

Name : Dr.K.SATHIYA PRIYA

Designation : Assistant Professor

Department : BBA (IB&RM)

Qualification : MBA., M.Phil., Ph.D

Experience : Teaching -11 Years

Research : -

Area of Specialization(s) : Finance and Marketing

Email (Official ID) : sathiyapriya@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Marketing	Hindustan College of Arts and Science	2025
M.Phil.	Marketing	Dr. SNS College of Arts and Science	2013
MBA	Finance and Marketing	Maharaja College of Arts and Science	2010
BBM	Management	PSGR Krishnammal College for Women	2008

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA		TNCEDS	2020
PGDRM		Madurai Kamaraj University	2017

Research Publications (Indexed)

International

- Cultivating Workplace Flourishing: The synergy of mindfulness, Authentic Leadership and its impact on performance and Resilience. Harnessing AI, Machine Learning and IOT for Intelligent Business, 02 November 2024, pp 687-705.

Other Publications: International/National

- ✓ Published in Springer, “Cultivating Workplace Flourishing: The Synergy of Mindfulness, Authentic Leadership, and its Impact on Performance & Resilience.”, In: Hamdan, A., Braendle, U. (eds) Harnessing AI, Machine Learning, and IoT for

Intelligent Business. Studies in Systems, Decision and Control, vol 555. Springer, Cham. https://doi.org/10.1007/978-3-031-67890-5_62

- ✓ Published an article titled “A Study on Purchase Intention of Green Personal Care Products among Generation Z Women Customers in Coimbatore City”, in The IPE Journal of Management, UGC – CARE Approved Group –II Journal, ISSN NO: 2249-9040, Volume-14, Issue-17, 2024.
 - ✓ Published an article titled “Impact of Digital Marketing in Green persona Care Products”, in Conference Proceedings, Government Arts College, Coimbatore, ISBN-978-81-965284-4-7, First Edition-October 2023, and Publisher- Quing Publications.
 - ✓ Published an article titled “A Study on Customer perception towards green personal care products”, in International Journal of Analytical and Experimental Modal Analysis, UGC – CARE Approved Group –II Journal, An ISO 7021-2008 Certified, ISSN NO: 0886-9367, Volume-14, Issue-7, 2022 with 6.3 as impact factor.
 - ✓ Published an article titled “A Study on Customer Purchase Intention of Green Personal Care Products with Reference to Coimbatore City”, in International Journal of Analytical and Experimental Modal Analysis, UGC – CARE Approved Group –II Journal, An ISO 7021-2008 Certified, ISSN NO: 0886-9367, Nov 2022 with 6.3 as impact factor.
 - ✓ Published an article titled “A Study on Customer Awareness about Green Products with Reference to Coimbatore City”, in International Journal of Multidisciplinary Educational Research, Scopus and ISSN NO: 2277-7881, July 2021 with 7.816 as impact factor.
 - ✓ Published an article titled “A study on marketing mix in green products”, in Aut Aut Research Journal, ISSN NO: 0005-0601, Aug 2020 with 5.1 as impact factor.
- Published an article titled “Consumer Buying Behavior towards Green Products”, in The International journal of analytical and experimental modal analysis, ISSN NO: 0886-9367, Aug 2019 with 6.3 as impact factor.
- ✓ Published an article on “A Study on Green Marketing in Retail Industry with Special Reference to Coimbatore City” in International Journal for Research in Engineering Application & Management (IJREAM) *ISSN: 2454-9150* Vol-04, Issue-10, Jan 2019.
 - ✓ Published an article titled “The study on digital green marketing in Retail industry with special reference to Coimbatore City” in Online International Interdisciplinary Research Journal, {Bi-Monthly}, ISSN 2249-9598, Volume-09, Feb 2019.
 - ✓ Published an article titled “Green Marketing” in Shanlax International Journal of Commerce, Vol. 6 Special Issue 1 February, 2018 Impact Factor: 3.017, ISSN: 2320-4168 UGC Approval No: 44120

- ✓ Published an article titled “Directorate Of Horticulture” in JETIR November 2018, Volume 5, Issue 11, (ISSN-2349-5162)
- ✓ Published an article titled “Demonitization To Digitalization” in International Journal of Finance research review-ISSN, Feb 2017, with 4.2 as impact factor.
- ✓ Published an article titled “A Study on After Sales Service in National Conference on innovative approaches to business excellence Zenith’17 held on March 2017.
- ✓ Published an article on “Opportunities of an entrepreneurs investing in organic cotton and their sustainability” in National Conference held on 10th Oct, 2017.

