Dr. C. J. PRIYA

Principal & Professor
Hindustan College, Mysuru
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PROFESSIONAL PROFILE

Academic leader with 24 years of teaching experience and 12 years of administrative leadership, with expertise in academic planning, curriculum development, faculty mentoring, institutional development, quality enhancement and student engagement. Experienced in leading academic initiatives, research activities, industry–institution engagement and community-service programmes, with a sustained commitment to inclusive, innovative and student-centred education.

CORE COMPETENCIES

Academic & Strategic Leadership	Institutional Development
Quality Assurance & Enhancement	Curriculum Development
Research & Publication	Faculty Mentoring & Student Development

PROFESSIONAL EXPERIENCE

Principal | Hindustan College, Mysuru | June 2019–Present

- Provide academic and administrative leadership, focusing on institutional growth, academic quality, student development and faculty engagement.
- Lead academic initiatives, inter-collegiate programmes, seminars and conferences across Commerce, Management, Aviation and Computer Science.
- Promote research, industry collaboration, skill development, community engagement and quality-enhancement activities.

Principal | First Grade College, Murnad, Coorg | 2013–2017

ACADEMIC CREDENTIALS

Doctor of Philosophy (Ph.D.)
Bharathiar University, Coimbatore
2016

Master of Philosophy (M.Phil.)
Bharathiar University, Coimbatore
2007

Bachelor of Commerce (B.Com.)
RVS College of Arts & Science, Coimbatore
2000

UGC National Eligibility Test (UGC-NET)
UGC NET Bureau, New Delhi
2011

Master of Commerce (M.Com.)
PSG College of Arts & Science, Coimbatore
2002

UNIVERSITY & PROFESSIONAL AFFILIATIONS

- Member of Syndicate, University of Mysore, Mysore. (2026–2027).
- Member of Academic Council, University of Mysore, Mysore. (2023–2025).
- Member, Board of Studies (BoS), BBA Aviation Management UG Specialized Programme, University of Mysore, Mysore. (2025–2028).
- Member, Board of Evaluation (BoE), BBA Aviation Management UG Specialized Programme, University of Mysore, Mysore. (2026–2028).
- Recognised as a Co-Supervisor for the Ph.D. programme under the Department of Commerce, Hindustan Institute of Technology and Science, Chennai.

RESEARCH PUBLICATIONS IN JOURNALS

- "A Study on Women Entrepreneurs' Happiness about Digital Payment Services." International Research Journal of Modernization in Engineering Technology and Science, ISSN 2582-5208, October 2026.
- "A Study on Impact of PM Svanidhi Scheme on Digital Payment with Special Reference to Mysuru District." JSSCWM QUEST, ISSN 2321-0052, October 2026.
- "Evaluating the Consumer Knowledge and Satisfaction Towards Green Products in Mysore City." Journal of Civil and Environmental Engineering, ISSN 2096-6717, January 2026.
- "A Study on Influence of Green Products on Consumers' Purchasing Decisions in Mysore City." International Journal of Engineering Development and Research (IJEDR), Volume 14, Issue 4, October 2026, Paper ID IJEDR2604185.
- "Sustainability Practices and Customer Satisfaction in Small and Medium Enterprises." International Journal of Commerce and Management Research, ISSN 2455-1627, Volume 12, Issue II, May 2026.
- "A Study on Awareness of Digital Payment on Small Vendors in Rural Areas with Reference to Mysuru District." International Journal of Creative and Open Research in Engineering and Management, ISSN 3108-1754, published 4 April 2026.
- "Artificial Intelligence-Driven Digital Transformation for Sustainable SMEs: Opportunities, Challenges and Competitive Advantage." International Journal of Business and Economics Research (IJBER), e-ISSN 2455-3921; presented at an International Conference organised by Virudhunagar College on 26–27 August 2026 and published in the journal.
- "A Study on Perception of Small Vendors Towards Digital Payment in Mysore District" in the Journal of Civil and Environmental Engineering (IJCEE), Volume 13, Issue 9, September 2025, ISSN: 2096-6717. The journal is recorded in the source details as a Group II journal and Scopus-indexed, with the publication dated 9 September 2025.
- "Customer Satisfaction & Issues Towards Fintech Services with Special Reference to Mysuru District."

