

Name : **Mrs. M.PRIYA**

Designation/Present position : Assistant Professor

Official Address for communication: St. Joseph's College of Arts and  
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Broad field of Research : Marketing

Qualification :

Degree	Subject	Institution	Year
M.Phil	COMMERCE	Vellalar college for women, Erode.	2007
M.Com	COMMERCE	Annamalai University	2004
B.Com	COMMERCE	Erode Arts college for women, Erode.	2002

Discipline/Area of specialization : Marketing, Finance,HR

Teaching Experience/Employment history :

Designation	From	To	University/Institution
Assistant Professor	20.06.2016	Till Date	St. Joseph's College of Arts and Science for Women, Hosur

M.Phil. /Ph.D. Candidates guided/awarded : M.Phil: 3                      Ph.D.: Nil

Editorial Activity/Journal Reviewer : Nil

Workshops / Seminars Attended :

1. Three days workshop on “**Research in social science using SPSS and R Programming**” at collaboration with IBM held at the RV Institute of management on **August 22-24, 2018.**

2. One day workshop on **“How to effectively construct Research thesis &Dissertation”** at Periyar University, Salem on **23.03.2018**
3. One day workshop on **“Entrepreneurship Development Programme on women-The Born Entrepreneur(EDPW-2K18)”** at Vijay vidyalaya college, Dharmapri on **08.02.2018.**
4. Five days workshop on **“Innovation Applications of statistical packages for social sciences”** at Periyar University, Salem on **7<sup>th</sup>-11<sup>th</sup> November 2016.**
5. Two days workshop on **“SPSS Applications in Business Research”** at Bharathiar University, Coimbatore on **6<sup>th</sup>-7<sup>th</sup> March 2016.**
6. One day National level workshop on **“Global challenges in Marketing”** Organized by Aringar Anna college, Krishnagiri, on **20<sup>th</sup> February 2015.**
7. One day workshop on **“Issues ,Opportunities & Challenges of graduates in the modern Era”** at Jairam college, Salem on **11.02.2015.**
8. Two days National level symposium on **“Trending in security and commodity markets as on attractive and safe Investments Portfolio”** at Periyar University, Salem on **30-31 August 2013.**
9. One day state level seminar on **“Challenges and prospects in HR in the modern Era”** at Gonzaga college, Krishnagiri on **28.02.2013.**
10. One day National work shop on **“The application of statistical tools, techniques and writing skills in research methodology”** at Aringar Anna college, Krishnagiri on **9.02.2013.**

International Conferences / Seminars Attended:

1. Presented a paper named **“Impact of Subliminal Advertsing on consumer ability to interpret”** in the International Conference on **MSMEs Unorganized Sector:Prospects and challenges in the Globalised era** at St.Joseph’s College, Cuddalore on **December 12<sup>th</sup> 2019.**
2. Presented a paper named **“The unique assumption of subliminal issues on higher education practices”** in Two days International Conference on **Curriculum for sustainable and societal Development(ICCSD2019)** at Manonmaniam Sundaranar university, Tirunelveli on **30 & 31<sup>st</sup> March 2019 .**

3. Presented a paper named **“A study on factors of subliminal advertising and its influence on consumer buying behaviour”** in Two days International conference on Policy initiatives of government of India- Appraisal & Assessment at Vidyalkar school of Information Technology on **8<sup>th</sup> and 9<sup>th</sup> February 2019**.
4. Presented a paper named **“Ethical issues in subliminal messages in advertising: An Indian prospective”** in the International Conference on **Environmental sustainability through green business practices** at Government Arts and Science College for Women, Karimangalam on **September 8<sup>th</sup> & 9<sup>th</sup> 2019**.
5. Presented a paper named **“Areal shadow of Subliminal values”** in the International Conference on **Role of management education in promoting entrepreneurship in the globalised business environment** at Government Arts and Science College for Women, Karimangalam on **September 28<sup>th</sup> & 29<sup>th</sup> 2019**.
6. Presented a paper named **“Implicit motivating boosts the influence of subliminal messages in brand choice”** in the International Conference on **Implications of commerce in the globalised business scenario** at Sri Saradha College for Women, Salem on **September 13<sup>th</sup> & 14<sup>th</sup> 2018**.
7. Presented a paper named **“Subliminal process: A global issues”** in the International Conference on **Paragigm shift in polity, socity culture, science, economy, language teaching, sports & management in contemporary india** at Government First grade college on **October 30<sup>th</sup> 2018**.
8. Presented a paper named **“The hidden values of Entrepreneurs with references to subliminal Approches”** in the International Conference on **Significance of joint liability group as saviours of rural poor students** at Periyar University, salem on **October 9<sup>th</sup> & 10<sup>th</sup> 2018**.
9. Presented a paper named **“Look impact of subliminal messages on consumer behavior: A fresh look into the future”** in the International Conference on **Current strategies and innovative practices of business and banks in the digital epoch** at St.joseph’s college of arts and science(Autonomous) on **17.09. 2018**.
10. International Seminar on **Research Intelligence and Database(RID-2018)** at Periyar University, Salem on **14.12.2018**.

