

R. Kajapriya

MBA, M. Phil, PGDPM&IR, M.Com, SET (Mgt & Commerce), Ph. D (Mgt), Ph. D (Commerce)

Assistant Professor,
PG & Research Department of Commerce,
Mannar Thirumalai Naicker College, Madurai
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Area of Interest :

- Research Methodology
- Marketing
- Brand Management
- Operation Research
- Financial Services

Internships & Work Experience

1. Assistant Professor, PG & Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai. (August 2019 to Till)
2. Assistant Professor, Department of Commerce (CA), Mannar Thirumalai Naicker College, Madurai. (June 2019 to August 2019)
3. Assistant Professor, Hallmark Business School, Trichy. (July 2017 to May 2019))
4. Assistant Professor, Dept. of BBA, SRNM College, Sattur, (Sep, 2015 to July 2017)
5. Export Management Trainee in Sales, Loyal Textile Mills, India (March 2013-April 2014)
6. Management Trainee in HR, Reliance Retail Hyper Mart, Coimbatore. (1 Month)

Paper Publications & Presentations

Sl. No	Title of the Paper/Conference/Journal	Month - Year	Presentation	Publication
1	International Conference on E-Commerce(VHNSN College, Virudhunagar)	August 2014	-	-
2	“An Employment Outlook for youth” (Inter college competition, VVV College, Virudhunagar)	August 2014	✓	-
3	“Reality of TV Reality Shows: An effect of TV reality shows on youth” -(National Seminar, Pope’s College, Tuticorin)	October 2014	✓	-
4	“Quality Management in Indian Shipping Industry”- (National Conference, ANJA College, Sivakasi)	December 2014	✓	✓

5	“Hoist of Corporate Downsizing in India: A Theoretical Review” (The International Journal of Business Management, IJBM, ISSN – 2321-8916) (IF:1.22)	January, 2015	-	✓
6	“E-Groceries in Indian Food Retailing” (International Conference, FICCI and University of Madras, ISBN Book)	February 2015	✓	✓
7	“Investment Pattern of Investors in Aruppukottai Town”(International Journal of Engineering and Management Research, IJEMR,ISSN – 2250-0758) (IF: 3.96)	April, 2015	-	✓
8	“An Analysis on Insight of Women Consumer’s towards Cosmetic Products” (International Journal of management Research and Review, IJMRR, ISSN-2249-7196) (IF: 2.25)	April, 2015	-	✓
9	“Mushrooming Humours In Modern Trends of Advertising - An Overview” (International Journal of Science and Research, IJSR, ISSN – 2319-7064) (IF: 6.391)	May 2015	-	✓
10	“Online shopping scenario in India: Less bricks and Mortar – Retail Space”(International Conference, Sri Vidya College of Engg & Tech, ISBN-978 81931500-0-9, ISSN-2395-4396) (IF: 4.06)	January 2016	✓	✓
11	“A Study on Consumer Behaviour Towards Household Durable Goods in Aruppukottai Town”- (National Conference-Madurai Kamaraj University- ISBN Book)	March 2016	✓	✓
12	“A Study on Consumer Buying Behaviour and Preferences Towards the Godrej Brand” (National Conference-Prof. Dhanapalan College, Chennai, Pezzottaite refereed Journal- ISSN-2279-0926)	September 2016	✓	✓
13	“Print to Screen: A Grand Swift from Printed Electronic Books” – (International Journal in Management and Social Science, ISSN 2321-1784) (IF-6.178)	December 2016	-	✓
14	“SERVQUAL Analysis of Photography Services with Reference to Madurai City”-(International Conference SRNM College, Sattur/International Journal of Science Technology & Management) (IF: 2.012)	February 2017	✓	✓
15*	“Execution of Guerilla Marketing and its Efficacy on Consumer Behaviour: with reference to Madurai City” – (International Journal of Management Studies, ISSN(Print) 2249-0302) (IF: 0.684)	November 2017	-	✓
16	“Impact Of GST In Indian Banking Industry: A Theoretical Framework” (National Seminar, SVN College, Madurai-ISBN Book)	December 2017	✓	-
17*	“The Employment Outlook for Indian Youth: Edifying Entrepreneurial Ecosystem as a Way Forward”- (Zenith International Journal of Business Economics & Management Research. ISSN No: 2249-8826) (IF: 4.939)	January 2018	-	✓
18*	“Shoppers Acquiring Behaviour Towards Household Durable Goods During Online Shopping” – (International Conference, MK University/International Journal of Management Studies, ISSN No-2249-0302) (IF: 2.26)	February 2018	✓	✓

