



Name: Dr. MANJU PRIYA R

Designation: Associate Professor

Specialization: Marketing & HR

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Qualification:

M.Com, M.Phil, PGDCA, MBA, Ph.D

Work Experience:

18 years, 11 months

Courses Facilitated

B.Com

Member on Committees / Editorial Boards: NIL

Professional Memberships

Career Summary

- I am very much passionate in Teaching profession where my skill and knowledge can be useful for the upliftment of the students community.
- Started my carrier as Assistant professor by joining at Sri Ramalinga Sowdambigai College of Science and Commerce, Coimbatore during 2005 and worked there till 2011.
- From 2011-2021 march, I worked as Associate Professor at Hindusthan College of Arts and Science, Coimbatore.
- Awarded Doctorate in Commerce during 2016.
- Joined JAIN (Deemed-to-be University), Bangalore as Associate Professor in the year April 2021.

Research Interest

Have interest in Research, I often publish research papers in Interenational journals, Scopus, ABDC and UGC care Listed journals.

Research Publications

1. **Feb 2014**, Published a paper in Trends in Global Economy and Economic Reforms in India titled “Causes of Inflation and its effect on Indian Economy” ISBN: 978-93-80657-62-2
2. **Feb 2015**, Published a paper in International Journal of Marketing, Financial Service and Management Research titled “National Life Insurance Engineering- The Changing Trends” ISSN: 2277-3622
3. **Feb 2016**, Published a paper in International Journal of Advance Research and Innovative ideas in Education titled “Investment Opportunities in production and service sectors in India.” ISSN: 2395-4396.
4. **Sep 2016**, Published a paper in IJMHRM titled, “Travelers Satisfaction towards Tourist Destination (An Empirical Study)”. ISSN: 0976-6421.
5. **April 2018**, Published a paper in International Journal of Creative Research Thoughts (IJCRT) titled, “A Study on Employee Motivation with Special Reference to Kovai Maruthi Papers and Boards Pvt Ltd, Nammakal.” ISSN: 2320-2882.
6. **Oct 2018**, Published a paper in International Journal of Pure and Applied Mathematics, titled “Logistics Intermediaries Opinion towards Port Performance in Dry Ports.”. ISSN: 1314-3395 (on-line version) Pg no: 3935-3944.
7. **March 2020**, Published a paper in Parishodh Journal, UGC Care list Group I Journal, titled “Organizational successes and Collision with Personal Optimization for effective HRM – An Empirical Study”. ISSN: 2347-6648, Pg. No: 2001-2014

