

**Name** : Dr.B.Devi Priya

**Designation** : Assistant Professor

**Department** : BBA IB & RM

**Qualification** : MIB., MBA., PGDIB., M.Com CA., PhD

**Experience** : Teaching -10 Years

**Research** : 4 Years



**Area of Specialization(s)** : International Marketing

**Email (Official ID)** : devipriyanv@psgrkcw.ac.in

#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Dr.SNS Rajalakshmi College of Arts & Science	2022
M.Com CA	Computer Application	Bharathiar University	2016
PGDIB	International Business	Bharathiar University	2014
MBA	Human Resource	Bharathiar University	2013
MIB	International Business	Kovai Kalaimagal College of Arts & Science	2013
B.Sc	Computer Science	KG College of Arts & Science	2011

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Certification	Marketing and Retail Analytics	Great Learning	2024
Certification	Teaching and Learning in General Programs: TALG	NPTEL	2024
Certification	Fundamentals of Digital Marketing	Google	2020
Certification	Digital Teacher	ICT Academy	2020
Certification	Finance & Accounting	Infosys BPM	2017

#### Research Publications (Indexed)

- ❖ Published Research Paper on An Investigation on Production and Productivity Export Performance of Significant Spices in the Country India in Indian Journal of Science and Technology (ISSN No: 0974-5645) Web of Science.

#### **Other Publications: International/National**

- ❖ Published Research Paper on Spice Exporters Satisfaction and Awareness towards various Export Credit Policies of ECGC in IOSR – Journal of Business and Management (e-ISSN: 2278 – 487X, P-ISSN: 2319 – 7668) Refereed Journal.
- ❖ Published Research Paper on Emerging Trends in Logistics and Supply Chain Management in Research Review International Journal of Multidisciplinary (ISSN No: 2455-3085) UGC Approved Journal.
- ❖ Published Research Paper on A Detailed Study on Internet and International Web Marketing Big Conundrum - Data Security And Privacy in International Journal of Management and Social Science (ISSN No: 2349 – 9761) UGC Approved Journal.
- ❖ Published Research Paper on Role and Significance of International Business and Business Environment- A Perspective from the Indian Economy in SIMS International Journal (ISSN No: 2349-5537)
- ❖ Published Research Paper on Preservative Study on E-Commerce In India- Growth, Scope, Challenges, Prospects And Its Future Implications in Intercontinental Journal Of Marketing Research Review, ISSN No:2321-0346, Online ISSN No: 2347-1670, Impact Factor: 4.311, Volume 5, Issue 2, Special Edition III, Feb 2017. UGC Approved Journal.

#### **Books Published**

- ❖ E-Commerce Technology book framed as per Bharathiar University Syllabus for the Course Commerce with Computer Application (ISBN No: 978-123-094-251-000).
- ❖ Industrial Law book framed as per Bharathiar University Syllabus for the Course Commerce with Professional Accounting (ISBN No: 978-123-094-251-010).

#### **Book Chapter Published**

- ❖ Published a Book Chapter on Sustainable Growth Strategies for Emerging Markets: Leveraging Innovation and Inclusive Development in Developing Countries in International Conference on Artificial Intelligence in Sustainable Trade and Finance. (ISBN: 978-93-341-3887-0)
- ❖ Published a Book Chapter on Integrating AI in Green Entrepreneurship Education: Innovations for Skill Development and Knowledge Dissemination in One day National Seminar on Green Entrepreneurship Research for Startups under the Sustainable Development Goals (SDGs) - An Initiative for SANKALP Scheme of Ministry of Skill Development & Entrepreneurship, sponsored by ICSSR. (ISBN: 978-93-6126-266-1)
- ❖ Published a Book Chapter on Enhancing Financial Inclusion through Data Analytics and Artificial Intelligence to Address Challenges and Expand Opportunities in the Digital Era: A

Comprehensive Study in International Conference on Financial Inclusion in Digital Era: Challenges & Opportunities (ISBN: 978-93-5980-275-6)

- ❖ Published a Book Chapter on Digital India: The Role Of ICT In Rural Development In India Towards Implementing Digital Action Plan - ICSSR Sponsored National Level Seminar on Role of Digitalization Sector in Rural Economy (ISBN: 978-93-5680-807-2)
- ❖ Published a Book Chapter on Integration of Skill Based and Entrepreneurial Education in the Curriculum of HEI for Future India towards NEP - ICSSR Sponsored Two day National Level Seminar on NEP- Structural Changes on 21st Century Education.
- ❖ Published a Book Chapter on Applications and Impact of IOT in Supply Chain Management in International Conference on Digital Information Security and Computing Technologies.
- ❖ Published a Book Chapter on Strategies and Security in Air Cargo Logistics Based on Cloud Computing in International Conference on Technology and Innovation in Business.