19*	“Trending Ecopreneurship In Indian Market: A Conceptual Framework”(National Conference, Alagappa University, Shanlax - ISSN – 2321-4643)	June 2018	✓	✓
20*	“Impact of Colour Packages on Purchasing Decisions with reference to Trichy City” International Conference, Bishop Heber College, Trichy	September 2018	✓	✓
21*	“A Swift to Brand Evangelist: An Evolution in Brand Loyalty” - The International journal of analytical and experimental modal analysis (ISSN - 0886-9367) (IF 6.3) UGC Care Group A	August 2019	-	✓
22*	Challenges and Opportunities of E-Marketing - The International journal of analytical and experimental modal analysis (ISSN - 0886-9367) (IF 6.3) UGC Care Group A	September 2019	-	✓
23	Prevailing Tax Policies and Sustainability of Indian Startups: A Theoretical Review - National Seminar on Prospects and Challenges of Startups in India, Department of Entrepreneurship Studies, Madurai Kamaraj University (ISBN 9789384658460)	22 Jan 2020	✓	✓
24*	“Agricultural Funding: A Prime Factor of Indian Economy” – International Virtual Conference on Stand, Start, Strive and Stabilize – Changing Business Scenario in the Backdrop of Covid 19, Loyola College, Chennai – UTKAL Historical Research Journal (ISSN - 0976-2132) UGC CARE GROUP – I (Vol.34(XXIII), 2021)	April 2021 (19.04.2021 & 20.04.2021)	✓	✓
25*	“Indian Stock Market and Economy during Covid-19 – An Overview” – National E-Conference on Advance in Collaborative Research for Social Science, Business and Humanities, RTES Arts, Science and Commerce Degree College, Karnataka – ANVESAK (ISSN – 0378-4568) UGC CARE GROUP – I (Dec-2021)	10 th August 2021	✓	✓
26	“Impact of Online Survey Tools on Research During COVID – 19 Pandemic: A E-Survey” – National Webinar on Research Methodology, IGN College, Ladwa, Kurukshetra	29 th September 2021	✓	-
27	“A SERVQUAL Analysis of Indian Stock Broking Companies – A Survey” – International Multidisciplinary Conference, Phondaghat Education Society, Maharashtra – Research Journey (E-ISSN : 2348-7143) – Peer Reviewed Journal (Oct 2021)	24 th October 2021	✓	✓
28*	“Investors Gratification towards Emerging Online Trading Mobile Phone Applications: A Study in Tamilnadu” - Vidyabharati International Interdisciplinary Research Journal (Special Issue) ISSN 2319-4979 - Web of Science and UGC Care List - II	Oct 2021	-	✓
29*	“Investment in Cyber Security Stocks – A Way to Portfolio Resilience” - Two Day Virtual International Conference on “Innovative Business Practices of E-Commerce in Contemporary World 4.0” – Loyola College - Publication – Journal of the Oriental Institute ISSN – 0030-5324 – Vol. 71(1)(4) UGC CARE GROUP - I	4 th and 5 th Feb 2022	✓	✓
30*	“Indian MSMEs Entrepreneurial Resilience by Restructuring the Industry Policies” - - Two Day Virtual International Conference on “Innovative Business Practices of E-Commerce in Contemporary World 4.0” – Loyola College – Publication – Journal of	4 th and 5 th Feb 2022	✓	✓