Journal of Civil and Environmental Engineering (IJCEE), ISSN 2096-6717, published 12 December 2025.

- "Impact of GST on the Indian Economy." International Journal of Trend in Scientific Research and Development, online peer-reviewed open-access journal, ISSN 2456-6470, Volume 2, Issue 2; impact factor 2.118 as stated in the source.
- "Customer's Satisfaction Towards the Services Rendered by the Banking Sector." International Journal of Business, Management and Social Sciences (IJBMSS), Volume V, Issue I, ISSN 2249-7463.
- "A Study on Customer Relationship Marketing in the Banking Sector." International Journal of Recent Research in Commerce, Economics and Management (IJRRCEM), Volume 2, Issue 4, ISSN 2349-7807.
- "Assessment on the Factors Determining the Services Provided by the Banks." Indian Journal of Research in Commerce, Management, Engineering and Applied Science (IJRCMEA), Volume 2, Issue 2, ISSN 2454-6593.

CONFERENCE PAPERS, PROCEEDINGS & PRESENTATIONS

- "From Policy to Impact: Evaluating Government Support for Entrepreneurship within Karnataka's Entrepreneurial Ecosystem." Presented at the 11th International Conference organised by Kristu Jayanti College, Bangalore, 24–25 September 2026.
- "Prime Minister's Employment Generation Programme: A Case Study of Mysore District" at the Two-Day National Conference organized by Hindustan Institute of Technology and Science (HITS) on 7–8 August 2025. ISBN: 978-81-990337-1-9.
- "A Study on Atmanirbhar Bharat Initiative with Rural Empowerment through Digitalisation." Presented and published in proceedings of the International Conference on Innovative Research Practices in Social Science, Vidyavardhaka First Grade College, 15 March 2025, ISBN 978-81-956870-9-1.
- "Entrepreneurial Strategies for Achieving Sustainable Development Goals: A Pathway to Inclusive and Green Growth." Presented at an International Conference organised by Vidyavardhaka First Grade College and published in abstract proceedings, ISBN 978-81-956870-9-1, March 2025. The source lists this presentation twice; treated as one title.
- "Fintech and Its Impact on Traditional Banking Models." Presented at the 9th International Economic Conference, SDM Institute for Management Development; published in proceedings, ISBN 978-93-83302-74-1, November 2024
- "Impact of GST on the Indian Economy." Presented at the one-day national conference "Infrastructure and Sustainable Development: Issues and Challenges," Basudev Somani College, Kuvempunagar, Mysore.
- "Self Help Group: An Effective Approach to Women Empowerment in India." Presented at a two-day International Conference jointly organised by the University of Mysore, Karnataka State Planning

Board, Development Research Foundation, Mysore, and ISBR, Bengaluru.

- "Green Banking in India—Problems and Prospects." Presented at an international conference organised by University College, Mangalore.
- "Business Education and Employability: Challenges and New Directions." Presented at a two-day national conference organised by Mangalore University, Mangalore.
- "Customer Satisfaction Towards the Services Rendered by the Banking Sector." Presented at the 2nd International Education and Leadership Summit (IELS), Mangalore.
- "Impact of Terrorism in India." Presented at a one-day national-level conference organised by Field Marshal K. M. Cariappa College, Madikeri.
- "Terrorism and Its Impact on Indian Economy." Presented at a one-day national-level conference organised by Field Marshal K. M. Cariappa College, Madikeri.
- "Entrepreneurial Strategies for Achieving Sustainable Development Goals: A Pathway to Inclusive and Green Growth." Conference presentation at Vidyavardhaka First Grade College, Mysuru; separately listed in the source as participation and presentation.
- "A Study on Atmanirbhar Bharat Initiative with Rural Empowerment through Digitalisation." Conference presentation at Vidyavardhaka First Grade College, Mysuru; separately listed in the source as participation and presentation.

