

**Name** : Dr.M.Sathana Priya  
**Designation** : Assistant Professor  
**Department** : Management Studies  
**Qualification** : M.SC(FCA),PGDDM.,MBA., M.Phil., Ph.D  
**Experience** : Teaching – 11years | Research – 6 Years  
**Specialization** : Finance  
**Email (Official)**: sathanapriya@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year
Ph.D.	Commerce	LRG College	2022
M.Phil.	Commerce	Bharathiar University	2010
MBA(HR)	Management	Bharathiar University	2009
M.Sc(FCA)	Commerce	Bharathiar University	2009
B.Com CA	Commerce	Lady Doak College Madurai	2007

### Additional Qualifications

Dip. / Cert.	Area of Specialization	Institution / Agency Name	Year
PGDDM	Commerce	Bharathiar University	2009
Global Understanding for Sustainable Development	Design Thinking	National University, Singapore	2020

### Patent

Title	Status	Year
The Potential of Green Thinking in HR promotion and sustainable Development of IT Sector Staff	Received	20.1.2022

### Research Publications

1. M. Sathana priya , **Public private partnership in India**, Journal of Management and Science, Vol 1, Ppp. 61-68, September 2011, (ISSN 2249-1260)

2. M.Sathana Priya and Arun Kumar, **Dimensions of E Mail Marketing**, International Journal of Scientific Research and Mangement, special Issue 2013, pp.150-156,(ISSN 2321-3418).
3. M.Sathana Priya and B Siva Kumar , **Performance Assement of MGNREGS: A Case of Puthurani Panchayat of Sivaganga District**, International Journal of Research in computer Application and Management, Vol 6 ,pp.66, January 2016, ( ISSN 2231-1009).
4. M.Sathana Priya, **A Study on Social Development – A Comprehensive Analysis (with Special reference to Households Savings Behaviour)**, International Research Journal of Management and Humanities, Vol 4 pp.400, Februaury 2017, (ISSN 2347-3274).
5. Dr K Brindha and M. Sathana Priya, **Households Savings behaviour inPushpathur Panchayat of Dindigul District , Tamilnadu A comprehensive Analysis**, International Journal of Research in Humanities , Arts and Literaure, Vol 7, 2019, pp.292-297 (ISSN 2347-4564)
6. M.Sathana Priya and Devi, **Economic Growth of India – A Conceptual approach with special reference to FDI**, International Journal of Applied Business and Economic Research , Vol 17, pp.69,2019, (ISSN 0972-7302)
7. Dr K Brindha and M. Sathana priya, **Households savings behaviour of Dindigul District Tamilnadu A Comprehensive Analysis With special reference to Dindigul District**, Institute of Research Advances, International Journal of Mangement and Social sciences, Vol 7 pp.355, (ISSN 2455-2267)
8. Dr K Brindha and M. Sathana priya, **A Study of saving and Investment pattern of salaried IT people with special reference to Chennai city India**, Journal of Science Technology and Development, 2019, Vol 8, pp.122, (ISSN 0950-0707) (UGC CARE)
9. M.Sathana Priya, **Performance of AutoMobile Companies in India**, Journal of Fundamental & Comparative Research, Vol 1, pp. 31,2022, (ISSN 2277-7067)

10. M.Sathana Priya and R Prameela Devi, **Analysis of Hydroponic System Crop Yield Prediction and crop IoT Based Monitoring System for Precision Agriculture**, pp.575,IEEE (ISBN 978-1-6654-8232-5) ( SCOPUS INDEXD)
11. M. Sathana Priya, **Machine Learning Based Electronics Engineering Semiconductor Application System** (Springer)
12. M. Sathana Priya, **The Role of AI in Shaping the Future of Employee Engagement: Insights from Human Resource management**. Vol.44 No. 3, Jul-Dec 2024: P. 15213-15223, Library Progress International ( SCOPUS INDEXD)
13. M. Sathana Priya, **A Study on Customer Attitude Towards Croma Showrooms in Coimbatore District**. Vol.44 No. 3, Jul-Dec 2024: P. 25526-25537, Library Progress International ( SCOPUS INDEXD)