	the Oriental Institute ISSN – 0030-5324 – Vol. 71(1)(5) UGC CARE GROUP - I			
31*	“Career Prospects During COVID-19 Pandemic – A Study on Arts and Science Post Graduate Students” - Two Day Virtual International Conference on “Reboot, Reinvent & Reignite: Reimagining the Neo Normal Era”- Ethiraj College for Women - JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, ISSN: 0972-0766, Vol. XCV, No.13, 2022	23 rd & 24 th Feb 2022	✓	✓
32*	“Intellectual Property in Artificial Intelligence” – National Seminar by PG & Research Dept. of Commerce, Mannar Thirumalai Naicker College - Kanpur Philosophers ISSN 2348-8301 International Journal of humanities, Law and Social Sciences, Published biannually by New Archaeological & Genological Society Kanpur India, Vol. IX, Issue I No.11 : 2022	2022 28.03.2022	✓	✓
33*	“Investors Approach towards Investment Options: An Empirical Study in Tamilnadu” – Two Day International Conference by Sri S. Ramasamy Naidu Memorial College, Sattur – Rabindra Bharati Journal of Philosophy, ISSN 0973-0087, Vol. XXIII, No. 30, 2022 IF: 6.986	16 & 17 November 2022	✓	✓
34*	“Gig Platform in the Growing Economy: An Analytical Study” – National Seminar by Mannar Thirumalai Naicker College, Madurai - RABINDRA BHARATI JOURNAL OF PHILOSOPHY, ISSN : 0973-0087, VOL.: XXIV, NO:05, 2023 - UGC CARE GROUP –I, IF: 6.986	December 2022	-	✓
35*	“Emerging Trading Mechanism in Indian Derivatives Market” – National Seminar Entrepreneurship in Industry 4.0: A Glimpse by Mannar Thirumalai Naicker College, Madurai - RABINDRA BHARATI JOURNAL OF PHILOSOPHY, ISSN : 0973-0087, VOL.: XXIV, NO:05, 2023 - UGC CARE GROUP –I, IF: 6.986	December 2022 16.12.2022	✓	✓
36*	“Socio-Economic Position of Student Entrepreneurs in Tamilnadu: An Analysis” – National Seminar by Mannar Thirumalai Naicker College, Madurai - RABINDRA BHARATI JOURNAL OF PHILOSOPHY, ISSN : 0973-0087, VOL.: XXIV, NO:05, 2023 - UGC CARE GROUP –I, IF: 6.986	December 2022 16.12.2022	✓	✓
37*	“Indian Government Initiatives to Transform Entrepreneurship Ecosystem” – National Seminar on “Emerging Trends in Commerce & Management” by SRNM College, Sattur DOGO Rangsang Research Journal, ISSN: 2347-7180, IF: 5.127, Vol. 13, Issue: 5(7), May 2023 - UGC CARE GROUP –I, IF: 6.986	24 th March 2023	✓	✓
38*	“Propagation of Financial Services: A Conceptual Study” – National Seminar on “Emerging Trends in Commerce & Management” by SRNM College, Sattur DOGO Rangsang Research Journal, ISSN: 2347-7180, IF: 5.127, Vol. 13, Issue: 5(7), May 2023 - UGC CARE GROUP –I	24 th March 2023	✓	✓
39*	“Empowering Women in the Gig Economy: Breaking Barriers and Building Careers” – National Seminar on Entrepreneurial Traits and Trends, 2023 by Fatima College, Madurai.	29 th Sept 2023	✓	✓

	Shodha Prabha, ISSN: 0974-8946, Vol. 48, Issue – 02(1):2023			
40*	“Impact of Social Media Marketing as an Emerging Toll in Targeting Youth on Consumer Decision-Making Process – International Conference on Building Competitiveness Through Technology Enabled Business, Management & Leadership by American College. Humanities and Social Science Studies Journal, ISSN: 2319-829X, Vol. 13, Issue 1(15) IF-7.28	10 th February 2024	✓	✓
41	“Role of Agripreneurship in Indian Economy”, Evolution of Women’s Rights in India, Publisher: Mannar Thirumalai Naicker College, Madurai, ISBN – 978-93-90203-91-8	2024	-	✓
*UGC LISTED				

Courses Completed

S. No	Name of the Course	Online Platform	Name of the Coordinating Institution/University	Date of Examination	Score
1	Brand Management	SWAYAM	IIM – Bangalore	02.12.2023	86.6%

Workshop Attended (other than MTNC):

S.No	International/National State Level	Title of the Programme/Course	Name of the Institution/University	dt/mm/yr
1	Online International Workshop	Basic Statistical Analysis and interpretation using SPSS	Global Institute of Statistical Solutions	07.01.2023 to 09.01.2023
2	Online International Workshop	SEM and CFA using AMOS	Global Institute of Statistical Solutions	16.10.2022 to 18.10.2022
3	Five Days National Level E-Workshop	“Innovative Techniques in SPSS and Data Analysis”	Department of Visual Communication, Sathyabama Institute of Science and Technology	3 rd to 7 th Jan 2022

4	Online Workshop	Research Paper Writing and Journal Selection	SGT University, Gurugram	27 th & 28 th Aug 2021
5	International Online Workshop	Creation of Educational GIFs	Universal Teachers Academy, Pudhucherry	15 th Sep 2020
6	Online Workshop	Self Development	Sri Sarada Niketan College of Science for Women, Karur	20 & 21 st Apr 2020
7	10 Day Online Workshop	E - Content Creations	Universal Teachers Academy, Pudhucherry	21 st to 30 th Apr 2020
8	National Workshop	Pedagogical Tools in Higher Education	IQAC, M. V. Muthiah Government Arts College for Women, Dindugal	30 & 31 st Jan 2020
9	International Workshop	Restriction of Plagiarism: A Quality Measure in Research	Dept. of Library & Information Science, Manonmaniam Sundaranar University, Tirunelveli	4 th January 2020

List of Professional Development Programme Attended

S. No	Name of the Professional Development Programme	Date	Name of the Institution imparted training
1	Online Faculty Induction Programme	19.02.2021 to 20.03.2021	UGC, HRDC, Madurai Kamaraj University, Madurai
2	Online Refresher Course in Commerce and Management	21.06.2022 to 04.07.2022	UGC, HRDC, Gujarat University, Ahmedabad

