



**Dr. C. J. PRIYA**

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**OBJECTIVE**

Dynamic and visionary educational leader with 22 years of experience in academic administration and institutional management. Proven ability to drive academic excellence, enhance student outcomes, and foster a collaborative and inclusive learning environment. Seeking to utilize my expertise in strategic planning, faculty development, and student engagement to lead Hindustan College, Mysuru as its Principal, promoting innovation and sustaining high standards of education.

**EDUCATION**

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 ASSOCIATIONS**

- 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)

**TEACHING EXPERIENCE: 22 YEARS**

**AWARDS AND HONORS:**

- Recognised as a *Co-Supervisor for the Ph.D.*, program under the Department of Commerce, Hindustan Institute of Technology and Science.

- 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***
- Actively worked towards securing recognition for Hindustan College's exceptional contributions to the field of education, received an award for the college under the category "***Quality in Education***" during the Star of Industry Award Ceremony held on 22<sup>nd</sup> December 2022 at New Delhi.
- Actively engaged in efforts to achieve recognition for Hindustan College for achieving ***Rank 1 In Emerging Bba Institute - Placement and Rank 7 In Emerging Bba Institutions 2023 among The Top 10 Emerging Bba Institutes*** in Times BBA Survey 2023 conducted by the Times of India Group announced on August 2<sup>nd</sup> 2023.
- Worked actively for getting Hindustan College recognition as the ***Best Private Under Graduate College in Karnataka*** by the Centre for Education Growth and Research (CEGR). This award was presented to the College for its outstanding contribution to Education, Skill and Research during the 20<sup>th</sup> Rastriya Shiksha Gaurav Puraskar Ceremony 2023 held on 18<sup>th</sup> April 2023 at New Delhi.
- Coordinated and committed to get the award for Hindustan College, Mysuru under the category "***Skill Development Initiatives of The Year***" at 7<sup>th</sup> Global Education and Skill Summit Leadership Award 2021 held on 26<sup>th</sup> May 2021.
- Coordinated and committed to get the award for Hindustan College, Mysuru under the category "***Quality Education, Outstanding Administration, Infrastructure and Social Contribution***" & "***Outstanding Performance in Virtual Knowledge Delivery During Pandemic***" during the Education Excellence Awards & Conference 2021 held on 23<sup>rd</sup> September 2021, Bengaluru.
- Received ***Covid Warrior Award*** from HRM. Ym. Dr. Anand Jacob Verghese, Area President Elect-India Area organized by HRM Y's Men's Club of Mylapore.
- As a ***President of Y's Men's Club of Mysuru Chamundi***, 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 to render a special lecture for the teachers on the topic **“Traditional Method and Online Method of Teaching”** organized by St. Thomas Institutions, Mysuru.
- Awarded as the **“Excellent Organizing Teacher”** by Chinthana Prakashana, Chitradurga.
- Awarded for the successful presentation in Dasara Poets Meet.
- Worked as a Chief Coordinator, NAAC at Vidya Vikas First Grade College, Mysuru.

#### **PUBLICATION AND PRESENTATION**

- 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.