

Name : Ms. DEEPANA.P

Designation : ASSISTANT PROFESSOR

Department : BBA (IB &RM)

Qualification : M. Com (IB), NET, (Ph.D.)

Experience : Industry – 3Years

Research : 4 years

Area of Specialization(s) : International Marketing

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



Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Commerce - International Business	PSG College of Arts & Science, Bharathiar University	Submitted on April 2025
NET	Commerce	UGC- NET Conducted by NTA	2022
M. Com (IB)	International Business	PSG College of Arts & Science, Bharathiar University	2017
B.Sc. (ISM)	Information System Management	PSGR Krishnammal College For women, Bharathiar University	2012

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Certification	Income Tax	MSME, Government of Tamil Nadu	2022
Certification	NPTEL	IIT Kanpur	2023
Certification	NPTEL	IIT Bombay	2023

Publications: International/National

01. Published an article titled “Impact of Celebrity endorsement on Consumer Buying Behavior” in **Journal of Emerging Technologies and Innovative Research** in Volume no.: 10, Issue 4 on April 2023 (ISSN: 2349-5162, Page no: f23 to f29) Authors: Deepana. P & Dr. U. Vani
02. Published an article titled “Analysis of Tariff Rate and its Trade Growth of Developed and Developing Countries” in **ICMAI’s Research Bulletin** Published by ICMAI institute. April 2023 ISSN: 2230 9241, Volume 49, No.1. DOI: <https://doi.org/10.33516/rb.v49i1.11-22p> Authors: Deepana. P & Dr. U. Vani
03. Published an article titled “Technology Revolution along with Sustainability – A pathway for Growth” in **MDIM Journal of Management Review and Practice** on January 2024. (Sage Publication) DOI: <https://doi.org/10.1177/mjmrp.231219059> Authors: Deepana. P & Dr. U. Vani
04. Published an article titled “Textile Industry 5.0 – A Step Ahead of Customization & Mass Production in India” on **GBS Impact: Journal of Multi-Disciplinary Research** Published by Journal Press India. ISSN :2454-8545, January – June 2024 Volume 10, Issue – 01. DOI: <https://doi.org/10.58419/gbs.v10i1.1012414> Authors: Deepana. P & Dr. U. Vani
05. Published an article titled “Strategic Approaches to Strengthen India’s Textile Exports innovation and sustainability Focus” in **Yugato Journal** indexed in **Web of Science** on June 2024. ISSN: 0387-5695, Volume 76, No.2 (2024) DOI: <https://yugato.org/index.php/YUG/article/view/201> Authors: Deepana. P & Dr. U. Vani
06. Published an article titled “Stitching costs together: the logistics behind textile pricing” in **ShodhKosh: Journal of Visual and Performing Arts** indexed in **UGC Care list**, June 2024. ISSN: 2582-7472, Volume 5, issue no.6 (2024) DOI: <https://doi.org/10.29121/shodhkosh.v5.i6.2024.1849> Authors: Deepana. P & Dr. U. Vani
07. Published an article titled “The Knitwear capital of India: An In- Depth Analysis of Tirupur Textile Industry” in **Library Progress International** indexed in **Scopus**, Jul – Dec 2024. ISSN: 2320317X, Vol.44 No.3, Jul – Dec 2024; P. 17434-17447 DOI: <https://bpasjournals.com/library-science/index.php/journal/article/view/1318> Authors: Deepana. P & Dr. U. Vani
08. Published an article titled “A symbiotic future of textile industry through industrial revolution and SDG” in **Journal of Informatics Education and Research** indexed in **ABDC journal – C category**. ISSN: 1526-4726, Vol.5 No.2; P.820 Authors: Deepana. P & Dr. U. Vani

09. Published an article titled “Evolution and Trends In Textile Industry Research: A comprehensive Bibliometric Analysis in Parikalpana- KIIT Journal of Management indexed in UGC Care list, June 2025. ISSN: 0974-2808 Vol. 21.1 P.182- 192 DOI: 10.23862/kiit-parikalpana/2025/v21/i1/20.2.162

Patent

S. No	Name of the Faculty	Title of the Invention	Application No.	Date of Filing	Publication Date
1.	Ms. Deepana. P	Digital Marketing Strategy Planning Device	448965-001	22.02.2025	05.06.2025