## Books/ Book Chapters Publication

### Book Chapters

- 1.Impact of Mergers and Acquisition on private sector Banks in Global economy.**Banking Industry In India**, Dr M Sumathy and M. Sathana priya, Regal Publications, 2011 ISBN 978-81-8484-098-8.
2. Public Private Partnership on Social Entrepreneurship **Social Entrepreneurship Strategies for Nation Building**, Dr M Sumathy and M. Sathana priya, Excel Books , 2010, ISBN 978-81-7446-865-9
3. Research design –A Simple strategy **Research Methodology in Social Sciences**, M. Sathana priya, Aswini printers, 2010, ISBN 978-81-910426-1-0.
4. A study on safety and welfare measures provided to the employees at Cochin Port Trust, Cochin. Global business (Challenges and Opportunities). **International Edition on Global Business Challenges and Opportunities**, Agasthiar Noolagam, 2010, Dr M Sumathy and M. Sathana priya, ISBN, 978-93-80530-14-7

5. Impact of Special Economic Zones in India A Critical Evaluation, **Development of Special Economic Zone Impact and Implications**, Dr M Sumathy and M. Sathana priya, 2010, ISBN 9788180697715.

6. A study on investors perception towards derivative market in Coimbatore city, Contemporary issues in global business management, **Contemporary Issues in Global Business management**, M.sathana Priya and B SivaKumar, Karpagam Academy of Higher Education,2012,ISBN 978-93-80426-69-3

7. Performance of home mess run by women entrepreneurs,**Creativity innovation and entrepreneurship**, M.sathana Priya and G Sathish Kumar , Allied Publishers Private Limited, 2016, ISBN 978-81-8424-802-9.

8. An Analysis of various Investment Avenues special reference to Mutual Funds in Coimbatore City, **Latest Innovations in Management Science- A global Prespective**, M.sathana Priya, Vijay Nicole imprints Private Limited, 2016, ISBN 978-81-8209-473-4

9. Performance of Women Entrepreneurs With Special reference to Dindigul District, **Nurturing Innovation and Creative ideas in Entrepreneurship**, Mayas Publication, 2016, M.Sathana Priya ISBN 978-81-929581-1-8.

#### **Book Published**

**Auditing** ,Dr Shariq Mohammed and M. Sathana Priya, Redshine Publication Private Limited, 2022, ISBN 978-93-93239-99-0.

#### **Book Edited**

**Household Savings Behaviour of Urban Slum Dwellers in Chennai**, Dr. M.Sathana Priya and Dr K Brindha , Laser Park Publishing House Private Limited, 2023, ISBN 978-93-92032-50-9.

#### **Presentations in Conference/ Seminar**

1. **The Role of Indian Industries in Worldwide Recession**, State Level Conference on, The Role of Indian Industries in Worldwide Recession, Shri H.D Gardi M.B.A College (Nyara), Rajkot.5-Dec-09.

2. **Impact of Special Economic Zones in India A Critical Evaluation**, National Seminar on Special Economic Zones in India : Prospects and implications, The Gandhigram Rural Institute –Deemed University, Gandhigram. 28-Jan-10 to 29-Jan-10.
3. **Women Empowerment in Information Technology**, National Level Conference on Promotion of Ethics and Human Values Through Human Rights Education, NGM College, Pollachi, 11-Mar-10 to 12-Mar-10.
4. **Self Help Group & Women Empowerment current issues and concerns**, National Seminar on Empowerment of Women Through Self Help Groups, RVS College of Arts and Science, Sular Coimbatore, 10-Feb-10.
5. **Mutual Fund in India – A Financial Series in Capital Market**, National Seminar on Emerging Trends in Financial Services, Sree Saraswathi Thyagaraja, Pollachi, 23-Feb-10.
6. **Public Private Partnership on Social Entrepreneurship**, National Seminar on Social Entrepreneurship: Strategies for Nation Building, Bharathiar School Of Management and Entrepreneur Development, Bharathiar University, Coimbatore, 18-Feb-10.
7. **Trade and Commerce in Tamil Literature An Overview**, National Conference on Trade and Commerce in Tamil Literature, School Of Commerce, Bharathiar University, Coimbatore, 12-Mar-10 to 13-Mar-10.
8. **A study on safety and welfare measures provided to the employees at Cochin Port Trust, Cochin**, International Conference on Global business (Challenges and opportunities) in the Present Scenario, Sri Kaleeswari college,Sivakasi, 12-Mar-10 to 13-Mar-10.

