



**Dr. C. J. PRIYA**

Principal & Professor,

Department of Commerce & Management,

Hindustan College, Mysuru

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**PROFESSIONAL OBJECTIVE**

- Accomplished and visionary academic leader with over 23 years of experience in teaching, administration, and institutional development.
- Demonstrated expertise in academic planning, curriculum development, and faculty mentoring.
- Committed to fostering an inclusive, innovative, and excellence-driven educational environment.
- Aspiring to further elevate an institution through strategic leadership and student-centric approach.

**ACADEMIC QUALIFICATION**

DEGREE	INSTITUTE/UNIVERSITY	YEAR	CLASS
Ph.D.,	Bharathiar University, Coimbatore	2016	NA
UGC NET	UGC NET Bureau, New Delhi	2011	NA
M.Phil.,	Bharathiar University, Coimbatore	2007	First
M.Com	PSG College of Arts & Science, Coimbatore	2002	Distinction
B.Com	RVS College of Arts & Science, Coimbatore	2000	First

**PROFESSIONAL AFFILIATIONS**

- Member of Academic Council, University of Mysore (2023-2025)
- Member, Board of Evaluation (BoE) of BBA Aviation Management UG Specialized Programme, University of Mysore (2023-2025)
- Member, Board of Studies (BoS) of BBA Aviation Management UG Specialized Programme, University of Mysore (2023-2025)

## EXPERIENCE SUMMARY

- **Teaching:** 23 YEARS
- **Administrative Leadership:** 10 YEARS
  - Principal, Hindustan College, Mysuru (June 2019 - Present)
  - Principal, First Grade College, Murnad (2013 - 2017)

## ACADEMIC AND INSTITUTIONAL LEADERSHIP

- **Curriculum Development:** Designed and upgraded courses aligned with industry needs.
- **Research & Publications:** Presented and published papers at state, national, and international conferences, covering topics in commerce, management, and education.
- **Student Development:** Mentored students, organized academic events, and encouraged co-curricular activities.
- **Institutional Growth:** Implemented quality enhancement initiatives and successfully led the college towards multiple recognitions.

## REGONITIONS AND CONTRIBUTIONS:

- Recognised as a *Co-Supervisor for the Ph.D.*, program under the Department of Commerce, Hindustan Institute of Technology and Science.
- Nominated by University of Mysore to represent in the National Workshop on *Leadership Development for College Principals* organized by NIEPA, New Delhi during February 03-07, 2025 at New Delhi.
- Participated in the workshop titled “*NIRF Ranking: A Tool for Self-Assessment and Quality Improvement*” organized by the University of Mysore, Mysore (2025).
- Felicitated by Lions Jeevadhara Mysuru, District Health and Welfare Department, Mysuru, Karnataka Aids Prevention Society, Bangalore and District AIDS Prevention and Control Unit, Mysuru, for the significant contribution in the field of *providing community service*
- Led Hindustan College to receive *prestigious awards* including:
  - Top and Most Trusted College – Educational Excellence Awards (2024)
  - Rank 1 - Emerging BBA Institute for Placements – Times BBA Survey 2023
  - Best Private UG College in Karnataka – CEGR (2023).
  - Quality in Education – Star of Industry Award (Dec 2022, New Delhi)

- Skill Development Initiatives of the Year – Global Education and Skill Summit (2021).
- Outstanding Administration and Virtual Learning Delivery – Education Excellence Awards (2021)
- As a ***President of Y's Men's Club of Mysuru Chamundi*** (2022-2025) successfully led and executed numerous service oriented projects designed to benefit the community. These initiatives included organizing health camps, educational programs, and environmental clean-up efforts, all aimed at improving the quality of life for students.
- ***Invited as a Chief Guest*** for programs organized by various colleges which includes.,
  - ✓ Graduation Day organized by St. Thomas Institutions, Mysuru.
  - ✓ Sankalp – State Level Inter-Collegiate Commerce & Management Fest organized by Field Marshal K M Cariappa College, Madikeri, Coorg.
  - ✓ Independence Day Celebration organized by First Grade College, Murnad, Coorg.
  - ✓ School Day organized by Little Flower Public School, Madikeri, Coorg.
- Invited as a ***Resource Person*** for various academic events.
- Awarded as the ***“Excellent Organizing Teacher”*** by Chinthana Prakashana, Chitradurga.
- Awarded for the successful presentation in Dasara Poets Meet.