Paper Presentations in Conference

International

- ✓ Presented a paper in International Conference on “The Impact of Virtual Green Campaigns on Brand Loyalty: The Mediating Effect of Emotional Attachment to Sustainability Causes with special reference to Millennial Consumers in South India” Organised by Manipal Academy of Higer Education Dubai Campus, on 20th Feb 2025
- ✓ Presented a paper in International Conference on “A study on factors influencing consumer in buying Eco- Friendly Products” Organised by Knowskills TVET College Laxenia International Institute of Swizerland and Malysia Campus, on 22nd Nov 2024
- ✓ Presented a paper in International Conference on “Designing new Padagogies in Higher Education : A driving force to a achieve sustainable development goals” at PSGR Krishnammal College for Women, on 27th and 28th January 2023
- ✓ Presented a paper in International Conference on “ Sustainable Changing Scenario Of Business And Economic Environment” at Hindustan College of Arts and Science on 11.01.2017
- ✓ Presented a paper in International Conference on “A Study on Women Entrepreneurs with Special Reference to Coimbatore” at SNR Sons College, on 16th February 2016.
- ✓ Presented a paper in International Conference on “A Study on Women Entrepreneurs with Special Reference to Coimbatore” at SNR Sons College, on 16th February 2016.

National

- ✓ Presented a paper in National Conference on “Emerging Trends in Commerce and International Management” at Government Arts College, on 11th Oct 2023
- ✓ Presented a paper in National Conference on “Rebuilding Global Business Environment ” at Dr N.G.P College of Arts and Science, on 15th Feb 2023

- ✓ Presented a paper in International Conference on “Pandemic and Business Sustainability” at Dr N.G.P College of Arts and Science, on 21st and 22nd Oct 2021
- ✓ Presented a paper in Virtual National Conference on “Applications of Modern Management Thoughts” at Hindustan College of Arts and Science, on 31st May 2021
- ✓ Presented a paper in National Conference on “A study on After Sales Service” at Dr.SNS Rajalakshmi College of Arts and Science on 02.03.2017
- ✓ Presented a paper in National Conference on “Demonetizations To Digitalization” at PSGR Krishnammal College For Women on 22nd Feb 2017
- ✓ Presented a paper in National Conference on “Employee Engagement Programme” at Sree Srarawathi Thyagaraja College, Pollachi on 10.02.2017
- ✓ Presented a paper in National Conference on “Opportunities of an entrepreneurs investing in organic cotton and their sustainability” at PSGR Krishnammal College For Women on 10th Oct, 2017.
- ✓ Presented a paper in National Conference on “Steps to a Successful Reengineering Effort” at PSGR Krishnammal College For Women on 09th Sept, 2016.
- ✓ Presented a paper in National Conference on “Green Marketing” at SNR SONS COLLEGE, on 10th February 2016.

Presentations in Seminar

- ✓ Presented a paper in International Seminar on “Consumer Buying Behaviour Towards Green Products ” at E.M.G.Yadava Women’s College, on 31st August 2019
- ✓ Presented a paper in National level Seminar on E-Tailing at GRD Institute of Management, on 04.02.2016.
- ✓ Presented a paper in National level Seminar on the topic “Business Process Reengineering”, at PSGR Krishnammal College For Women, on 06.10.2015
- ✓ Presented a paper in National level Seminar on the topic “A Small Scale Industries Development In India”, at SNS College Of Technology on 26.03.2012
- ✓ Presented a paper in National level Seminar on “Challenges On Service Marketing” at Sastra University, School Of Management, Thanjavur on 12.10.2009

Participation in Faculty Development Programme

- ✓ Participated in Faculty Development Programme on “AI Tools” in Dayananda Sagar Academy of Technology and Management from 17.02.2025 to 21.02.2025.
- ✓ Participated in Faculty Enhancement Programme on “Innovative Trends in Artificial Intelligence For Teaching and research” by Consortium Higher Educational Institutions for Research and Development from 27.01.2025 to 31.01.2025.