WORKSHOPS, FACULTY DEVELOPMENT & ACADEMIC PARTICIPATION

- Attended the 5th NEP Orientation and Sensitisation Programme, Malaviya Mission Teacher Training Centre, University of Mysore, Mysuru, 18–26 June 2025.
- Participated in the CII Mysuru Industry–Institute Leadership Interaction, 6 June 2025.
- Participated in the panel discussion "Shaping the Future of AV Collaboration Experiences, Trends and Insights," ICT Academy, 19 November 2025.
- Participated in the workshop "NIRF Ranking: A Tool for Self-Assessment and Quality Improvement," College Development Council, University of Mysore, 25 March 2025, and a separate same-titled University of Mysore workshop entry for 2025 is retained as recorded.
- Participated in the "AI for HR" workshop, Confederation of Indian Industry (CII), Mysuru Zone, 30 July 2026.
- Participated in the One-Day State-Level Workshop for college teachers on "NAAC—Revised Accreditation Framework and Quality Sustenance (RAF)," Government First Grade College & PG Study Centre, T. Narasipura, Mysuru.
- Participated in the workshop "Understanding Social Styles," organised by CII Mysuru Women's Business Forum at Infosys Leadership Institute, Hebbal Industrial Estate, Mysuru.

- Participated and presented a paper in the three-day national-level VVFGC–CILL Collaborative Faculty Development Programme on "Research Methodological Issues vs. Linguistic Aspects of Research," organised by Vidhya Vikas First Grade College, Mysuru.
- Presented a paper at the One-Day State-Level Workshop "Exploring Research Avenues—Data Analysis, Research Funding, Writing and Publishing Research Paper," Vidhyavardhaka First Grade College PG Centre, Mysuru.
- Participated in the State-Level Workshop "Documentation and Preparation for NAAC Assessment under Revised System," Vidhyavardhaka First Grade College, Mysuru.
- Participated in the One-Day State-Level Workshop "Practical Working Knowledge on GST," Vidhya Vikas PG Department of Commerce, Mysuru.
- Participated in the One-Day Workshop "Alternate Therapies and Well Being," Field Marshal K. M. Cariappa College, Madikeri, Coorg.
- Participated in the One-Day State-Level Seminar "Kodagu: Historical Experience and Contemporary Situation," jointly organised by Kodava Samskritika Adhyayana Peetha and Field Marshal K. M. Cariappa College, Madikeri, Coorg.

INSTITUTIONAL LEADERSHIP, RECOGNITION & SERVICE

- Led Hindustan College to receive institutional recognitions: 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 (December 2022, New Delhi); Skill Development Initiatives of the Year – Global Education and Skill Summit (2021); and Outstanding Administration and Virtual Learning Delivery – Education Excellence Awards (2021).
- Nominated by the University of Mysore to represent the institution at the National Workshop on Leadership Development for College Principals, NIEPA, New Delhi (3–7 February 2025).
- Felicitation by Lions Jeevadhara Mysuru, District Health and Welfare Department, Mysuru, Karnataka AIDS Prevention Society, Bengaluru, and District AIDS Prevention and Control Unit, Mysuru, for community-service contributions.
- Invited as a resource person for academic events.
- Served as President of Y's Men's Club of Mysuru Chamundi (2022–2025), leading health camps, educational programmes and environmental clean-up initiatives.
- Invited as Chief Guest for Graduation Day at St. Thomas Institutions, Mysuru; Sankalp, a state-level inter-collegiate Commerce and Management fest at Field Marshal K. M. Cariappa College, Madikeri; Independence Day at First Grade College, Murnad; and School Day at Little Flower Public School, Madikeri.

- Organised national-level inter-collegiate fests, seminars and conferences across Aviation, Commerce and Computer Science.
- Through NSS, Rotaract Club, Youth Club and Red Cross Wing, organised blood donation camps, tree-plantation drives, health and social-awareness programmes, and community outreach initiatives.
- Awarded “Excellent Organizing Teacher” by Chinthana Prakashana, Chitradurga, and recognised for a successful presentation at the Dasara Poets Meet.

RESEARCH INTERESTS

Digital payments and fintech; banking and consumer behaviour; entrepreneurship and MSMEs; sustainability and green products; digital transformation; rural empowerment; women’s entrepreneurship; and higher-education leadership.

PROFESSIONAL STATEMENT

Committed to advancing educational excellence and institutional growth through continuous learning, research, community engagement and student development, while fostering an inclusive, innovative and quality-driven academic environment.