



**Name** : G.BANUPRIYA  
**Designation/Present position** : Assistant Professor  
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**Broad field of Research** : Marketing

**Qualification:**

DEGREE	SUBJECT	INSTITUTION	YEAR
Ph.d (Perusing)	Commerce	Periyar University, Salem	Year of Registration 2018
M.phil	Commerce	M.G.R Arts and Science College, Hosur.	January 2011
M.Com	Commerce	N.M.S.S Vellaichamy Nadar College, Nagamalai, Madurai.	April 2007
B.Com	Commerce	N.M.S.S Sermathai College for Women, Madurai.	April 2005

**Discipline/Area of specialization** : Marketing

**Teaching Experience / Employment history** :

DESIGNATION	FROM	TO	UNIVERSITY / INSTITUTIONS
Teacher	2.06.2008	31.3.2009	SPJ Matriculation School, Madurai.
Assistant professor	17.07.2013	Till date	St. Joseph's College of Arts & Science for Women

### **INTERNATIONAL CONFERENCES / SEMINARS ATTENDED**

1. Presented a paper named **“E-Shopping Mail”** in the **International Seminar on “Innovative Marketing Strategies for Business Growth”** at Morappur Kongu College of Arts & Science, Dharmapuri held on **14<sup>th</sup> September 2017**.
2. Presented a paper named **“Joint Liability Group for Socio-Economic Development”** in the **International Conference on “Significance of Joint Liability Group as Savors of Rural Poor Students”** at Periyar University, Salem held on **09<sup>th</sup> & 10<sup>th</sup> October 2018**.
3. Presented a paper named **“Consumer Preference towards Two wheelers in Hosur”** in the **1<sup>st</sup> International Conference on “Dimensions of Innovative Business Practices – Discerning New Perspectives”** at St.Joseph’s College of Arts and Science for Women , Hosur **09<sup>th</sup> August 2019**.

### **NATIONAL CONFERENCES / SEMINARS ATTENDED**

1. Presented a paper named **“Social and Psychological factors related to Consumerism and Consumer Behaviour, Consumer Consumption”** in the **National Seminar on “Globalization, Innovations in Technology and Consumer Protection”** at Periyar University, Salem held on **29<sup>th</sup> & 30<sup>th</sup> July 2019**.
2. Presented a paper named **“ Enterprise Risk Management – An overview”** at one day National Conference on **“Contemporary issues in Commerce and Management”** at St.Joseph’s College of Arts and Science for Women , Hosur held on **1<sup>st</sup> September 2016**.

### **RECENT PAPERS PUBLISHED: (AUTHORS NAME, JOURNAL NAME, VOL., YEAR, PAGES)**

1. **“Employee motivation in Duroflex company at Hosur”** Published in Journal of Emerging Technologies and Innovative Research (JETIR), ISSN 2349-5162, Volume 5, Issue 12, December 2018.

2. "Consumer Preference towards selected two wheelers in Hosur" published in Scopus TEST Engineering & Management, ISSN 9703 – 4120, February 2020 (Pg.No: 9731 – 9740).
3. A Study on customer satisfaction towards Myntra Online Shopping in Hosur. Paper presented and published in UGC CARE LIST No. 135,ISSN 0030- 5324 Journal of The Oriental Institute Vol. 71,Issue. 01,No. 10,2022,pp. 219-228.

#### **STATE LEVEL WORKSHOPS / SEMINARS ATTENDED**

1. Presented a paper named **"Goods and Services is a business change or challenge"** in the **National Seminar on "Goods and Services is a business change or challenge"** at Jai Shree Venkatesha College of Arts & Science on **24<sup>th</sup> January 2018**.
2. Participated in the **National Seminar on "Highly seminar on highly securable intellectual networks"** at Sermathai Vasam College for Women, Madurai held on **27<sup>th</sup> March 2017**.
3. Participated in Online Seminar held on 30.08.2022 &31.08.2022 conducted by the Department on Management, Suguna college of arts and science in association with **ICSSR**.
4. Participated in International Faculty Development Programme on Scholarly writing and Publishing Research Paper and Articles held on 9th April 2022, by MES College of Arts,Commerce and Science
5. Participated in Three days National level held on 11th - 13th April 2022 FDP Titled "Challenges in Effective Research and Article writing" by IQAC and Research Development CELL (RDC) of Dr. NSAM Frist Grade College.
6. Participated in Two days National level Virtual Development Programme held on 16th and 17th May 2022 "Ethical Norms of Research Writing and Publication: Scopus Indexed Journals" by the Department of Commerce (SF), V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar and Department of BBA, Mangayarkarasi College of Arts and Science for Women, Madurai.

**Faculty Development Programme:**

1. Three Days Virtual Faculty Development Programme “Resilient Business Strategies : Preparing For A Pandemic World ” organised by Department of Commerce Sri Ramakrishna College of Arts and Science,Coimbathore.from May 14 , 2020 - May 16 , 2020.
2. Two days Faculty Development Programme on “project proposal for funding agencies(UGC STRIDE & ICSSR IMPRESS) preparation and submission protocol” organised by Partician college Research Committee on 16.5.2020 and 17.5.2020
3. One day Faculty Development Program on “Researching structuring & writing proposal Organized by Rathinam college of Arts & Science,Coimbathore on 27th May 2020
4. Two Days National level Faculty Development Programme on “Skill Development ” from 31 May 2020 to 1 st June, 2020 organized by VELS Institute of Technology,chennai.
5. National Level Faculty Development Programme on “Paradigm Shift in Teaching and Learning” from 1st July to 3rd July 2020.Organized by the Department of Commerce, St.Joseph’s college of Arts and Science,Hosur.
6. 8 Days International Professional Development Programme on “Effective and Quality Research Writing - Phase II” from 7th - 15th June, 2021 organized by Department of Commerce (Shift II) in association with IQAC, Patrician College of Arts and Science, Chennai - 600 020.
7. One day FDP on “Creating a paradigm shift in teaching strategy to brace the students and to refurbish the faculty during Covid -19 on 17th June 2020 organized by Nadar mahajana sangam , Sermathaivasan college for women , Madurai .

**Awards:**

Received “Best Senior Faculty Award” of National Faculty Award 2022-2023 from Novel Research Academy , Puducherry,India.