- ✓ Participated in Faculty Development Programme on “YUKTHI VETRI 2023” in Hindustan College of Arts and Science from 08.12.2023.
- ✓ Participated in Faculty Enhancement Programme on “The power of positivity approach in teaching & learning system of cultural transformation” in Hindustan College of Arts and Science from 19.09.2023 to 26.09.2023.
- ✓ Participated in Faculty Enhancement Programme on “Teaching Learning” in PSGR Krishnammal College for Women from 29.05.2023 to 03.06.2023.
- ✓ Participated in International Workshop on “Unleash Your Analytics Potential With Power Bi An Analytics Career Building Workshop” in PSGR Krishnammal College for Women from 21.02.2023 to 23.02.2023.
- ✓ Participated in International Faculty Development Programme on “Big Data Analytics” in PSGR Krishnammal College for Women from 07.02.2022 to 15.02.2022.
- ✓ Participated in National Faculty Development Programme on “Plagiarism in Academic Research & Author Identifiers” in PSGR Krishnammal College for Women from 11.04.2022 to 12.04.2022.
- ✓ Participated in National Faculty Development Programme on “Intellectual Property Rights” in CMS College of Science and Commerce from 04.04.2022 to 05.04.2022.
- ✓ Participated in Workshop on “Innovation Ecosystem” in Indian Academic Researchers Association from 20.01.2022 to 22.01.2022.
- ✓ Participated in Faculty Development Program on “Crafting a Research Paper” in HKBK Degree College from 05.02.2022
- ✓ Participated in Faculty Development Program on “Business of Logistics in Supply Chain” in AMET Business School from 27.12.2021 to 03.01.2022.
- ✓ Participated in Faculty Development Program on “FINTECH-Digital Transformation of Banking and Financial Service Sector” in PSGR Krishnammal College for Women from 03.01.2022 to 07.01.2022.
- ✓ Participated in Faculty Development Program on “Digital Citizenship for new age teachers” in Sri Ramakrishna College of Arts and Science from 04.10.2021-08.10.2021.
- ✓ Participated in Faculty Development Program on “Financial Empowerment through Wealth Creation” in Govt. MAM PG College on July 05, 2021.

- ✓ Participated in Faculty Development Program on “MOODLES” in SJR College on 7th -9th July, 2021.
- ✓ Participated in Faculty Development Program on “Blended Learning and Flipped Classrooms: Need of the hour” in SJR College on 11th -12th June, 2021.
- ✓ Participated in Faculty Development Program on “Balancing mental health in teaching and learning process during the pandemic” in Sree Narayana guru College on 14th - 18th June, 2021.
- ✓ Participated in Faculty Development Program on “Successful Start-up Founder” in Sethu Institute of technology on 11th March, 2021.
- ✓ Participated in Faculty Development Program on “Altmetrics for Research Evaluation” in PSGR Krishnammal College for Women on 15th May, 2021.
- ✓ Participated in Workshop on “Research and Related Tools” in CMS College of Science and Commerce on 16th & 17th April, 2021.
- ✓ Participated in Faculty Development Program on “Tools for Interactive Online Teaching” in PSGR Krishnammal College for Women on 17th April, 2021.
- ✓ Participated in National level Workshop on “Data Science” in PSGR Krishnammal College for Women on 18th May, 2021.
- ✓ Participated in Faculty Development Program on “Higher Education for 21st Century: Important factors that shape the role of the Academic Today” in Geetha Jeevan Arts and Science College on 18th June, 2021.
- ✓ Participated in Faculty Development Program on “Digital Teaching Methods in Higher Education” in Hindustan College of Arts and Science on 23-28th August, 2021.
- ✓ Participated in Faculty Development Program on “Role of Faculty in Moulding Students” in HKBK Degree College on 25 & 26th May, 2021.
- ✓ Participated in International Workshop on “Services Marketing and Research” in Sree Narayana guru College on 31st May – 1st June, 2021.
- ✓ Participated in Faculty Development Program on “Advanced Excel with Data Visualisation” in E & ICT Academy, IIT Kanpur on 31st May – 5th June, 2021.
- ✓ Participated in Faculty Development Program on “Investor Awareness Program” in PSGR Krishnammal College for Women from 21.01.2021.
- ✓ Participated in Faculty Development Program on “Cloud Computing” in E & ICT Academy, IIT Kanpur on 8th – 9th February, 2021.