8. **April 2020**, Published a paper in Parishodh Journal, UGC Care list Group I Journal, titled “The Need for Financial Inclusion in India”. ISSN: 2347-6648
9. **Sep 2020**, Published a paper in International Journal of Disaster Recovery and Business Continuity, titled “Behavioural Pattern of School Students towards E-learning Platform during Covid 19 period with special reference to Coimbatore city – An Emperical study”. ISSN: 2005-4289 IJDRBC, Vol.11, No. 2, (2020), pp. 290–298
10. **April 2021**, Published a paper in Journal of Contemporary Issues in Business and Government, titled “Techniques Using Artificial Intelligence to Solve Stock Market Forecast, Sales Estimating and Market Division Issues”, P-ISSN: 2204-1990; E-ISSN: 1323-6903 DOI: 10.47750/cibg.2021.27.03.030
11. **Dec 2021**, Published a paper in Journal of Education: Rabindra Bharati Unversity, titled “Sustainable Development for E-Learning Practices by using E-Learning platforms among Arts and Science colleges in Coimbatore city”, Vol: XXIII, No: 12(III), 2021, ISSN: 0972-7175.
12. **April 2022**, Published a paper in Shodhsamhita (UGC care Group 1 Journal), titled “Risk of Investment in Crypto currency – In Indian Perspective”, Vol IX, Issue1(1), 2022-2023, ISSN: 2277-7067
13. **May 2022**, Published a paper in International Journal of Early Childhood Special Education, titled “Impact of Online shopping among the Teaching Faculties – Post the Covid Restrictions in Tamilnadu State”, Vol 14 No2(2022), ISSN: 1308-5581, DOI: 10.9756/INT-JECSE/V14I2.555
14. **Oct 2022**, Published a paper in Journal of Business, Management and Economics Engineering, titled “Effect of the Performance Review Process at Educational Institutions, Volume 20 issue 2, ISSN:2669-2481/Eissn: 2669-249x
<https://doi.org/10.5281/zenodo.7135034>
15. **Dec 2022**, Published a paper Manager- The British Journal of Administrative Management (ABDC), titled “Storytelling Markeing on Brand Management – An Indian Perspective”, ISSN: 1746-1278.
16. **Dec 2022**, Published a paper in Korea Review of International studies (ABDC), titled “Satisfaction level of purchasing behavior of working women with special reference to select service sector.”, Vol IX, Issue1(1), 2022-2023, ISSN: 1226-4741
17. **Jan 2023**, Published a paper in Empowered India-Kaamiyaabi@75(ICSSR sponsored), titled “E-Commerce Industry and Growth of Indian Economy”, Vol IX, Issue1(1), 2022-2023, ISBN: 978-93-95944-20-5
18. **April 2023**, Published a paper in Madhya Bharti (UGC care Group I Journal), titled “The Impact of Personality traits on risk tolerance in Gen Z investors: A Study”, ISSN: 0974-0066, Vol-83 No.18
19. **Aug 2023**, Published a paper in Rivista Italiana di Filosofia Analitica Junior, titled “A study of video Marketing as strategic tool for E- Commerce in Bangalore”. ISSN: 2037-4445.
20. **Nov 2023**, Published a paper in Rabindra Bharati University Journal of Economics, Titled “A STUDY ON GLOBAL BRANDING ISSUES, CHALLENGES, AND OPPORTUNITIES- A GENERAL PERSPECTIVE, Vol: XVII - No.10, 2023.
21. **Feb 2024**, Published a paper in 3rd International Conference on Advancement in Electronics & Communication Engineering (AECE) titled “Green Marketing: A social Response of Brand Communication

	with Customer” 979-8-3503-3072-4/23/\$31.00 IEEE DOI: 10.1109/AECE59614.2023.10428375
Articles / Case Studies	NIL
Consultancy / Projects	NIL
Books / Chapters	<p>1. March 2012, Published a chapter in Women Entrepreneurship issues and challenges titled “Women Entrepreneurship in service sector” ISBN:978-81-925376-0-5</p> <p>2. March 2013, Published a chapter in Financial Inclusion for Inclusive Development titled “Financial Literacy study on Awareness towards Investment Types among Salaried” ISBN: 978-93-83191-00-0.</p> <p>3. Published a Book on “Services of LIC for Rural Policyholders” during December 2019, ISBN: 978-81-939216-8-2 Publisher – Narain Publications, Chennai.</p> <p>4. Published a chapter on “An Innovative Approach to Entrepreneurial development” during March 2020. ISBN- 978-94-88125-47-8</p> <p>5. Oct 2022, “The Effect of Organizational Culture Transformation – A General Perspective”, Published in Research Trends in Commerce & Management, Vol2, Red Shine Publication. ISBN: 978-93-95456-29-6 DOI: 10.25215/9395456299</p> <p>6. Nov 2022, “Drivers of Green Buying Behaviour-A Theoretical Framework”, Published in Recent Advances in Finance, Business Management and Technology, Rubicon Publications. ISBN: 978-1-913482-21-3 Pg : 45-51</p>
Activities	<p>1. Acted as a Resource Person and addressed B.Com A&F students on “Emerging Trends in Digital Marketing” at Sri Ramakrishna College of Arts and Science(Autonomous), Formerly SNR Sons College, on 25.07.2019.</p> <p>2. Acted as a Resource Person and addressed BBA (Tourism Management) students on , “Costing and Planning in Hotel Industry”, at Avinashilingam University on 24.01.2020.</p> <p>3. Acted as a Resource Person and addressed II B.com (CA) students on “Capital Markets”, at PSGR Krishnamal College of Arts and Science for Women, Coimbatore on 27.08.2020.</p> <p>4. Acted as a Resource Person and addressed Commerce students on “Financial Markets and Institutions”, at Sri Ramalinga Sowdambigai College of Science and Commerce, Coimbatore on 10.02.2021.</p> <p>5. Acted as a Resource person and addressed Commerce BPS students of Sri Ramakrishna College of Arts and Science on the topic “Cash flow Management-An overview” on 19.3.2021</p> <p>6. Addressed the students of Dr. NGP Arts and Science College, Coimbatore and delivered a seminar on “Emerging Social Media Trends for 2021 and Beyond” on 31.5.2021</p> <p>7. Acted as a Resource person and delivered a lecture on “Android Applications For Business Excellence” at Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore on 03.06.2021.</p> <p>8. Addressed the Faculties of KPRCAS, Coimbatore on 17.7.2021 and delivered as lecture on Software Tools for Online Teaching and Learning (7days FDP)</p>

