

Name : Mrs.J.Princy
Department : Corporate Secretaryship
Designation : Assistant Professor
Qualification : M.Com(CS)., M.Phil., PGDFT., PGDCA., (Ph.D.)
Experience : Teaching: 11.9 Years Research: 3 Years
Specialization(s): Human Resource Management
Email : princy@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Corporate Secretaryship	PSG College of Arts and Science Coimbatore	Pursuing
M. Phil.	Corporate Secretaryship	Dr.N.G.P Arts and Science College Coimbatore	2011
M. Com	Corporate Secretaryship	Dr.N.G.P Arts and Science College Coimbatore	2009
B.Com	Corporate Secretaryship	Bishop Ambrose College,Coimbatore	2007

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Application	Bharathiyar University	2014
PGDFT	Foreign Trade	Bharathiyar University	2009
Online Certificate	Principles Of Human Resource Management	NPTEL	2018
Online Certificate	Consumer behaviour	NPTEL	2018
Online Certificate	Leadership	NPTEL	2019

Publications: International / National Journals

- J.Princy and Dr.S.Jeyalakshmi,“**WORK MOTIVATION INFLUENCING JOB PERFORMANCE OF EMPLOYEES WORKING IN SELECT IT COMPANIES**”, Journal of Emerging Technologies and Innovative Research., Vol. 6,Issue 2 , Feb-20, ISSN-2349-5162.
- J.Princy, “**SOCIAL AND EMOTIONAL INTELLIGENCE ON EMPLOYEE MOTIVATION IN AMULTIGENERATIONAL WORKPLACE**”,Journal of Emerging Technologies and Innovative Research., Vol. 6, Issue 5, Pg. 657-660, May-19, ISSN-2349-5162.
- J.Princy and Dr. S. Jeyalakshmi, “**INFLUENCE OF ORGANISATIONAL COMMITMENT ON JOB PERFORMANCE OF EMPLOYEES WORKING IN SELECT IT COMPANIES**”, IJAEMA, Vol. XII,Issue II, Feb-19, ISSN-0886-9367.
- Dr. P. Gurusamy, J. Princy and P. Manochithra, “**A STUDY ON CONSUMER AWARENESS ON CONSUMER PROTECTION COUNCIL – A SPECIAL REFERENCE TO COIMBATORE DISTRICT**”, International Journal of Scientific Research, Vol. 3, Issue 7, Pg. 103-104, Jul-14. ISSN: 2277- 8179.
- Dr. P. Gurusamy and J. Princy, “**A STUDY ON LABOUR WELFARE MEASURES WITH REFERENCE TO TEXTILE INDUSTRIES**”, International Journal of Research in Commerce, IT & Management, Vol. 4, Issues 5, Pg.16-20, May-14. ISSN: 2231-5756.
- Dr. P.Gurusamy and J. Princy, “**A STUDY ON CONSUMER AWARENESS ON CONSUMER PROTECTION ACT 1986 IN COIMBATORE CITY TAMILNADU**”, Asian Academic Research Journal of Multidisciplinary, Vol. 1, Issues 15, Pg. 391-399, Nov-13. ISSN: 2319-2801.
- Dr.P.Gurusamy, J.Princy and D.Senthilnathan, “**GREEN MARKETING – AN OVER VIEW**”, Indian Journal of Applies Research, Vol. 3, Issue 2, Pg. 63-65, Feb-13, ISSN:2249-555X.
- Dr. P. Gurusamy and J. Princy, “**A STUDY ON LABOUR WELFARE FACILITIES WITH REFERENCE TO TEXTILE INDUSTRIES, COIMBATORE CITY TAMILNADU**”, Indian Journal of Applied Research, Vol. 2, Issue 1, Pg. 14 - 16, Oct-12, ISSN: 2249- 555X.

BookPublications

- Advanced Cost Accounting, Edition – 1, ISBN NO - 978-93-87756-34-2, Published by Maya Publication.

Consultancy

Nature of consultancy	Client	Amount	Completion status
Product pre launching survey	Sabols Foods Private Ltd	Rs. 5,000	Completed

Presentations in Conference

International

- **Technological Advancement in Commerce**, Business Innovation through Technological Advancement, Rathinam College of Arts and Science, Coimbatore, 1-Mar-19.
- **Recent Trends in E- Banking**, on Finance and Banking, Sengunthar Arts and Science College, Tiruchengode, 01-Feb-18.
- **Social Audit**, Corporate Social Responsibility – The Indian Perspective, Vellalar College for Women, Erode, 18-Sep-12.