#### **Reviewer in Journal**

- ❖ Reviewer in Experimental Agriculture International
- ❖ Reviewer in Archives of Current Research International
- ❖ Reviewer in Current Journal of Applied Science and Technology
- ❖ Reviewer in Journal of Scientific Research and Reports
- ❖ Reviewer in Asian Journal of Economics, Business and Accounting
- ❖ Reviewer in Asian Plant Research Journal
- ❖ Reviewer in B P International
- ❖ Reviewer in Asian Journal of Agricultural Extension, Economics & Sociology
- ❖ Reviewer in **Web of Science** Journal - Indian Journal of Science and Technology
- ❖ Reviewer in B P International
- ❖ Reviewer in Asian Journal of Agricultural Extension, Economics & Sociology
- ❖ Reviewer in **Web of Science** Journal - Indian Journal of Science and Technology

#### **Paper Presentations in Conference**

- ❖ Presented a paper on Sustainable Growth Strategies for Emerging Markets: Leveraging Innovation and Inclusive Development in Developing Countries in International Conference on Artificial Intelligence in Sustainable Trade and Finance.
- ❖ Published & Presented Research Paper on Sustainable Marketing in the Digital Era: The Role of Artificial Intelligence in Global Strategies in International Conference on Recent Trends in Multi-disciplinary Research and Innovation at AVP College of Arts and Science. (ISBN: 978-81-978963-5-4).

- ❖ Published & Presented a Paper on A Study On Current Methodologies In E-Payment System & Future E-Payment System Methods in Conference Proceedings in National Conference on E-Dealings. (ISBN No: 9789383459742).
- ❖ Published & Presented a Paper on Work Life Balance-HR Perspective - An Innovative Approach in Conference Proceedings in International Conference on Emerging Trends And Issues In Management Practices - A Business Scenario (ISBN No: 9789383459742).
- ❖ Published & Presented a Paper on An Overview of Current E-Payment System & Future E-Payment System Methods in Conference Proceedings in International Conference on The Impact of E-Commerce in Modern Business at Rathinam College Of Arts and Science (ISBN No: 9789382570677).
- ❖ Published & Presented a Paper on Globalization of Social Entrepreneurship Opportunities in Conference Proceedings in International Conference Entrepreneurial Excellence (ISBN No: 9789383459742).
- ❖ Presented a Paper on E-Commerce in Developing Countries - Issues & Challenges in National Conference on Role of Commerce in Inclusive Growth and Sustainable Development of India at SNMV College of Arts And Science.
- ❖ Presented a Paper on A Study on Role of EXIM Bank in Export Business in International Conference on Global and Indian Banking Scenario.
- ❖ Presented a Paper on FDI – The Indian Scenario in National Conference on Foreign Direct Investment at Sankara College of Science and Commerce

#### **Presentations in Seminar**

- ❖ Presented a Paper on Integrating AI in Green Entrepreneurship Education: Innovations for Skill Development and Knowledge Dissemination in One day National Seminar on Green Entrepreneurship Research for Startups under the Sustainable Development Goals (SDGs) - An Initiative for SANKALP Scheme of Ministry of Skill Development & Entrepreneurship, sponsored by ICSSR.
- ❖ Presented a Paper on FDI in Indian Financial System in National Level Seminar on Indian Financial System at Dr.SNS Rajalakshmi College of Arts and Science.

#### **Participation in Seminars**

- ❖ Participated in One day Seminar on Impact of GST in Indian Economy Conducted by Sankara Institute of Management Science.
- ❖ Participated in One Day Seminar on Quality in Education “New Challenges” organized by Sankara IQAC.

### **Participation in Workshop**

- ❖ Participated in Five Days Online Workshop on Foundation of Stock Market for Beginners conducted by Star International Foundation for Research and Education from 23<sup>rd</sup> Sept 2024 to 27<sup>th</sup> Sept 2024.
- ❖ Participated in One day Workshop on Professional Ethics & Plagiarism and Strengthening Research for Quality Publications Conducted by Sankara College of Science and Commerce.
- ❖ Participated in One day Workshop on How to Tap Funding Agencies? Publication Ethics / Reference Management Tools Conducted by Sankara College of Science and Commerce.
- ❖ Participated in Two days Workshop on Data Analysis for Research using SPSS Conducted by Sankara Institute of Management Science.
- ❖ Participated in One Day National Level workshop on Intellectual Property Rights organized by Sankara Research Cell.
- ❖ Participated in One Day NAAC Sponsored National Level workshop on Quality Enhancement Higher Education organized by Sankara IQAC.
- ❖ Participated in Two Day workshop on Self Leadership for Educators organized by Sankara IQAC.