9. **Research design –A Simple strategy**, National Seminar on Research Methodology in Social sciences, Research Methodology in Social Sciences, V.H.N.S.N College, Virudhugar, 06-Aug-10 to 07-Aug-10.
10. **Trade in Tamil Literature**, National Conference on Trade and Commerce in Tamil Literature, School Of Commerce, Bharathiar University, Coimbatore, 12-Mar-10 to 13-Mar-10.
11. **A study on customer attitude & satisfaction level in ICICI prudential** , Department of Management Studies, National Seminar Financial Conclave, SNS College of Technology, Coimbatore, 17-Sep-10.
12. **Ancient Tamilians in Trade in General**, National Conference on Ancient Tamilians in Trade Bharathiar University School of Commerce & Tamil Research Central Institute, 14-Dec-10 to 15-Dec- 10.
13. **Food Grains in India problems and Prospects**, Food grains production in India: Problems, National Seminar on food grains production in India: Problems . Department of Economics and rural development, Alagappa University, Karikuddi. 14-Oct-11.
14. **Households’ savings behavior in pushpathur panchayat of Dindigul District TamilNadu A comprehensive analysis**, National Conference on Financial inclusions, Sri Krishna Arts and Science College, Coimbatore, 4-Feb-11 to 5-Feb- 11.
15. **Food grains production in India A Conceptual Approach**, National Seminar on Food grains production in India: prospects. Department of Economics and rural development, Alagappa University, Karikuddi, 14-Oct-11.
16. **Trade and Commerce in Tamil Literature**, School Of Commerce, National Conference on Bharathiar University, Coimbatore, 12-Mar-10 to 13-Mar-10

17. **A study on investors perception towards derivative market in Coimbatore city**, National seminar Conference on contemporary issues in global business management, Karpagam University, Coimbatore,3-Feb-12.
18. **Dimensions of E –Marketing International Conference on E Marketing – Roads Ahead of India**, Kongu Nadu Arts and science college , Coimbatore, 22-Aug-13.
19. **An Analysis of various Investment Avenues special reference to Mutual Funds in Coimbatore City**, National Seminar on Latest Innovations in Management Science, Shri Krishnaswamy College for Women, Chennai, 24-Sep-16.
20. **A Study on Social Development – A Comprehensive Analysis (with Special reference to Households Savings Behaviour)**, International Conference on Reforms in the Globalized Era: New Vistas ,Patrician College of Arts and Science, International Conference, Chennai, 18-Feb-17
21. **Economic Growth of India – A Conceptual approach with special reference to FDI**. International Conference on Emerging Trends and Challenges in Commerce, Dindigul, 31-Jan-19.
22. **Analysis of Hydroponic Crop Yield Prediction and crop IoT based-monitoring system for precision agriculture**, International Conference IEEE, Gnanamani College of Technology, Nammakkal, 13-Oct-22 to 14-Oct-20.
23. **Machine Learning Based Electronics Engineering Semiconductor Application System**, International Conference, RVS Technical Campus, Coimbatore, 10-Jan-23 to 21-Jan-23.

24. **Entrepreneurial Innovation in Emerging Markets**, International Conference, AVP College of Arts and Science, Tirupur, 13-Sep-2024.

### **Participation in Conference/Seminar**

1. Seminar on Impact of climatic change in recent years -Educating the youth for mitigation and adaption, Prince shri Venkateshwara college of arts and science. Chennai 08-Sep-17.
2. Webinar on Research Outcomes :Technical paper Writing , Research Proposal , Patent Filing, Data tech, 22-Apr-20.
3. Lecture on Cognitive Dimensions of Learning , SRM Ramapuram Campus, Chennai, 28-Apr-20.
4. Webinar on Impact of Covid on Economy and Management of Finances during this period, SSS Jain College, Chennai, 4-May-20.
5. Webinar on Money moves in fluctuating times, SRM Ramapuram Campus, Chennai, 20-May-20.
6. Webinar on Covid 19 Impact on Indian Business , National College, Trichirapalli, 20 May-20.
7. International Webinar on Data Science Methods and Innovation For Business -Examples based, Dr MGR Janaki College of Arts and Science For Women, 27-May-20.
8. Webinar on Indian Economic Scenario during pre & Post Covid 19 Policy measures and implications, VLB Janakiammal College of Arts and Science 22-May-20.
9. A National Level Webinar on Consumer Protection and Consumer Advocacy During the Covid 19Pandemic, Prince shri Venkateshwara college of arts and science. Chennai, 23-May -20.
10. International Webinar on Trade Distinctiveness in Global Disaster, Taxation & Its policies, St.Joseph's College of Arts & Science, Chennai, 29-May-20.
11. International Webinar on HR practices in Pandemic, St.Joseph's College of Arts & Science, Chennai, 29-May-20.