## **PUBLICATION AND PRESENTATION**

- Participated in the International Conference and presented paper titled “Entrepreneurial Strategies for achieving sustainable development goals: A pathway to inclusive and green growth” organized by Vidhayavardhaka First Grade College, Mysore.
- Participated in the International Conference and presented paper titled “A study on Atmanirbhan Bharath Initiative with Rural Empowerment through Digitalization” organized by Vidhyavarthaka First Grade College, Mysore.
- Participated in the One Day State Level Workshop for College Teachers on “NAAC-Revised Accreditation Frame Work and Quality Sustenance (RAF)” organized by Govt. First Grade College & PG Study Centre, T. Narasipura, Mysuru.
- Participated in the workshop titled “Understanding Social Styles” organized by CII Mysuru Women’s Business Forum held at Infosys Leadership Institute, Hebbal Industrial Estate, Hebbal, Mysuru

- Participated and presented a paper in the Three Day National Level VVFGC-CILL Collaborative Faculty Development Program on “Research Methodological Issues Vs Linguistic Aspects of Research” organized by Vidhya Vikas First Grade College, Mysuru.
- Presented a paper entitled “Impact of GST on The Indian Economy” in the One Day National Conference on “Infrastructure And Sustainable Development Issues And Challenges” organized by Basudev Somani College, Kuvempunagar, Mysore.
- Published an article on “Impact of GST on the Indian Economy” in International Journal of Trend in Scientific Research And Development –Online Peer Reviewed Open Access Journal ISSN: 2456-6470. Vol. 2, Issue -2 with an impact factor 2.118.
- Published an article titled “Customer’s Satisfaction Towards the Services Rendered by the Banking Sector” in the International Journal Of Business, Management And Social Sciences (IJBMS) Vol. V, Issue (I), ISSN: 2249-7463.
- Published an article titled “A Study on Customer Relationship Marketing in the Banking Sector” in International Journal of Recent Research in Commerce, Economics and Management (IJRRCEM) Vol. 2, Issue 4, ISSN 2349-7807.
- Published an article titled “Assessment on the Factors determining the services provided by the Banks” in Indian Journal of Research in Commerce, Management, Engineering and Applied Science (IJRCMEA) Vol. 2, Issue 2, ISSN 2454-6593.
- Presented a paper in the One Day State Level Workshop on “Exploring Research Avenues - Data Analysis, Research Funding, Writing And Publishing Research Paper” organized by Vidhyavardhaka First Grade College, PG centre, Mysuru.
- Presented a paper on “Self Help Group: An Effective Approach to Women Empowerment in India” in Two Day International Conference jointly organized by University of Mysore, Karnataka State Planning Board, Development Research Foundation, Mysore and ISBR, Bangalore.
- Presented a paper titled ‘Green Banking In India-Problems and Prospects’ in the International Conference organized by the University College, Mangalore.
- Presented a paper in the Two Day National Conference titled “Business Education and Employability: Challenges And New Directions” organized by Mangalore University, Mangalore.
- Presented a paper titled “Customer Satisfaction towards the services rendered by the banking sector” during 2<sup>nd</sup> International Education and Leadership Summit (IELS) held at Mangalore.

- Participated in the State Level Workshop on “Documentation and preparation for NAAC Assessment under revised system” organized by Vidhyavardhaka First Grade College, Mysuru.
- Participated in the One Day State Level Workshop on “Practical Working Knowledge on GST” organized by Vidhya Vikas PG Dept of Commerce, Mysuru.
- Participated in One Day Workshop on “Alternate Therapies and Well Being” organized by Field Marshall K M Cariappa College, Madikeri, Coorg.
- Presented a paper in the One Day National Level Conference on “Impact of Terrorism In India’ organized by Field Marshall K M Cariappa College, Madikeri, Coorg.
- Participated in the One Day State Level Seminar on “Kodagu: Historical Experience and Contemporary Situation” jointly organized by Kodava Samskritika Adhyanana Peetha and Field Marshall K M Cariappa College, Madikeri, Coorg.
- Participated in the One Day National Level Conference on “Terrorism and its impact on Indian Economy” organized by Field Marshall K M Cariappa College, Madikeri, Coorg.

In conclusion, I have dedicated my career to advancing educational excellence and institutional growth. My journey has been marked by continuous learning, research contributions, active community service, and a deep commitment to student development.

I take pride in the recognitions received and the milestones achieved for Hindustan College.

I remain passionate about creating an inclusive, innovative, and quality-driven academic environment, and I look forward to continuing my efforts in shaping the future of education.