### **Participation in Faculty Development Programme**

- ❖ Completed 4 Weeks FDP on Teaching and Learning in General Programs: TALG conducted by NPTEL - AICTE
- ❖ Participated in Five day National Virtual FDP on Integrating NEP 2020 into Higher Education: Strategies for Faculty Development and Curriculum Innovation conducted by Hindusthan College of Arts & Science from 02<sup>nd</sup> Sept to 06<sup>th</sup> Sept 2024.
- ❖ Participated in Five day FDP on Building Web Development Solutions with Cloud Computing conducted by Edunet Foundation from 27<sup>th</sup> Aug to 31<sup>st</sup> Aug 2024.
- ❖ Participated in Two Weeks International Virtual PDP on Demystifying Generative Artificial Intelligence Use Cases and Applications conducted by SRM Institute of Science and Technology from 08<sup>th</sup> Aug to 22<sup>nd</sup> Aug 2024.
- ❖ Participated in Seven day National Level FDP on Enhancing Academic and Administrative Excellence through Quality Initiatives conducted by Park's College from 22<sup>nd</sup> Jul to 29<sup>th</sup> Jul 2024
- ❖ Participated in Five day International Virtual FDP on Innovative Teaching Methods in HEI's conducted by Sankara College of Science and Commerce from 02<sup>nd</sup> Jan 2024 to 06<sup>th</sup> Jan 2024.
- ❖ Participated in Five day International FDP on Innovative Tools and Technologies in Research conducted by KG College of Arts and Science from 15<sup>th</sup> Jun 2023 to 20<sup>th</sup> Jun 2023.

- ❖ Participated in One day FDP on Work Life Integration conducted by Hindusthan College of Arts & Science on 29<sup>th</sup> Apr 2023
- ❖ Participated in Seven day National Level Virtual FDP on Research Methodology conducted by PPG College of Arts and Science from 12<sup>th</sup> Dec 2022 to 18<sup>th</sup> Dec 2022.
- ❖ Participated in Six day State Level FDP on Digitalization in Accounting and Finance Conducted by KG College of Arts and Science & Pioneer College of Arts and Science from 08<sup>th</sup> Nov 2022 to 13<sup>th</sup> Nov 2022.
- ❖ Participated in Two day FDP on Transforming Teaching Learning Process Conducted by Sankara College of Science and Commerce.
- ❖ Participated in Five day FDP Series 2022 Conducted by Sankara College of Science and Commerce.
- ❖ Participated in One day FDP on Income Generating Investing Option Conducted by Sankara College of Science and Commerce.
- ❖ Participated in One day FDP on E-Teacher Conducted by Centre University and Industry Collaboration of Bharathiar University and Cognizant.
- ❖ Participated in Three day Competency Matrix Programme on Tally ERP 9 with GST Conducted by Sankara College of Science and Commerce.
- ❖ Participated in One day Virtual FDP on Data Analysis Conducted by Sankara College of Science and Commerce.
- ❖ Participated in Seven day IQAC FDP Digital Webinar Series 2020 Conducted by Sankara College of Science and Commerce.
- ❖ Participated in Two day IQAC FDP on Outcome Based Education Conducted by Sankara College of Science and Commerce.
- ❖ Participated in Three days Faculty Development Program on Introduction to Angular JS Conducted by ICT Academy held at Sankara College of Science and Commerce.
- ❖ Participated One day Faculty Development Program on Choosing Scholarly Journals & Guidelines to Publish Scientific Research Articles Conducted by ICT Academy held at VLB Janakiammal College of Arts and Science.
- ❖ Participated Two days Faculty Development Program on People Empowering People Conducted by ICT Academy held at Coimbatore Institute of Technology.
- ❖ Participated in One day Faculty Development programme on IOT at Sankara College of Science and Commerce.
- ❖ Participated in One day National Level Faculty Development programme on Perspectives in Research Methodologies organized by Sankara Research Cell.
- ❖ Participated in One day National Level Faculty Development Programme on Redefining in

Higher Education at Digital Era organized by IQAC at CMS College of Science and Commerce.

- ❖ Participated in One Day Faculty Development Programme on Outcome Based Education organized by Sankara IQAC.
- ❖ Participated in One Day Faculty Development Programme on NAAC Assessment and Accreditation organized by Sankara IQAC.
- ❖ Participated in One Day Faculty Development Programme on Quality Education for Sustainable Development organized by Sankara IQAC.
- ❖ Participated in One Day Orientation Programme on Mentor Mentee System organized by Sankara IQAC.
- ❖ Participated in One Day Faculty Development Programme on WHY AUTONOMY? VISION, MISSION and ACCLERATION organized by Sankara IQAC.
- ❖ Participated in Three Day Refresher Programme on CONCENTRATION, COMMUNICATION and CREATIVITY organized by EIDOS Pvt Ltd at Sankara College of Science and Commerce.

#### **Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Internet Society	Member	Life Time
Computer Science Teachers Association	Member	Life Time
International Association of Journals and Conferences	Member	Life Time
Teaching and Education Research Association	Member	Life Time
International Association of Academicians	Member	Life Time
International Association of Educators and Researchers	Professional Member	Life Time
Indian Academicians and Research Association	Member	Life Time

#### **Contribution**

- Acting as a Department Association Incharge
- Acting as a Department Website Coordinator
- Acting as a Department ERP Coordinator