12. International Webinar on Project management, St.Joseph's College of Arts & Science, Chennai, 29-May-20.
13. International webinar on Trade Distinctiveness in Global Disaster, ,St.Joseph's College Chennai, 31-May-20.
14. National Webinar , Impact of Covid -19 on Indian Stock Market, , LRG Government Arts College For Women,Tirupur, 4-Jun-20.
15. Webinar on Timeless Treasure , Stella Maris College,Chennai, 9-Jun-20.
16. Webinar on Art of Effective Report Writing in social Science Research, ,Thiruthangal Nadar College,10-Jun-20.
17. Webinar on Social Entrepreneurship, Rathinam College of Arts and Science,Coimbatore, 10-Jun-20.
18. Webinar on NBFCs in Indian Economy -Lessons Behind , Annai Womens College ,Karur, 10-Jun-20.
19. International webinar on Visa for success, Annai Hajira Womens College, Tirunelveli, 11-Jun-20.
20. Webinar Intellectual Property Right, SMT.Laxmibai RadhakisanToshniwal,College of Commerce,Akola,12-Jun-20.
21. Webinar on Non Banking Financial Companies and NBFC ombudsman Schemes Anand Institute of Higher Technology, 13-Jun-20.
22. National Webinar,Change your Mindset; Change your Life style, Rajapalayam Raju's College, Rajapalayam, 14-Jun-20.
23. National Webinar on Corporate Social responsibility in marketing, Mother Gnanamma College of Arts and science, Varadharajanpet, 15-Jun-20.
24. Webinar on Outcome Based Education Through blooms Taxonomy stepping up the learning Domain, , Rathinam College of Arts and Science, Coimbatore, 19-Jun-20.
25. National Webinar on How to build a healthy financial plan in Diverse Scenarios, De Paul Institute of Science & Technology, Ernakulam, 23-Jun-20.
26. International Webinar on Critical Thinking in Decision Making & Problem Solving , , St.Joseph's College of Arts & Science, Chennai, 26-Jun-20.
27. International Webinar on Approaches on Online Teaching and its Assessment methods, , Patrician College of Arts and Science College, Chennai,4-Jul-20.

28. Webinar on Knowledge 4.0: Depression :Lets Talk , New Prince Shri Bhavani College of Engineering and Technology, Chennai, 8-Jul-20.
29. National Webinar on Entrepreneurial as a career choice, K.R College of Arts and science, Kovilpatti, 8-Jul-20.
30. International Webinar on Disruptions of Covid -19 Mapping Strategic Risk and Mitigation for Business Crisis recovery, AVC College, Mayiladudurai, 10-Jul-20.
31. National Webinar on Leading Virtually in Times of Covid 19 , Kamaraj College, Thoothukudi, 10-Jul-20.
32. National Webinar on Impact of Covid 19 in Indian Industries, Christ College, 30-Jul-20.
33. National Webinar on Impact of Covid 19 Pandemic Issues and Challenges of Women in India, 30-Jul-20.
34. International Webinar on Opening the 5<sup>th</sup> Eye -A Novel Educative technique For the current generation, Government Arts and Science College Palladam, 11-Jul-20.
35. Webinar on Art of Writing Research papers in International peer reviewed Journal, Rathinam College of Arts and Science, 13-Jul-20.
36. International Webinar, Imparting Trends and Technological learning in the field of Teaching, , St.Joseph's College of Arts & Science, Chennai, 17-Jul-20.
37. International Webinar on Innovative Pedagogy Paradigms Teaching for Social Change, St.Joseph's College of Arts & Science, Chennai, 17-Jul-20.
38. International Webinar on Risk Management in Business, Government Arts and Science College Palladam, 18-Jul-20.
39. Webinar on Moodle Learning Analytics, Rathinam College of Arts and Science, Coimbatore,19-Jul-20.
40. National Webinar on Implications of Covid -19 Pandemic on Indian Economy and way forward, Shrimant Babasaheb Deshmukh Mahavidyalaya, Atapadi, 20-Jul-20.
41. National Webinar on Changing Facets of trade and commerce, Madurai Kamaraj University, Madurai, 21-Jul-20 to 22-Jul-20.
42. National Webinar on Classroom Management tools, SCMS School of Technology and Management, Muttom Aluva., 23-Jul-20.

