


Name of the Teaching Staff	Dr.K.Lakshmi priya			
Designation	Assistant Professor (8000)			
Department	Department of Commerce and International Trade			
School	School of Sciences, Arts and Media			
Date of Joining the Institution	06.08.2021			
Qualification with Specialization	UG	PG	Ph. D.	
	B.Com.,	M.Com.,M.B.A M.Com.(C.A)	Commerce	
Research Expertise	Marketing, HR and Finance			
Subjects Teaching	Under Graduate		Post Graduate	
	1. Financial Accounting 2. Corporate Accounting 3, Costing 4.Mnagement Accounting 5.Financial Manageement 6.Reserach Methodology 7. Insurane 8.Marketing 9. Busines Finance 10.Business Law 11.Industrial Law 12. Business organization 13.Banking Theory 14.Indian Financial system 15.Executive Business Communication 16.Statistical Methods 17.Cyber Law		1.Corporate Accounting 2.Financial Markets and Institutions 3.Investment Manangement. 4.Business Research Methods 5. Applied Cost Accounting 6.Stock Exchange 7. Human Resource Management 8.Marketing Management	
Total Experience in Years	Teaching	Industry	Research	
	20 Years	-	15 Years	
Papers Published	National	20	International	7
Papers Presented in Conference	National	27	International	9
Conferences / Symposiums / Seminars / Workshops Participated	National	13	International	-

FDP attended	10				
M.Phil. / Ph.D. Guidance	Field		University		
	Commerce		Guideship in Karunya and Bhartahar University		
M.Phil., Guided	5		Ph.D , Guiding	1	
Professional Memberships	<b>S. No</b>	<b>Membership</b>	<b>Position</b>	<b>Institution</b>	<b>Period</b>
	1.	Member	Board of Advisory and Reviewer in International Journal of Applied Research & Studies	International Journal	2014-15
	2.	Member	Board of Study of Commerce	HKRH college, Uthamapalayam	2016-18
	3.	Member	Member in.S.S.M International Peer Reviewed Research Journal & Publication, Jaipur	Peer reviewed Journal	2020
	4	Member	Member in IAENG International Association of Engineers	Professional body	2021
	5.	Subject Expert	Board of Study for B.Com & M.Com (Finance)	Nehru Arts and Science College, Coimbatore	2022-2025.
	6.	Subject Expert	Board of Study for B.Com	AJK College of Arts and Science, Coimbatore.	2023-2026.
Awards & Honours	<b>S. No</b>	<b>Recognitions</b>			<b>Period</b>
	1.	School First in Higher Secondary Examination			1995
	2.	University III rank in M.Com., Degree course from Madurai Kamaraj University			2000
	3.	TIP Inspiring Educators of the year 2021 award for extraordinary contribution in the field of education			2021
Educational Details with Institute / University Name	<b>Course</b>	<b>Year</b>	<b>Name of the Institution Studied</b>	<b>Name of the University</b>	
	Ph.D.,	2011	Part Time	Madurai Kamaraj University	
	M. Phil.,	2001-2003	Distance Education	Madurai Kamaraj University	
	M.Com (CA)	2017-2019	Distance Education	Madurai Kamaraj University	
	M.B.A., (Finance)	2012-2014	Distance Education	Alagappa University.	
	M. Com.,	1998-2000	H.K.R.H.College,	Madurai Kamaraj University	

Experience					
	Duration	Designation	Name of the Institution	No. of yrs of Experience	Duration
	July 2001-March,2011	Lecturer	Nadar Saraswathi College of Arts & Science, Theni.	9 yrs & 9 months	July 2001-March, 2011
	March 2011-Aug 2011	Associate professor & Dean in Special course & Transport	Nadar Saraswathi College of Arts & Science, Theni	5 months	March 2011-Aug 2011
	Dec.2012-Oct.2017 & Dec2018 - July,21	Associate professor	SreeNarayana Guru College, Coimbatore.	7.5 yrs	Dec.2012-Oct.2017 & Dec2018 July,21
	Aug,2021-Till Date	Assistant professor	Karunya Insitute of Technology and Sciences,(Deemed University) ,Coimbatore..	2.5 Yrs	Aug,2021-Till Date

