organising Member*, National Level Seminar on Role of banking sector in Rural Economic Development, Dr.N.G.P. Arts and Science College, Coimbatore, 23- Sep- 11.
- *Organising Member*, National Seminar on Opportunities and Challenges for women entrepreneurs in the Globalised Era, V.L.B Janakiammal College of Arts and Science, Coimbatore, 24-Feb-2005.

### **Editorial / Review Board Member**

*Reviewer*, Journal of Advances in Business Management, 2017