11. Presented a paper named **“Effects of subliminal messages and suggestions on memory”** in the International Conference on **Vision India 2025 Vidyalarangar school of information technology** on **03.02. 2018**
12. Presented a paper named **“Conceptually evaluation subliminal messages in advertising”** in the International Seminar on **Innovative marketing strategies for business growth** at Morappur kongu college of arts and science on **14.09.2017.**
13. Presented a paper named **“Role of subliminal messages in advertising: Emerging methods and trends”** in the International Conference on **Capitalising on hot investing trend for-2017** at AVS college of arts and science, salem on **17.07. 2017.**
14. Presented a paper named **“The concept of subliminal messages in brand design”** in the International Conference on **Total quality management –Advanced and intelligent applications** at Anna University on **26.10. 2016.**
15. Presented a paper named **“Subliminal messages in advertising and its influence on consumer behaviour”** in the International Conference on **Emerging trends in business excellence and international business-India’s perspective** at University of Madras, Chennai on **16.09. 2016.**
16. Presented a paper named **“Impact of subliminal messages in TV advertisements on consumer behaviour”** in the International Conference on **Recent trends in retailing & branding** at Kailash womens college, Salem on **29.07. 2016.**
17. Presented a paper named **“Effectiveness of magazine advertising in subliminal messages”** in the International Conference on **Innovation management(IM-2015)** at Anna university, Trichy on **19.10. 2015.**
18. Presented a paper named **“Effects of subliminal advertising on purchasing decisions in the International Conference on prolific management crafts for global eminence** at Marudhar kesari jain college for women on **13.08. 2015.**

#### National Conferences / Seminars Attended:

1. Presented a paper name **“Standard advertisements & misleading Exaggeration subliminal values are reference”** in the National Seminar on at Periyar University, Hosur on **29<sup>th</sup> & 30<sup>th</sup> july 2019.**

2. Presented a paper named **“Impact of subliminal advertising on consumer ability”** in the National Conference on **India’s foreign policy with neighbouring countries**, on Vivekanandha college of arts and science for women, on **January 24<sup>th</sup> & 25<sup>th</sup> 2018**.
3. Presented a paper named **“Subliminal implementation –purchase choice of consumer ”** in the National Conference on Indian academy of social sciences at Periyar university, salem on **December 18 -22, 2017**.
4. Presented a paper named **“Impact of advertisements attributes in india”** in the National Seminar on Foreign direct investments in india at AJK College of arts and science, coimbatore on **September 24<sup>th</sup> 2016**.
5. Presented a paper named **“”** in the National Conference on **Advances in Computer Science and Applications** at AJK College of arts and science, coimbatore on **September 28<sup>th</sup> 2016**.
6. National Seminar on **Foreign direct investment in retailing** at AVS College, Salem, on **27.01.2012**.

Number of Publications (International/National):

Recent Papers published: (Authors name, Journal name, Vol., year, pages):

1. **Dr.k.Prabhakar rajkumar, M.Priya**, “Impact of Subliminal Perception on Brand, Logo and Product Recognition”, Journal of the Oriental Institute (ISSN: 0030 – 5324), Volume 71 Issue-01 January –March 2022 .
2. **Dr.k.Prabhakar rajkumar, M.Priya**, “Standards of advertisements: misleading effects vs subliminal understanding”, **Scopus-International journal of recent and engineering(IJRTE)** (ISSN: 2277 – 3878), Volume 08 Issue-3S3 November 2019, pages 584 – 589.
3. **Dr.k.Prabhakar rajkumar, M.Priya**, “Conceptually examine subliminal perception in marketing and strategy terms”, **Scopus-International journal of recent and engineering(IJRTE)** (ISSN: 2277 – 3878), Volume 08 Issue-3S3 November 2019, pages 595 – 599.
4. **Dr.k.Prabhakar rajkumar, M.Priya**, “Impact of subliminal messages on consumer behavior:A Fresh look into the future”, Emperor international journal of finance and management research (ISSN: 2395 – 5929), Volume IV – Issue 06, March 2018, pages 132 – 137.
5. **Dr.k.Prabhakar rajkumar, M.Priya**, “The effectiveness of subliminal messages in advertising”, Shanlax international journals, ISSN: 2321-4643, Volume 05 Special issue 03 August 2017.
6. **Dr.k.Prabhakar rajkumar, M.Priya**, “Conceptually evaluate the presentation of

advertisements”, Intercontinental management research review, ISSN: 2321-0346, Volume 03 issue 02 February 2015.

#### **ACHIEVEMENTS :**

- Completed the Lead Auditor course on “Environment Management system, Green campus audit and Energy audit” to educational institutions and industries organized by Nature Science Foundation.
- Served as Additional Chief Superintendent of Examinations for the Periyar University Examinations during 2021 – 2022, in Sri Vijay Vidyalaya College of Arts and Science College for women, Bargur.
- Coordinator of Consumer Club during 2017 – Till date at St. Joseph’s College, Hosur
- Programme Officer of YRC during 2012 – 2015 at St. Joseph’s College, Hosur

#### **AWARDS:**

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