Book Chapter Published

ISBN

01. Published an article titled “Analysis on Commodity – India’s Foreign Trade” in an International Conference Book on **Dynamic Quadrants in the World of Commerce** organized by Bishop Heber College, Tiruchirappalli. (ISBN 978-93-586-655-2, Page no: 288- 291) Authors: Deepana. P & Dr. U. Vani
02. Published an article titled “Vocal for the Local - Textile Industry” in two-day International Conference on **Capacity Building and Youth Empowerment: The design Thinking approach for Sustainable Governance** organized by PSG college of Arts & Science, Coimbatore. (ISBN 978-93-92032-53-0, Page no: 228- 235) Authors: Deepana. P & Dr. U. Vani
03. Published an article titled “Harnessing Technology for Eco-Friendly Textile Production Strategies for Export Success” in two-day National level seminar on **Inducing Green Practising Strategies for Sustainable Future** organized by Department of Commerce (SF-A), PSG college of Arts & Science, Coimbatore. (ISBN 978-81-91077-3-3, Page no: 342-348) Authors: Deepana. P & Dr. U. Vani
04. Published an article titled “**Pioneering Digital Innovations and Evaluating Sustainable Practices in the Textile Industry**” organized by Department of Commerce with Computer Application, PSG college of Arts & Science, Coimbatore. (ISBN 978-81-985241-7-1, Volume – II, Page no: 28 -33) Authors: Deepana. P & Dr. U. Vani

Acted as a Resource Person

01. Delivered a session on Legal Aspects of Business in the Two-Week Online Crash Course on UGC NET/JRF/SET (Commerce Paper II) organized by Ramakrishna Mission Vidyalaya College of Arts & Science, Coimbatore on 29 May 2025.

Paper Presentations in Conference

International

01. Presented a research paper titled “Impact of celebrity endorsement on consumer buying behavior” in International Conference on Sustainable & Innovative Business Practices at **Lexicon Management Institute of Leadership and Excellence, Pune** on 24th September 2022
02. Presented a research paper titled “Analysis on Commodity- India’s Foreign Trade” in Two-day International Conference on Dynamic quadrants in the world of commerce at **Bishop Heber college, Tiruchirappalli** on 16th & 17th February 2023
03. Presented a research paper titled “Tariff rate and its trade growth of Developed and Developing countries in 6th International Conference on “Management, Accounting, Banking, Economics and Business research for sustainable development” at **B. S. Abdur Rahman Crescent Institute of Science & Technology, Chennai** on 1st & 2nd March 2023
04. Presented a research paper titled “Vocal for the Local – Textile industry” in International Conference on “Capacity building & Youth empowerment: The design Thinking approach for sustainable governance” at **PSG College of Arts & Science, Coimbatore** on 18th & 19th April, 2023
05. Presented a research paper titled “Textile industry 5.0 – A Step Ahead of Customization & Mass production” in International Conference on “Digital Transformation: Redefining Business Models and Strategies for the Digital Era at **Christ college, Pune** on 6th & 7th June 2023
06. Presented a research paper titled “Technology revolution and sustainability” in International Conference on Fintech: Digital Transformation of Financial Services – ICF2023 at **Bharathiar University, Coimbatore** on 14th, 15th & 16th September 2023
07. Presented a research paper titled “Rural Development: Initiatives & opportunities for Women – Central approach” in international workshop cum conference on “Women, Social Innovation and Entrepreneurship: Possible lessons from India and South Africa” at **Central University of Punjab** on 27th & 28th September 2023

08. Presented a research paper titled “Smart Textile industry: Revolution through IOT technology” in international research conference & Award summit 2023 at **Indian Institute of Finance, NCR Delhi** on 2nd & 3rd December, 2023

09. Presented a research paper titled “Banking 4.0- Exploring Nextgen Technology in Banking Industry” in International Conference on “Technological innovation and transformation towards sustainable growth” at **KPR college of Arts Science and Research** on 30th & 31st January 2024

10. International Conference on “Technological innovation and transformation towards sustainable growth” at **KPR college of Arts Science and Research** on 30th & 31st January 2024

11. Presented a research paper titled “Era of Fashion and modernization: Navigating and Transforming Garments market through AI and IoT” in International Conference on “Innovative techniques in Artificial Intelligence and Communication Technologies (ICITAICT 2K24)” at **Sathyabama Institute of Science and Technology** on 12th April 2024

12. Presented a research paper titled “Pioneering digital innovations and evaluating sustainable practices in the textile industry” in International Conference on “Emerging trends in technology and Digital transformation for sustainable business development” at **PSG College of arts & science** on 29th January 2025

13. Presented a research paper titled “A symbiotic future of textile industry through industrial revolution and SDG” in 8th International Conference on “A Gen AI Revolution – The future of Business” at **Dwaraka Doss Goverdhan Doss Vaishnav College** on 27th & 28th February 2025