43. International Webinar on Getting Ready to Publish your Academic Writing, St. Joseph's College of Arts & Science, Chennai, 27-Jul-20.
44. International Webinar on To Realize About the Plagiarism and Citation, St. Joseph's College of Arts & Science, Chennai, 27-Jul-20.
45. International Webinar on Learn to avail and communicate the Research Funding projects, St. Joseph's College of Arts & Science, Chennai, 28-Jul-20.
46. International Webinar on Expertise Yourself in Refining the Academic Writing Research, St. Joseph's College of Arts & Science, Chennai, 28-Jul-20
47. Webinar on The Importance of Corporate Governanace Studies for Management during Covid 19 Pandemic, Mizoram University, 6-Aug-20.
48. National Webinar on Changing the World of Business Post Covid: How to Handle and optimize Financial Resources. 8-Aug-20.
49. Entrepreneurship Summit, Jain Center of Management Studies, 10-Jan-2022 to 12-Jan-2022, 17-Jan-22 to 22-Jan-22.
50. International Webinar on Ethical issues in Higher Education and how to Tackle Them, Dolphin Institute, Bangalore, 28-Jul-22

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

1. **Online Refresher Programme** on MBA-PPC (Management Business Administration present & Post crisis), S.A College of Arts and Science, 14-pr-2020 to 4-May-2020.
2. **Short Term Training Programme**, 15-Innovation, Incubation, Intrapreneur, Invention & Intellectual property, S A Arts and Science College, 26-Apr-20 to 9-May-20.
3. **Personality Development Programme**, Stop Worrying Start Living, Dr M G R Government Arts and Science College, 10-Jul-20.
4. **Personality Development Programme**, Building Innovative thoughts for Future Leads, Nehru Institute of Management, 25-05-20.

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

1. International Faculty Development program on **Teaching Methodology in Management at United States**. DB Jain College Chennai, 20-Dec-18.

2. Faculty Development Program **Parametric and Nonparametric Analysis using Spss V25.0**  
PSG Institute of Management Coimbatore, 15-Nov-19 to 16-Nov-19.
3. National Level Faculty Development Program on **Industry 4.0 Building the Digital Enterprises**, Kamadhenu Arts and Science college, Satyamangalam, 10-May-20.
4. Faculty Development Program on **Fundamentals of Share Trading**, PSG college of Arts and Science, Coimbatore, 12-May-20.
5. International Faculty Development Program on **Mental Wellbeing in Personal and Professional Life**, Nehru Institute of Management Studies, Coimbatore, 28-May-20.
6. National Level Faculty Development Program on **Skill Development**, VELS University, Chennai, 31-May-20 to 1-Jun-20.
7. Faculty Development Program on **Post Covid 19 Entrepreneurial Opportunity Discovery using Design Thinking**, SNMV College of Arts and Science, Coimbatore 5-Jun-20.
8. International **Faculty Development Program**, Rajapalayam Rajus College, Rajapalayam, 13-Jun-20 to 14-Jun-20.
9. National Level Faculty Program on **Application of Statistics Research**, SNMV College of Arts and Science, Coimbatore, 28-May-20.
10. International Faculty Development Program on **Reference Manager for Scholarly Writing : A Hands on Session**, Nehru Institute of Management Studies, Coimbatore, 30-May-20.
11. Faculty Development Program on **E-Pathshala: A platform for online learning**, Prince shri Venkateshwara Arts and science College, 22-Jun-20.
12. National Level Faculty Development Program on **Ladder Towards Basic Research and High Impact Publications**, Mar Gregorios College of Arts and science, Chennai, 26-Jun-20.
13. International Faculty Development Programme on Usage of **ICT Tools for Effective Learning and Evaluation**, St. Josephs Degree & PG College, Hyderabad, 1-Jun-20 to 5-Jun-20.