- ✓ Participated in Faculty Development Program on “Citation and Referencing in Research Work & E-Content Development in Active Presenter and Tools for E-content Development” in Angappa College of Arts and Science on 25th & 26th June, 2020.
- ✓ Participated in Faculty Development Program on “Recent Trends in Computational Technologies” Ashoka Institute of Engineering and Technologies, on 13th-18th July, 2020.
- ✓ Participated in Management Development Program on “Transitional Leadership” in Sri Ramakrishna College of Arts and Science on 30.7.2020-01.08.2020.
- ✓ Participated in Faculty Development Program on “Art of Writing Research Article in Hi-Indexed Journals” in Nehru Arts and Science College on April 29-30, 2020.
- ✓ Participated in Faculty Development Program on “Emotional Intelligence” in KG College of arts and Science on 2.05.2020
- ✓ Participated in Faculty Development Program on “How to write effective case study?” in Atmiya University on 2.05.2020
- ✓ Participated in Faculty Development Program on “The Art of Debriefing in Simulation Based Learning” in Hindustan College of Arts and Science on 22.05.2020
- ✓ Participated in Faculty Development Program on “R Programming” in Sathyabama Institute of Science and Technology from 04.05.2020 to 08.05.2020
- ✓ Participated in Faculty Development Program on “Statistical Tools and Techniques of Social Science Research” in St. Francis College on 20.06.2020.
- ✓ Participated in Faculty Development Program on “Research and Tools” in PSGR Krishnammal College for Women from 02.12.2019 to 14.12.2019
- ✓ Participated in Faculty Development Program on “Data Analysis using SPSS & AMOS” in Hindustan College of Arts and Science from 21.11.2019 to 22.11.2019
- ✓ Participated in Faculty Development Program on “Financial Education For Executives” in Bishop Appasamy College of Arts and Science on 27.08.2019.
- ✓ Participated in Faculty Development Program on “Terrace Gardening” at PSGR Krishnammal College For Women on 13.10.2018.
- ✓ Participated in Faculty Development Program on “International Financial Reporting Standard(s)” conducted by PSGR Krishnammal College for Women on 30.01.2018.
- ✓ Participated in two days Faculty Development Program on “Tally ERP 9.0” at PSGR Krishnammal College For Women on 04.04.2017 and 05.04.2017
- ✓ Participated in Faculty Development Program on “Goods and Service Tax –An Overview” at PSGR Krishnammal College For Women on 28.03.2017.

- ✓ Participated in Faculty Development Program on “Case Study” conducted by IBS on 20.08.2016.

Participation in Webinar

- ✓ Participated in Webinar on “Prompt on spreading the entrepreneurial mind set” in PSGR Krishnammal College for Women from 21.08.2023 to 25.08.2023.
- ✓ Participated in Webinar on “Writing: Winning Research Projects for Funding” in M P Birla Institute of Management on 23.07.2022.
- ✓ Participated in National Webinar on “Managing Personal Finance and Wealth Creation” in Sri Durga Malleswara Siddhartha Mahila Kalasala on 07.09.2022.

Contribution

- Acting as a Coordinator for NCVRT since 2022 onwards
- Acting as a Manager for Criteria-II since 2022 onwards
- Acting as an Amrita V-Lab Nodal center coordinator
- Acting as a Member for Audit Committee
- Department Association In-charge and BOS member