National

01. Presented a research paper titled “Harnessing technology for Eco-friendly textile production: strategies for export success” in national level seminar on “Inducing Green Practicing Strategies for sustainable Future” at **PSG College of arts & Science, Coimbatore** on 18th & 19th March 2024

Participation in Conference

International Conference

02. Presented a research paper titled “Impact of celebrity endorsement on consumer buying behavior” in International Conference on Sustainable & Innovative Business Practices at **Lexicon Management Institute of Leadership and Excellence, Pune** on 24th September 2022

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11. International Conference on “Technological innovation and transformation towards sustainable growth” at **KPR college of Arts Science and Research** on 30th & 31st January 2024
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National Level Conference

01. Presented a research paper titled “Harnessing technology for Eco-friendly textile production: strategies for export success” in national level seminar on “Inducing Green Practicing Strategies for sustainable Future” at **PSG College of arts & Science, Coimbatore** on 18th & 19th March 2024

Participation in Seminars

01. Attended one day seminar on **EBSCO eBooks/ECM** on 29th September 2022 conducted by EBSCO Information services
02. Attended one day International Seminar on “**Fostering Innovative Practices in Research**” organized by Department of Commerce (Foreign Trade), PSG College of Arts & Science, Coimbatore on 14th October 2022
03. Attended one day International Seminar on “**Attaining the Sustainable Development Goals – Perspectives and Challenges**” organized by Department of Commerce (BA & BPS) PSG college of Arts & Science, Coimbatore on 28th October 2022
04. Attended one day seminar on **EBSCO host – General** on 25th September 2023 conducted by EBSCO information Services
05. Attended one day Seminar on “**Sustainopreneurship Strategies for Business Paradigm**” organized by Department of Commerce (Foreign Trade), PSG College of Arts & Science on 6th October 2023

Participation in Workshop

01. Attended Three-day RMC workshop on “**Application of tools and techniques in Advanced Research Methodology**” sponsored by ICSSR- Southern Regional Centre organized by Department of International Business, PSG college of Arts & Science, Coimbatore on 21st September to 23rd September 2023
02. Attended Ten-day **Research Methodology Course** sponsored by ICSSR organized by Department of Commerce, Alagappa University, Karaikudi on 20th March 2024 to 29th March 2024

03. Attended one day National Level workshop on **“Statistical Analysis in Social Science Research: Exploring Parametric and Non- Parametric Test Approach”** organized by Kongu Engineering College, Perundurai on 18th November, 2023
04. Attended one day workshop on **“Research Methodology for Tourism & Hospitality Research”** conducted by Department of Hospitality Management, PSG College of Arts & Science, Coimbatore on 5th October 2023
05. Attended one day National Level Workshop on **“Current Trends in Data Collection Methods in Social Science Research”** organized by Kongu Engineering College, Perundurai on 19th August 2023

Participation in Faculty Development Programme

01. Attended one-week National Level Faculty Development Program on AI Tools organized by Builders Engineering College Autonomous) Tirupur, Tamil Nadu in Association with Brainovision Solutions India Pvt Ltd in collaboration with **All India Council for Technical Education AICTE)** on 17th to 21st February 2025.
02. Attended National Level Faculty Development Program on Advanced Materials for Emerging Technologies: Trends and applications held on 23th June 2025 to 28th June 2025 organized by the Department of Physics, Presidency University Bengaluru.
03. Attended five days National Level Faculty Development Program on outcome- Based Learning in HEI's for Quality Education Jointly Organized by INTERNAL QUALITY ASSURANCE CELL (IQAC) & Department of Science and Humanities, Dhaanish Ahmed Institute of Technology, Coimbatore from 18.07.2025 to 22.07.2025.

Participation in Webinar

01. Attended one day National Level Webinar on **“Managing Literature Review and References Using Mendeley”** organized by Himachal Pradesh University, Shimla on 3rd September 2022
02. Attended one day International Webinar on **“Research Skills & Development”** organized by Faculty of Science, St. Xavier's College, Jharkhand on 10th September 2022

Grants

01. Received UGC Single Girl Child Fellowship for Ph. D Programme – SJSGC (Savitribai Jyotirao Phule Fellowship for Single Girl Child) from April 2022 – April 2025 of **Rs. 50,400/- Month (SRF)**

Awards/Honors

Awards/Honors	Agency/Institute	Year of Award
Rank Holder in UG	PSGR Krishnammal college for women, Coimbatore	2016
Rank Holder in PG	PSG College of arts & science, Coimbatore	2018

Indexing and Citations

Citation – 2; h-index: 1