National

- **Impact of GST in India**, One day National Conference on Impact of Trade War on Indian Economy, Dr.N.G.P. Arts and Science College, Coimbatore, 25- Feb-20.
- **Warehousing**, National Conference on “India-china’s New Digital Landscape”, Navarasam Arts and Science College for Women, Erode, 13– Feb- 20 & 14 – Feb- 20.
- **Financial Fraud Under Banking and Insurance**, Digitalization in Service Sector – Today and Tomorrow, Sri Ramakrishna College of Arts and Science, Coimbatore, 27-Sep-17.

- **Monetary and Non Monetary Benefits**, Sustainable Business Strategy – Shaping the future of India, Department of Commerce with Computer Application, Kongunadu Arts & Science College, 4-Feb-15.
- **Business Ethics**, Consumer Protection, Citizen Consumer Club and PG And Research department of Commerce, Kaamadhenu Arts And Science College, Sathyamangalam, 14-Feb-14.
- **Recruitment and Selection, Redefining HR Strategies- Emerging Perspectives**, Department of Management Studies, Dr.N.G.P Arts and Science College, 17-Sep-14.
- **Consumer Attitude And Behavior Towards Online Shopping**, Changing Dynamics of E-Commerce, Dr.G. R. Damodaran College of Science, 10-Mar-2014.
- **CSR Increases the Branding**, Emerging Trends in Brand Management, SNR Institute of Management Sciences, Coimbatore, 15-Mar-14.
- **Business Ethics**, NAAC Sponsored, Continuous Enhancement of Quality in Higher Education Institutions, Park's College, Coimbatore, 30-Sep-13 and 1-Oct-13.
- **Rural Women Entrepreneurship in India**, Opportunities and Challenges Women Entrepreneurship, Kongunadu Arts and Science College, Coimbatore, 7- Aug-13.
- **Take Over and Its Legal Aspects**, legal and regulatory framework for corporate sector, Department of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, 17- Feb-10.
- **Impact of Financial Crisis on India**, The Global Financial Crisis And its Impact on India, Department of Commerce, Maharaja Arts and Science College, 25-Sep-09.
- **Online Trading**, Current Trends in Financial Sector, Department of Management held, Hindustan College of Arts And Science, 31-Jan-09.

Participation in Conference

- National Conference on **Issues in Higher Education**, Association of Principals Of Colleges, UGC-Academic Staff Colleges, Bharathiar University, Dr .N.G.P Arts & Science College,29-Oct-10.
- **Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC)**(NAAC Sponsored), Dr. N.G.P Arts & Science College, 9-Dec-11 and 10-Dec-11.
- **Emerging Education Models For 21st Century Learner (NCEEM – 2015)**, Association of Principals Of Colleges, UGC-HRD Centre, Bharathiar University, Dr.N.G.P Arts & Science College, 1-Aug-15.
- **Impact of Fin-Tech**, National Level Conference, DR.N.G.P Arts and Science College, Coimbatore, 25-Feb-20.

Presentation in Seminars

International

- **Cultural Differences in the Business Environment**, Management Education and Entrepreneurship in the Globalised Business Environment, Sengunthar Arts and Science College,11-Jan-17.

National

- **Traditional Marketing Vs. Digital Marketing**, Contemporary issues in Digital marketing, VLB Janakiammal College of Arts And Science, 20-Jul-18.
- **A Study on Indian Financial Markets**, Indian Financial System, Dr.SNS Rajalakshmi College of Arts and Science College, 9-Jan-16.
- **The Use of ICT in Agriculture Value Chain**, Role of Agribusiness in Sustainable Rural Entrepreneurship Development Sponsored by Indian Council of Social Science Research New Delhi and Post Graduate and Research, Department of Commerce with Information Technology , Dr.N.G.P. Arts and Science College, Coimbatore, 20-Aug-15.

- **Recent Trends in Banking**, Emerging Trends in Services Sector-Challenges and Opportunities, Department of Commerce, Maharani Arts & Science College, 22-Jan-15.
- **Impact of FDI in Indian Economy**, Role of FDI in Retail Sector, Department of Commerce, Dr. S.N.S College of Arts and Science, 21-Feb-14.
- **Women's Economic Empowerment**, Human Rights and Women Empowerment In India, Department of Management, P.K.R Arts College for Women , 2-Jan-15 to 3-Jan-15.
- **Problems of Rural Banking**, Problems and Prospects of Rural Banking and its Impact on Empowerment of Rural Households, Department of Commerce with Information Technology, Dr.N.G.P Arts and Science College, 18-Dec-14.