### PAPERS PUBLISHED

S.NO	TITLE	NAME OF THE JOURNAL	NAME OF THE PUBLISHERS	YEAR
1	Perception of the policyholders towards the public & Private life insurance Agent services provided to the policyholders-Pre-Sales	ISBN NO. 9789382338208	Bonfring, Coimbatore	2012
2	Attitude of Policyholders towards life insurance	ISBN NO. 9788191047257	Laser park publishing House, Coimbatore	2012
3	Perception of the Public and Private life Insurance Policyholders	International Journal of Statistics and Systems	ISSN 0973-2675 Volume 8, Number 1 (2013), pp. 43-49	2013
4	An analysis of factors affecting Job satisfaction of Women employees in schools.	Global Journal For Research Analysis	ISSN 22778160, Volume 3, Issue 9, Pg- 17-19.	2014
5	Role of Indian Government to Develop Women Entrepreneurship	Inter Continental Journal of Human Resource Research Review( Impact Factor 0.875)	ISSN 2320-9704(O) 2347-1662 (P) Volume 3, Issue 1, Pg. 68-72	2015
6	Risk management for the Survival of a Business	Indo Global Journal Of Commerce and Economics( Impact Factor 1.098)	ISSN 2393-9796, Volume3, Issue 1, Pg. 172-173	2016
7	Customer satisfaction Towards Honda Two wheeler-A study in Palakkad District, Kerala	International Journal of Advance Research and Innovative Ideas in Education( Impact Factor 4.06)	ISSN(O)-2395-4396 Vol-1 Issue-3, Pg. 81-89	2016
8	Attitude of Women Teachers in Schools	International Journal of Advance Research and Innovative Ideas in Education( Impact Factor 4.06)	ISSN(O)-2395-4396 Vol-2 Issue-3, Pg. 4356-4370	2016
9	Factors influencing the post- purchase Attitude of public and Private life insurance policyholders	International Journal of Advance Research and Innovative Ideas in Education( Impact Factor 4.06)	ISSN(O)-2395-4396 Vol-2 Issue-5, Pg. 1072-1076	2016

10	Upliftment of women entrepreneurs in india	International Journal of Advance Research and Innovative Ideas in Education(Impact Factor 4.06)	ISSN(O)-2395-4396 Vol-2 Issue-4, Pg. 1198-1202	2016	
11	A Study on Brand Perception of Sony with special reference to Coimbatore City	Studies in Indian Place Names – UGC Care journal	ISSN: 2394-3114 Vol 40, Issue 90, Pg. 1-3	2020	
12	A Study on Consumers perception to Internet Advertising with reference to Cherpulaserry, Kerala	Studies in Indian Place Names – UGC Care journal	ISSN: 2394-3114 Vol 40, Issue 90, Pg. 146-149	2020	
13	A Study On Consumers perception Towards KottakkalAryaVaidyasala Products	Studies in Indian Place Names – UGC Care journal	ISSN: 2394-3114 Vol 40, Issue 90, Pg. 114-117	2020	
14	A Study on Farmers perception towards loans provided by the Banks with special reference to Palakkad District	Anvesak– UGC Care journal	ISSN: 0378-4568 Vol 50, Issue 01(1), Pg. 132-138	2021	
15	A Study on Impact of Covid- 19 pandemic online shopping in India	KALA:A Journal of Indian Art History Congress- UGC Care journal(Impact Factor 6.125)	ISSN: 0975-7945 Vol 27, Issue 01(VI), Pg. 25-26.	2021	
16	Financial Inclusion with special reference to Small Financial Bank	KALA:A Journal of Indian Art History Congress- UGC Care journal(Impact Factor 6.125)	ISSN: 0975-7945 Vol 27, Issue 01(VI), Pg. 33-39.	2021	
17	Astudy on Financial Inclusion among Female Households with special reference to Manjeri Municipality	International Journal of Research in Humanities,Arts,Literature	ISSN: 2321-8878 Vol7, Issue 01(VI), Pg. 148-155.	2021	
18	Marketing of women practices of women Homepreneurs with special Reference to Coimbatore District	Journal of the Oriental Institute	ISSN: 0030-5324 Vol. 71, Issue. 01, No. 14 January - March: 2022	2022	
19	A study on cultivation and Marketing of Coconut crops with special reference to Pollaci Taluk, Tamilnadu	UGC Care Approved, Group I, Peer Reviewed and Referred Journal	ISSN: 0030-5324 Vol. 71, Issue. 01, No. 14 January - March: 2022	2022	
20	Role and Application of Financial Technology	Emperor Journal of Applied Scientific Research (Peer Reviewed and Referred )	ISSN- 2581-964X	2023	

#### PAPERS PRESENTED IN CONFERENCES/SEMINARS

S. No	NAME OF THE CONFERENCE/ SEMINAR	NAME OF THE INSTITUTION	TOPIC	YEAR
1	International Seminar	Bharathidasan University, Trichy	Financial Education-An Endowment to Investors	2008
2	National seminar	PeriyarUniversity, Salem.	Micro-Insurance –A Revolutionary Strategy to Build Rural India	2008
3	National seminar	Sri Kaleeswararcollege, Sivakasi.	Role of insurance for the Development of the Economy	2008