		<p>9. Addressed the Faculties of Hindusthan college of Arts and Science, Coimbatore on 21.08.2021 and delivered as lecture on ICT Tools used for Class Room Teaching (7 days National FDP)</p> <p>10. Acted as a resource person and delivered a lecture for MBA students on 21.10.2021 at Brindavan College, Bangalore titled, Effective Aggregation Tools for Social Media marketing.</p> <p>11. Addressed students of VET Institute of Arts and Science, Erode and delivered a lecture on “Notable Trends and Patterns in Social Media Marketing” on 19.11.2021</p> <p>12. Acted as a Resource person for a technical session and delivered a lecture on “Entrepreneurship in the Digital Era: Innovation & Skill Development for Sustainability” at PSGR Krishnammal College for Women, Coimbatore on 16.03.2021.</p> <p>13. Addressed students of Kongunadu College of Arts and Science, Coimbatore and delivered a Guest lecture on “Research Methodology tools using Advanced Excel” on 26.10.2022</p> <p>14. Addressed the students of KPRCAS, Coimbatore on 1.11.2022 and delivered a guest lecture on “Hands on Training on Research Methodology using Advanced Excel”</p> <p>15. Acted as a Resource person for a technical session and delivered a lecture on “India means Business – Reform, Perform & Transform.” at Sri Ramakrishna College of Arts and Science, Coimbatore., Coimbatore on 5.01.2023.</p> <p>16. Acting as BOS member for B.com (IT) Department Sri Ramakrishna College of Arts and Science, Coimbatore from 2021 till present.</p> <p>17. Actively participated in various audit, conducting of various conference and workshops.</p> <p>18. Acted as a Resource person for National level conference on “Exploring the Technological Advancements in Business: The Future perspective” on 13.09.2023</p> <p>18. Acted as Chief Guest for ICSSR sponsored one-day National seminar at STC College, Pollachi on 09.02.2024, titled “Startup-Fintech challenges and opportunities: India’s Economic Development in 21st Century”</p> <p>19. Participated as a member in BOS for B.com (IT) Department Sri Ramakrishna College of Arts and Science, Coimbatore on 25.04.2024, and provided my insights for the development of curriculum.</p>
	<p>Recognition / Awards</p>	<ol style="list-style-type: none"> 1. Received “Perasiriyar Maamani Award” from Tamilnadu Kalai Illakiya Kalagam, during August 2018. 2. Received “Best Teaching Award” from Education Icon Awards 2019 on 24.08.2019. 3. Received “Young Woman Educator & Scholar Award” on 8.03.2020 from NFED. 4. Received Letter of Appreciation from Chairman of CoExFD for Organizing 4 days FDP in Hindusthan College of Arts and Science, Coimbatore.
	<p>Seminar Conferences Attended</p>	<ol style="list-style-type: none"> 1. International seminar – Attended and participated – Asia Pasific University, Malaysia October 2019 and presented a paper on “Outlook on the Organizational Success and its Collision with its Personal Optimization” 2. National and Other International level seminar and conferences – 15

3. Participated in **the workshop titled**, “Writing Quality Technical Papers – IEEE, jointly organised by IEEE and Jain University on 07.08.2023.

4. Participated in **One week FDP on** “From Research to Publication” from 4th September to 11th September, 2023 organized by ADHIYAMAN ARTS AND SCIENCE COLLEGE FOR WOMEN.

5. Participated in **seven days virtual FDP** on “The Power of Positivity approach in Teaching & Learning Systems of Cultural Transformation” held on 19.9.23 to 26.9.23 organized by Hindusthan College of Arts and Science, Coimbatore.

6. Participated in **one-week International Virtual workshop** on Research Methodology from 9th – 14th Oct, 2023.

7. Participated in **International online workshop on**, “Start Research with smart AI Technology” from March 2nd – 4th 2024.