Participation in Seminars

- **Research Ahead**, Hindusthan College of Arts and Science (Autonomous), 15-May-20 to 17-May-20.
- **Entrepreneurial Excellence and Business Values in Today's Corporate Culture**, Post graduate Department of Corporate Secretaryship, Vellalar College for women (Autonomous) on 27-Aug-18.
- **Innovation and Diffusion of Green Management in India**, Department of Commerce at Nehru Arts and Science College, 25-Feb-15.
- **Corporate Governance for Sustenance, Prosperity and Posterity**, Post graduate Department of Corporate Secretaryship, Vellalar College for women (Autonomous) 23-Sep-14.
- **Rubric Strategies for Global Business**, International Business, Dr. N.G.P. Arts and Science College, 5-Mar-09.

Participation in Workshop

- **“NEW EDUCATIONAL POLICY AND ROLE OF CORPORATE GOVERNANCE IN WEALTH CREATION”**, Nandha Arts and Science College, Erode, 23-Sep -19.
- **Academic Competency**, Funded by UGC organized, Department of Corporate Secretaryship Erode Arts and Science College (Autonomous), 22-Mar-16.
- **Learning & Use of Tamil Language with Computers**, Department of Tamil, Dr. N.G.P. Arts and Science College, 11-Mar-13.
- **Maintenance of Senior Citizen Act 2007**, Department of Geriatric care, P.S.G.R Krishnammal college for Women, Sponsored by National Institute of Social Defense-New Delhi, 01-Sep-09.

Participation in Orientation Programme / Short Term Courses

- **Online Course for Teachers on Digital Class Room**, Computational Intelligence Research Foundation (CIRF), 13-Apr-20 & 14-Apr-20.

Participation in faculty development programme

- **Financial Planning and Smart Investments**, Department of Commerce, Rathinam College of Arts & Science, Coimbatore from 13.8.2021 to 14.8.2021.
- **Research Methodology and Pedagogy for Tertiary Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 15-June-21 to 21-June-21.
- Virtual International Conference on **Implementation of NEP 2020 in Higher Education: Opportunities and Challenges**, KrishtuJayantiCollege(IQAC) from 1.12.2021 to 2.12.2020.
- **Challenges in financial management-Covid 19 scenario**, KovaiKalaimagal Arts And Science, Coimbatore, 14-May-2020
- **Emotional Intelligence**, KG College of Arts and Science, 28-Apr-20, 30-Apr-20 and 02-May-20.
- **Front Accounting**, Dr. N.G.P. Arts and Science College, Coimbatore, 04-May-20 to 10-May-20.

- **Quality Initiatives in Higher Education**, Consortium of Colleges (Dr. N.G.P. Arts and Science College, Coimbatore Sri Ramakrishna College of Arts and Science, Gobi Arts and Science and Vellalar College for Women), 13-Apr-20 to 20-Apr-20.
- **Firefox**, Spoken Tutorial Project, IIT Bombay, National Mission on Education, MHRD Govt of India, Jan-20.
- **NAAC Revised Accreditation Framework & OBE Assessment Methodology**, Dr.N.G.P Arts and Science College, 27 –May-19 to 2 -Jun-19.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18.
- **Empowering Teachers to Prepare Professionals of Tomorrow – ICSI Vision 2022**, PSG College of Arts and Science, 31-Jul-18.
- **Advanced Excel**, Department of Corporate Secretaryship, Dr.N.G.P Arts and Science College, Coimbatore, 27-Feb-17.

Conferences/Seminars/Workshop/Organised

- Committee Member, National Level Conference on Impact of Trade War on Indian Economy conducted by Department of Corporate Secretaryship, Dr.N.G.P Arts and Science College, Coimbatore, 25-Feb-20.
- Committee Member, National Conference on “Remonetising India – Problems and Prospects” conducted by Department of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Sep-17.
- Committee Member, National Conference on “Professionalizing Unorganized Sector: A Corporate View” conducted by Department of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 24-Aug-16.

- Committee Member, National Conference on Corporate Governance and Business Sustainability conducted by Department of Corporate Secretaryship, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-14.