



**Dr. C. J. PRIYA**

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**EDUCATIONAL 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

**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 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 (IJRRCM) 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 ECPERIENCE 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.

#### **BOARD MEMBER**

- Chairperson, Board of Evaluation (BoE) of BBA Aviation Management UG Specialized Programme, University of Mysore, Mysore – 570 005
- Member, Board of Studies (BoS) of BBA Aviation Management UG Specialized Programme, University of Mysore, Mysore – 570 005

#### **TEACHING EXPERIENCE: 17 YEARS**

#### **ACHEIVEMENTS:**

- 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, carried out several SERVICE ORIENTED PROJECTS for the benefit of the people which includes
  - ✓ BLOOD DONATION CAMP at Hindustan College in association with Lions Blood Centre Jeevadhara on 24<sup>th</sup> November 2021.
  - ✓ FIT INDIA FREEDOM RUN 2.0 in association with Nehru Yuva Kendra Sangatham, Ministry of Youth Affairs and Sports on 2<sup>nd</sup> October 2021.
  - ✓ SWACCH BHARATH ABHIYAN in association with Nehru Yuva Kendra Sangatham, Ministry of Youth Affairs and Sports on 1<sup>st</sup> October 2021.
  - ✓ DONATION OF BOOKS to Ashadayaka Seva Trust, Orphanage, Mettagalli, Mysuru on 25<sup>th</sup> September 2021.
  - ✓ DISTRIBUTION OF FOOD to children at an Orphanage named ‘Divya Jyothi Charitable Trust’ at Dattagalli, Mysuru on 24<sup>th</sup> September 2021.
  - ✓ COVID VACCINATION CAMP on 19<sup>th</sup> November 2020 and on 1<sup>st</sup> July 2021 in association with Public Health Department, Mysuru
  - ✓ AYURVEDA HEALTH CAMP in association with AYUSH on 30<sup>th</sup> July 2021.
  - ✓ HEARING SCREENING CAMP in association with AIISH on 10<sup>th</sup> February 2021.
  - ✓ AWARENESS PROGRAM ON CONSUMER RIGHTS in association with All India Consumer Welfare Council, Nehru Yuva Kendra, Mysuru, Credit –I Mysuru and Maharani’s Women’s Arts College, Mysuru on 29<sup>th</sup> December 2020.
  - ✓ DENTAL DIAGNOSIS & AWARENESS CAMP in association with Public Oral Health Department, JSS Dental College and Hospital, Mysuru on 18<sup>th</sup> December 2019.
- 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.