

Name : Dr.V.Saranya
Designation : Assistant Professor
Department : Commerce with International business
Qualification : MBA., M.Phil., Ph.D.
Experience : Teaching: 6.10 Years Industry:1.5 Years Research: 5 Years
Area of Specialization(s) : Marketing
Email (Official ID) : saranya.v@drngpsc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D	Management	GRD Academy of Management	2021
M.Phil	Management	SNR Sons college	2013
MBA	Management	Hindustan College of Arts and Science College	2009
B.COM (CA)	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2007

Online Courses

Year	Title of the professional development Programme	Date and Duration (from – to)
2020	Marketing Management I (Online Course)	4 Week Course
2020	Learning to teach Online (Online Course)	4 Week Course

Other Publications: International / National Journals

1. Dr.N.Nirmaladevi & Mrs.V.Saranya “A study on Consumer Intention towards Organic Products with reference to Coimbatore city”, International Journal for Research in Engineering Application & Management (IJREAM), Vol: 5, Issue 1, April 2019, ISSN : 2454-9150, Impact factor: 6.466
2. Dr.N.Nirmaladevi & Mrs.V.Saranya “A study on farmers perception towards organic farming with referance to udumelpet”, International Journal of Research and Analytical reviews (IJRAR), Vol:6, Issue 2,June 2019, ISSN :2349-5138, Impact factor: 5.75
3. Dr.N.Nirmaladevi & Mrs.V.Saranya “A Study on Consumer Attitude towards Buying Organic food Products during COVID 19 Pandemic with reference to Coimbatore District”, International

Funded Project

1. GRG Trust Project Title “A study on Consumers’ level of awareness about organic food products in Coimbatore District”.

Presentations in Conference

1. Retail sector in India – issues and challenges, Contemporary issues and challenges of Indian business in global scenario, SNR & Sons college, 20/02/2015
2. Human Capital Management, E-Business Integration, organized by PSGRKCW 6/10/2015
3. Social Media impact on consumer behaviour Emerging Trends in Consumer Behaviour, 978-81-927985-7-8, 2016, Kalaikathir Achchagam, pg.50 organized by G.R.Damodaran College of Arts and Science on 2016
4. Indian Agricultural industry- an overview, Venture Capital for Sustainable Rural Entrepreneurship and Economic Development., Dr. NGP Arts and science college, 18/02/2016
5. Investing in Women is Investing in a Entire community, International conference on Emerging trends in personal financial management organized by Saraswathi Thiyagaraja College on 26-27 Feb 2016
6. National seminar on Consumer attitude towards organic food product, Proceedings of 1st International Research conference on Global issues , Innovations & Future challenges in Business , Economics ,IT & Management, ICBEITM’17, organized by KG College of Arts and Science , February 2017.
7. Digitalization Drive in Insurance Industry, Digitalization in service sectors-‘Today and Tomorrow’, Sri Ramakrishna Arts and Science College on 27.09.17
8. Green Supply chain management Next Generation BPS-A Catalyst for value creation, ISBN: 978-93-86176-25-7 , Bonfring, November 2015, PP: 116-121, organized by PSGR Krishnammal College for women on 2017.

Participation in Orientation Programme / Short Term Courses

- Train the Trainer Program Organized by TCS at Sri Krishna Arts and Science College on 5 May 2019 to 10th May 2019

Participation in Faculty Development Programme

1. Basics of equity derivatives & technical Analysis: theory and Practice organized by GRG School of Management on 22/11/2014
2. FDP on Computational Finance organized by PSGRKCW on 13/04/2015
3. FDP on insurance for business process services organized by Sri Krishna College of arts and science on 08.06.2015 to 12.06.2015
4. FDP on Managing Business Process Services-I organized by Sri Krishna College of arts and science, on 17.06.2015 - 19.06.2015
5. Refresher FDP on insurance for business process services organized by Sri Krishna College of arts and science on 29.09.2015-30.09.2015
6. FDP on redefining marketing in the dynamic business scenario organized by GRG School for Management studies on 5.11.2015
7. FDP on Retail Environment and Market Research in BPS, organized by PSGRKCW, on 23.11.2015 – 27.11.2015
8. FDP on Banking for Business Process Services organized by PSGRKCW on 16.11.2015 – 20.11.2015
9. FDP on Managing Business Process services- Paper II organized by Sri Krishna College of arts and science on 01.12.2015-04.12.2015
10. FDP on Finance & Accounting for BPS organized by PSGRKCW on 30.05.2016 – 3.06.2016
11. FDP on Capital Markets organized by Sri Krishna College of arts and science on 07.07.2016 - 10.07.2016
12. Workshop on ‘ The Architect’-A Teacher skill Enhancement Programme KKID,Anaikatti on 20.09.2016-22.09.2016
13. Three days national workshop on “Advanced Research methods in Commerce and management” organized by PSGRKCW on 01.03.2016-03.03.2016
14. FDP on Campus to corporate organized by PSGRKCW on 28.09.2016-02.12.2016
15. FDP on International Financial Reporting Standard(s)- Principles & Practices, Organized by Department of B.com (P.A) , PSGR Krishnammal College for women on 30.01.18
16. One day Workshop on “Scholarly Publication, Citation, Impact Factor, Plagiarism and Reference Management Tools For Research” organized by PSGRKCW on 02-02-2019
17. FDP on “Market research and Banking “organized by Sri Krishna College of arts and science on 13th May 2019- 17th may 2019
18. FDP on Advances in qualitative and Quantitative research, organized by GR Damodaran Academy of Management on march 25,2019

19. FDP on new framework of NAAC Accreditation Organized By Internal quality assurance cell, PSGR Krishnammal College for Women on 5.7.19 and 6.7.19

Invited Resource person

1. Invited as a Resource person for Guest Lecture on Market research and retail organized by Department of B.Com (BPS), Sri Ramakrishna College of arts and science, Coimbatore. 07/01/2019.
2. Invited as a Resource person for Guest Lecture on Managing Business Processes organized by Department of B.Com (BPS), Sri Ramakrishna College of arts and science, Coimbatore. 20.11.2020.
3. Invited as a Resource person for Guest Lecture on An Overview of Annuity organized by Department of BBA(BPM), PSGR Krishnammal College for Women, Coimbatore. 17.12.2021.