

Resume

I General Information

Name : Mrs. D. JEYA PRIYA
Father's Name : M. Dhanasekaran
Age & Date of Birth : 36 Years, 21-05-1983
Designation : Assistant Professor
Department : Commerce (PA) SF
Mobile No : 9750457688
Email ID : Mugunthpriyaa2008@gmail.com
Date of appointment : 25.6.2014



II Educational Qualification

Examination Passed	Board/University	Subject	Year of Passing	Class / Percentage
SSLC	Board of Secondary Education		1998	I Class
Higher Secondary	Board of Higher Secondary Education	Commerce	2000	I Class
B.Com(CA)	Madurai Kamaraj University, Madurai	Commerce	2003	I Class
M.Com	Madurai Kamaraj University, Madurai	Commerce	2005	I Class
MBA	Alagappa University, Karaikudi	Management	2014	I Class
M.Phil	Madurai Kamaraj University, Madurai	Commerce	2006	I Class
Others/ PGDCA	Alagappa University, Karaikudi	Computer Application	2008	I Class
Hindi(Rastrabasha/praveen)	Dhakshin Barath Hindi Prachar Sabha	Hindi	2006	Qualified
TypeWriting (Junior)	Department of Technical Education	Tamil & English	2007	Qualified
UGC -NET	National Testing Agency	Commerce	December 2019	Qualified
Ph.D pursuing	Madurai Kamaraj University, Madurai		2016	

III Teaching Experience : UG : 5 years
 PG : 6 months
 Field of Specialization : Marketing , Women
 Empowerment

No. of papers presented in Seminars / Conferences

International : 4
 National : 6

Articles published in Journals : 2
International : 2

Date	Title of the Article	Name of the Journal	ISSN No
September 2017	Attitude of Consumers Towards Usage of Cellular Phone Services	International Multidisciplinary Innovative Research Journal – An International refereed e-journal	2456-4613
December 2018	Consumer's Perception Towards Cellular Phone Services in Virudhunagar District	Suraj Punj Journal of Multidisciplinary Research	2394-2886

Papers presented

Date	Seminar / Conference	Level	Title of the paper	Venue
11.08.2005 - 12.08.2005	seminar on Institutional Finance for Rural Development	State	“Lending Towards Rural Development”	Sri. S. Ramasamy Naidu Memorial College, Sattur
01.09.2005 - 02.09.2005	Seminar on Recent Trends in commerce Education and Research	National	Micro level Women entrepreneurs	V.V.V College Virudhunagar.
25.02.2006 - 26.02.2006	Seminar on Banking and Finance	National	Development of Banking Technology in India	Sri Kaliswari College, Sivakasi
13.03.2006 -	State level seminar on “Rural	State	“Problems of women	S.Vellaichamy Nadar College,

14.03.2006	Entrepreneurship Changes and Challenges”		entrepreneurs”.	Madurai.
20.9.2006 - 21.9.2006	Seminar on Women workforce in India	State	Job satisfaction of Women Bank employees in Virudhunagar District	M.S. S Wakf Board College, Madurai
21.9.2006 - 22.9.2006	International Conference on Global Business and Policy Modelling	International	Different phases of Women Entrepreneurship – A Comparative study in Virudhunagar	Adaikalamatha Institute of Management , Vallam, Thanjavur.
1.12.2006 - 2.12.2006	All India conference of KAAS	National	Women Entrepreneurial development – Retrospect and prospect	Scott Christian College, Nagercoil
18.12.2014 - 19.12.2014	Seminar	National	Marketing mix in Beauty Parlour services	Ayya Nadar Janaki Ammal college, Sivakasi.
14.9.2017	Seminar	International	Services Marketing: A Study with Reference to Online Services through Cellular Phones	Morappur Kongu College of Arts and Science
7.2.2018 – 8.02.2018	Seminar	National	Attitude of the Women Entrepreneurs Towards Effectiveness of the Advertisement in Business	V.V.Vanniaperumal College for Women, Virudhunagar.
14.9.2018	Conference	International	Attitude of Mobile Banking Users towards Mobile Banking Services	Madurai Sivakasi Nadars Pioneer Meenakshi Women’s College

2.4.2019 - 3.4.2019	Conference	National	Cellular Phone Services – A Way to Digital India	V.V.Vanniaperumal College for Women, Virudhunagar.
21.8.2019 – 22.8.2019	Conference	International	E-Marketing: A Way to Green Economy	V.V.Vanniaperumal College for Women, Virudhunagar.

V Seminars/Conferences/Workshops attended

Date	Level	Name of the Seminar / Conference / Workshop	Venue
08.08.2003	State	Globalisation	V.V.V.College, Virudhunagar.
21.09.2004	State	“Capital Market”	V.V.V College, Virudhunagar
05.08.2005	Inter Collegiate	Entrepreneurial Development	Saraswathi Narayanan College, Madurai
04.01.2006	State	Research Methodology	SFR college, Sivakasi
20.03.2006	State	Statistical Packages and Intrepretation of Research data	Saraswathi Narayanan College, Madurai.
20.02.2015	Inter Collegiate	Inter Collegiate Seminar Cum Meet - VVVC Comfest – P.C. Kannan – Janaki Rolling Shield	V.V.Vanniaperumal College For Women, Virudhunagar
08-09-2015	College level	Orientation and Retraining of Teachers	V.V.V College For Women, Virudhunagar
21.02.2016	Inter Collegiate	Inter Collegiate Seminar Cum Meet - VVVC Comfest – P.C. Kannan – Janaki Rolling Shield	V.V.Vanniaperumal College For Women, Virudhunagar

Articles published in Edited Books

Year	Book title	ISBN	Publisher
Oct 2015	Innovative Practices in Functional Management	978-93-81723-47-0	Attitude of Consumers towards DTH services in Virudhunagar

October 2017	Innovative Practices in Challenges and Management	ISBN : 978-93-81723-78-4	Attitude of Dealers Towards Marketing of Cellular Phone Services
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Staff - in - charge of various activities in the

i. **Institution**

2014 – 15	Indhu samaya valipattu kalagam, Consumer forum –Part V
2015-16	Consumer Forum (Part V)
2016-17	Consumer Forum (Part V)
2017-18	Ward system in charge
2018-19	National Service Scheme
2019-20	National Service Scheme

ii. **Department**

2014 – 15	Tutor for ward students
2015-16	Department Extension services, tutor for ward students
2016-17	Tutor for ward students
2017-18	Tutor for ward students
2018-19	Tutor for ward students
2019-20	Tutor for ward students, Department Magazine committee

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