4.	National conference	Sri Krishna Arts & Science College, Coimbatore	Attitude of Policyholders towards life insurance	2012
5	National seminar	Kongunadu Arts & Science College, Coimbatore.	Perception of the policyholders towards the public & Private life insurance Agent services provided to the policyholders-Pre-Sales	2012
6	National conference	Adithya Institute of Technology, Coimbatore.	Merchant Bankers Build Industrial structure in India	2013
7	National conference	Sri Ganesh College Of Arts & Science, Salem.	Impact of Foreign Direct Investment in the Retail sector in Indian Economy	2013
8	National conference	Dr.G.R.Damodaran college of Science, Coimbatore.	Micro-Insurance- Works for Women	2013
9	National conference	Karpagam University, Coimbatore	Consumer Awareness and Protection	2013
10.	National conference	Kandaswami Kandar' college, Velur	Role of money market in India	2014
11	National conference	Kandaswami Kandar' college, Velur	Stock Market and Its impact on Indian Economy	2014
12	National Seminar	PSGR Krishnammal college for Women , Coimbatore	Role of Indian Government to Develop Women Entrepreneurship	2015
13	National conference	Dr SNS Rajalakshmi College of Arts And Science , Coimbatore	Capital market- its Growth and Analysis	2015
14	International Conference	Sri Ganesh College of Arts and Science ,Salem	Corporate Social Responsibility- its Impact and Analysis	2015
15	International Conference	Sankara college of Science and Commerce, Coimbatore	Impact of Knowledge on Innovation Management	2015
16	National conference	Kovai Kalaimagal College of Arts and Science, Coimbatore	Ethical leadership: Right relationships and the Emotional Bottom line	2015
17	International Conference	Sree Narayana Guru College, Coimbatore	Women Entrepreneurship In India	2016
18	National Conference	Sri Ganesh College Of Arts & Science, Salem.	Risk Management –It's analysis and Assessment	2016
19.	National Conference	SAN Business School, Coimbatore	Starts up Eco system-India.	2016.

20.	International Conference	Kongu Nadu Arts & Science College, Coimbatore.	Growth of retail Banking In india	2016
21.	International Conference	Sankara college of Science and Commerce, Coimbatore	Oppourtunities and Challenges of E-Marketing	2016
22.	National Seminar	Dr.N.G.P.Arts and Science College	Youth Entrepreneurship:Issues and Challenges	2016
23.	National Conference	Rathinam college of arts and science	GST in India-A Longterm perspective	2017
24,	National Conference	VLB JanakiammalCollege Of Arts& Science Coimbatore,	Oppourtunities for india in the digital economy	2017
25	National Conference	VLB JanakiammalCollege Of Arts& Science, Coimbatore	Digital india: an overview	2017
26	National Conference	AJK College Of Arts& Science, Coimbatore	Excise duty :an overview	2017
27	International Seminar	PSGR Krishnammal College for Women , Coimbatore	Growth rate of digital marketing in india	2017
28	National Conference	Dr SNS Rajalakshmi College of Arts And Science , Coimbatore	Demonetization in india	2017
29	National Seminar	SreeNeelkanta Govt. Sanskrit College, Pattambi. Palakkad District.	Innovative Management Practices for Retail Business	2017
30	National Conference	Hindustan College of Arts and Science, Coimbatore	Paradigm shift in Consumer Culture- An E-Revolution in India	2019
31.	National Conference	Hindustan College of Arts and Science, Coimbatore	Paradigm shift in Consumer Culture- An E-Revolution in India	2019
32.	National Conference	AJK College Of Arts& Science, Coimbatore	Mobile Banking	2019
33.	National Seminar	Dr.NGP college of Arts & Science, Coimbatore	Social Factors affecting entrepreneurship in 2023	2023
34	International Conference	Bharathiar University, Coimbatore.	Role and Application of Financial Technology	2023

35	National Seminar	N.G.M.College,Pollachi.	Role of MSME in Indian Economy	2023
36	International Conference	Rathinam College of Arts and Science, Coimbatore	Digitalization in India	2023

### Books / Book Chapters

S. No	Title	Name of the Publisher	ISBN No.	Year
1.	Banking Theory Law and Practice	Maps Publications, Chennai	9789392063282	Sept, 2022

S.NO	Edited Book Chapter	Edited Book Title	Research Agency	YEAR
1.	Rural Entrepreneursip - It's Prosperity	Transitional Shift in Commerce,Management and IT Challenges and opportunities (ISBN97893 90863686)	National Press Associates,New Delhi.	2021
2.	Coronavirus (COVID-19) : Impact on Global and Indian Economy	Covid 19 challenges for Commerce&Management,Information Technology (ISBN 9789393282064)	Green Grove Research Publications	2021
3.	Digital Marketing on Small Businesses in 2021	New Horizons in Commerce,Business,Education, IT & Social sciences (Volume 1) (ISBN 9789393282002)	Green Grove Research Publications	2022
4.	Future Marketing- Trends and Challenges	Technology and Commerece : Prospects and Challenges (ISBN 978-93-91286-50-7)	Mayas publications	2022
5.	Mobile Commerce Trends that will dominate 2022	Recent Advances in Management ,IT and Social Sciences (Volume 2)	National Press Associates,New Delhi.	2022
6.	Digitalisation of the Indian Finnacial Sector	Impact of Technology on Financial services (ISBN 978-81-19337-00-2) Vol III	Shanlax publications,	2023
7.	Sustainable Developments through MSMEs	Role of MSME In Indian Economy ( ISBN 978-93-94004-75-7)	Shanlax publications,	2023
8.	Digitalization of Global Business environments .2.0	Digitalisation In India	Shanlax publications,	2023





