



Dr. S. ANNIE PRIYADHARSHINI

Assistant Professor

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Academic Background

Degree	University	Year
Ph.D.	Karunya Insitute of Technology & Sciences (Deemed to be University), Coimbatore	2021
MBA (HR & Marketing)	Karunya Insitute of Technology & Sciences (Deemed to be University), Coimbatore	2007
B.Sc	Bharathiar University	2005

Courses Taught

- Business Environment
- Management for Engineers,
- Enterprise Resource Planning
- Technology for Societal Needs
- Affiliate Marketing
- Economics for managers

Research Interest

- Human Resource Management (Training & Development, Performance Management)
- Marketing (Company branding & Culture)

Certifications

- ITIL foundation V3 Certified -29 September 2010
- ITIL V3 Intermediate (Service Transition - 3rd December 2011)
- Diploma in Structural Equation Modelling (SPSS AMOS) – July -2020

Most Recent Publication

- The Research Paper Entitled “Reality Facts of Global Water Crisis and Creative Technologies for Clean Water was published in International Journal of Engineering and Technology, Volume 6, Issue 10, October, e-ISSN:2395-0056,p-2395-0072

- The research paper Entitled” Antecedents Of Employee Loyalty With Reference To Job Satisfaction In Pump Manufacturing Industries-Coimbatore City was published International Journal of Innovative Technology and Exploring Engineering, Volume 09,Issue 1,November 2019 ISSN:2278-3705
- The research paper Entitled “Determinants of Employee Loyalty – A Review of literature was published in International Journal of Engineering and Technology, Volume 6, Issue 11, November 2019, e-ISSN:2395-0056,p-2395-0072
- The research paper Entitled” Dyadic Relationship Analysis of Work Fulfillment and Employee Loyalty Behavior was published in Test Engineering and Management, Volume 83,Issue May-June 2020 , ISSN: 0193-4120 , Page No. 1300 – 1304
- The research paper entitled ”A Study On Job Satisfaction Factors And Its Influence On Employee Loyalty was published in International Journal Of Multidisciplinary Educational Research, Volume 9, Issue (3)1, March 2020, ISSN : 2277-7881,P-18-26