**14. Prepare and Publish Scopus Indexed ,SCI Peer-Reviewed Journal with High Impact Factor** ,Idhaya College For women, Sivagangai, 29-Jul-20.

**15. Overview of IPR and Filing Patents**, Faculty Development Programme, Cauvery College for Women Trichy, 22-Feb-2022.

**16. Being a Firm Friendly and Approachable Teacher**, International Faculty Development Programme, AJK College of Arts and Science, Coimbatore, 11-Mar-2022.

**17. Advanced Computing Technologies**, Faculty Development Programme, NGM College Pollachi, 25-Jul-22 to 31-Jul-22.

**18. Investor Education**, Faculty Development Programme, Rathinam College of Arts and Science, Coimbatore, 23-Jan-23.

**19. Sustainable Energy Solutions For Achieving the SDGs: A Policy and Management Perspective**, Faculty Development Programme, ATAL And Sri Ramakrishna College of Arts and Science, Coimbatore, 18- Nov- 24 to 23- Nov- 24.

### **Participation in Workshop**

- 1. Advanced Statistical Methods used for Research**, GVG Vishalakshi College, Udumalpet, 8-Jan-10.
- 2. Applications of Advanced Statistical Tools In Management Research**, Annamalai University, Directorate of Distance Education, Chidambaram, 23-Jan-2010 to 24-Jan-2010.
- 3. Statistical Applications in Management using SPSS**, Bharathiar School Of Management and Entrepreneur Development, Bharathiar University, Coimbatore, 26-Feb-2010.
- 4. Export and Import Trade Procedures Documents & Management**, Department OF Economics Bharathiar University, Coimbatore, 3- Mar-10 to 5-Mar-10.
- 5. Quantitative Methods for Research**, Department OF Economics Bharathiar University, Coimbatore, 29-Mar-10 to 31-Mar-10.

6. **A pragmatic Approach to consumer awareness and protection in the present scenario**, Prince shri Venkateshwara college of arts and science. Chennai, 3-Aug-18 to 4-Aug-18.
7. **Goods and Service Tax** , GST workshop , Prince shri Venkateshwara college of arts and science. Chennai, 24-Aug-17.
8. **AMFI Investment Advisory program** , Finmark Prince shri Venkateshwara college of arts and science. Chennai, 24-Aug-18
9. **ICT Enabled Higher Education in India**, Guuru Dev, Prince And MHRD.13-Aug 20.
10. **Research Proposal For UGC Stride Projects preparation & submission Protocol**, JP College of Arts and science,Tirunelveli, 27-May-20.
11. **Intellectual Property Rights**, Terna Charitable Trust, Osmanabad,26-Apr-22.

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

1. Organizer, Webinar on Importance of Intellectual Property Rights, Karpagam Academy of Higher Education, Coimbatore, 25-Nov-21.
2. Organizing Secretary, Alumni Talk, Ted Talk By Young Entrepreneur, Karpagam Academy of Higher Education, 29-Jun-22.
3. Organizing Secretary, Guest Lecture on Investment Awareness Programme, Karpagam Academy of Higher Education, 29-Aug-22.
4. Organizing Secretary, Seminar on Motivational Story By Successful Entrepreneur, Karpagam Academy of Higher Education, 14-Feb-23.
5. Organizing Secretary, Alumni Meet, Karpagam Academy of Higher Education, 21-Feb-23

#### **Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Commerce and Management Association	Life Time	-

**Awards / Honors**

<b>Awards / Honors</b>	<b>Agency / Institute</b>	<b>Year</b>
Active Contribution in an interschool Talent Hunt.	SNMV College	2011
Organizing SAKSHAM 2020.	Prince Shri Venkateshwara College	2020
Appreciation of Book Published.	Karpagam Academy Of Higher Education.	2023
Appreciation of Research Publication.	Karpagam Academy Of Higher Education.	2023