

Name : Dr.S.P.Depikaa
Designation : Assistant Professor
Department : BBA
Qualification : B.Tech, MBA, Ph.D.,
 SET
Experience : Teaching – 4.5 Years
Area of Specialization(s) : HR & Finance
Email (Official ID) : spdepikaa@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D.	Management	Bharathiar University	2017
MBA	Management	SASTRA University	2010
B. Tech	Pharmaceutical Engineering and Technology	Bharathidasan Institute of Engineering and Technology	2008

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
SET	Management	Mother Teresa Women's University	2018
Certification	Artificial Intelligence in Marketing	University of Virginia	2023
Certification	Financial Management Capstone	University of Illinois	2023
Certification	Social Business Model and Planning for Social Innovation	Copenhagen Business School	2023
Certification	Identifying Social Entrepreneurship Opportunities	Copenhagen Business School	2023
Certification	Social Entrepreneurship	Copenhagen Business School	2023
Certification	Unleashing the Impact of your Social Enterprise	Copenhagen Business School	2023

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph.D	-	1

Research Publications (Indexed)

- Depikaa S.P., “Discernment of Sector-Wise Stocks Performance - An Empirical Evaluation of The Indian Capital Market”, World Journal of Management and Economics, ISSN: 1819-8643, 79-106.

Other Publications: International/National

- Depikaa S.P., (June 2023) “A study on the consumer intention towards online purchase of cosmetic products”, International journal of scientific Research in Engineering & Management., Volume-7 Issue-6: 325-330.
- Depikaa S.P., (Dec 2015) “A Study on the Effectiveness of Training Program Adopted in CTS Industry”, International Journal of Engineering and Management Research, Volume-5 Issue-6: 325-330.
- Depikaa S.P., (Nov 2015) “A Study To know the Training Impact on Employees Performance in selected IT Industries, Coimbatore”, International Journal of Management Research & Review, Volume-5 Issue-11: 1110-1116.
- Depikaa S.P., (Dec 2015) “A Study on the Level of Satisfaction of Employee towards the Training Program Practiced in Selected IT Industries, Coimbatore”, International Journal of Engineering and Management Research, Volume-5 Issue-6: 339-342.
- Depikaa S.P., (Feb 2016) “A study on the Effectiveness of Training Program Practiced in Selected IT Industries, Coimbatore”, International Journal of Engineering and Management Research, Volume-6 Issue-2: 08-12.
- Depikaa S.P., (Mar 2016) “A Study on The Perception of Employees Towards the Training program in Selected IT Industries, Coimbatore.”, Primax International Journal of Commerce and Management Research, Volume-3 Issue-4: 23-27.
- Depikaa S.P., (April 2016) “A Study on the Opinion of the Employees Towards the Effectiveness of Training Program using Factor Analysis in Select IT Industries, Coimbatore.”, International Journal of Engineering Research and Management, Volume-3 Issue-4:47-52.
- Depikaa S.P., (April 2016) “A Study on the Employees Perception Towards the Effectiveness of Training Programme using Multiple Regression Analysis in Select IT Industries, Coimbatore”, International Journal of Application or Innovation in Engineering and Management, Volume-5 Issue-4: 137-139.
- Depikaa S.P., (May 2016) “A Study on the Employees’ Feedback Towards the Effectiveness of Training Program using Factor Analysis in Select IT Industries, Coimbatore.”, International Journal of Research in Management, Volume-3 Issue-6: 54-61.

Paper Presentations in Conference

- ✓ Presented a research paper at *Sri Ramakrishna College of Arts & Science, Coimbatore* on November 4, 2022, focusing on sustainable development challenges and actionable strategies for future progress.
- ✓ Presented a research paper at *Vivekananda Institute of Information & Management Studies* on February 27–28, 2015, examining the strategic dimensions, economic impact, and growth opportunities associated with the Make in India initiative.
- ✓ Presented a research paper at *V.H.N. Senthil Kumara Nadar College* on July 25–26, 2014, analyzing the emerging opportunities, barriers, and future potential of electronic commerce in India.

Participation in Conference

- ✓ Attended the International Conclave on Global Challenges for Women’s Participation in STEM Education, jointly organized by *PSGRKCW* and *Oregon State University* on February 11, 2023.
- ✓ Participated in the International Conference on Trends and Perspectives in Management Research, hosted by *Vivekananda Institute of Information & Management Studies* in February 2015.
- ✓ Attended the International Conference on Innovative Facades in E-Commerce, organized by *Virudhunagar Hindu Nadar’s Senthilkumar Nadar College* in July 2014.
- ✓ Actively contributed to the AICTE-sponsored Staff Development Programme on Corporate Governance – Global Issues and Challenges, held at *Vivekananda Institute of Information & Management Studies* from July 12–24, 2010.

Participation in Seminars

- ✓ Participated in a 2-Day National Level e-Seminar on “Synergies in Management, Finance, and the Digital Revolution” and “UGC Guidelines for Autonomous Colleges and Standards” organized by A.C.T Academy, Kerala, held on May 3–4, 2025.
- ✓ Participated in the National Seminar on Impacts of Mergers and Acquisitions on the Banking Sector, organized by *Act Academy* on December 23–24, 2024.
- ✓ Attended the National Seminar on Blockchain Technology and Its Applications, conducted by *Progrezz Academic Training & Research Institute* on June 2, 2024.
- ✓ Participated in the National Seminar on Upskilling and Reskilling Opportunities Opened through NEP 2021, organized by the *Department of Commerce, PSG College of Arts & Science* on March 30–31, 2023.
- ✓ Participated in the National Seminar on Intellectual Property Rights, conducted by *Tamil University* on March 18, 2009.

Participation in Workshop

Attended 15+ Workshops on diverse topics including AI tools for Teaching, Research Methodology, Data Analytics (SPSS, JASP, SQL, Power BI), LaTeX, Academic Writing, and Quality Management. These workshops enhanced my technical proficiency, research skills, and innovative teaching practices.

Participation in Faculty Development Programme

Participated in 25+ Faculty Development Programmes (FDPs) covering diverse academic and professional themes such as Advanced Research Methodology, Teaching-Learning Innovations, Business Analytics, Artificial Intelligence in Education, Curriculum Design, Digital Pedagogy, Academic Leadership, and Student-Centered Assessment Strategies have significantly enhanced teaching effectiveness, research capabilities, and curriculum innovation skills.

Contribution

- ✓ Acting as a Department ERP Coordinator
- ✓ Acting as a Department NIRF Coordinator
- ✓ Acting as a Department Karishma Coordinator