Faculty Development Programme/Short Term Course attended (other than MTNC):

Faculty Development Programme/Short Term Course	Title of the Programme/Course	Name of the Institution/University	Month & Year
7 days International Virtual Faculty Development Programme	Recent Advances in Teaching and Research on Sustainable Development in Commerce	Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, Avadi, Chennai	11.12.2024 to 17.12.2024

Management Development Programme (MDP)	Clicks to Conversion – A Strategic Approach to Digital Transformation	Sir Padampat Singhania University, Udaipur, Rajasthan	18.11.2024 to 22.11.2024
Orientation & Sensitization Programme	NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by UGC - MM TTC, Gujarat University, Ahmedabad	8.11.2024 to 20.11.2024
Faculty Development Programme	AI-Driven Research Excellence	SRNMC, Sattur	04.11.2024 to 11.11.2024
Orientation & Sensitization Programme	NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai-625021	04.06.2024 To 12.06.2024
Five Days International Faculty Development programme	Digital Marketing	MIT Arts College – Maharashtra, Nishitha Degree College – Telangana, PB. Siddartha College – Andhra Pradesh	27.05.2024 to 31.05.2024
Five Days Virtual Faculty Development programme	Innovative Research in Artificial Intelligence for Commerce	KG College of Arts and Science & Dr. R. V. Arts and Science College, Coimbatore	18.01.2024 to 24.01.2024 (2.00-5.00 PM)
5 Day Faculty Development Programme	Research Methodology, AI Tools in Research and Intellectual Property Rights	Bharathians Alumni Trust, Coimbatore, Tamil Nadu and Sri Venkateswara College of Computer Applications and Management, Coimbatore	22.01.2024 To 26.01.2024 (6.00-9.00 PM)
Faculty Development Programme	Corporate Updates and Workplace Resilience (Empowering Educators)	The Madura College	15.09.2023
Five Day International Virtual PDP	Upskilling Research and its Applications	Sri Kanyaka Parameswari Arts and Science	24.07.2023 to 28.07.2023
Seven Days Professional Development Programme	Quality and Effective Research Writing - Phase IV	Patrician College of Arts & Science	06.06.2023 to 12.06.2023
Five Days National Level Online FDP	Intellectual Property Rights	Kristu Jyoti College of Management and Technology, Changanassery-686104	18.10.2022 to 22.10.2022
Six Days State Level FDP	“Digitalization in Accounting and Finance”	KG College of Arts and Science & Pioneer College of Arts and Science	08.11.2022 to 14.11.2022

Five Days National Level Online FDP	Research Methodology	Kristu Jyoti College of Management and Technology, Changanassery-686104	01.11.2022 to 06.11.2022
Five Day National Level FDP	“Crypto-currency, Blockchain & Cyber Security”	KMM College Of Arts And Science, Thrikkakara,Ernakulam,Kerala-682021	12.09.2022 to 16.09.2022
In-Service Teacher Training Programme	In-Service Teacher Training Programme	Madurai Kamaraj University & Tamilnadu State Council for Higher Education	17.05.2022 18.05.2022
1 Week Online - Faculty Development Programme	Psychological Skills for Effective Teaching and Learning	Ramanujan College, University of Delhi	06.01.2022 to 12.01.2022
10 Days Online Skill Development Programme	Social Media Digital Marketing	Bharathiar University, Coimbatore	02.09.2020 to 12.09.2020
2 Weeks Online - Faculty Development Programme	Managing Online Classes and Co-Creating MOOCs	Ramanujan College, University of Delhi	20.04.2020 to 06.05.2020
2 Day Online FDP	Virtual Teaching	Coimbatore Institute of Technology, Coimbatore	20.04.2020 to 21.04.2020
National Level Online FDP	Online College Management & Online Content Creation Tools	Lala Lajpat Rai College of Commerce and Economics, Mumbai	30.04.2020 to 02.05.2020
5 days Online Course	Stress Management	Dept. of management and Research, AVS College of Arts & Science, Salem	13.04.2020 to 17.04.2020
Online Course	The Complete Foundation of Stock Trading	UDEMY	17.04.2020
1 Week - Faculty Development Programme	Teaching, Learning & Assessment with MOOCs & OER: Hands on Approach -FDP	Coimbatore Institute of Technology	16.11.2019 to 20.11.2019

Webinars Attended

S. No	Title of the Programme/Course	National / International	Name of the Institution/University	dt/mm/yr
1	User Generated Content and Engagement in Digital World	National	Presidency University, Bangalore	7 th Sept 2024
2	Research Methodology on Descriptive Statistical Tools and Interpretation of Output	National	Presidency University, Bangalore	12 th Sept 2024
3	Student Diversity and Inclusive Education	National	UGC- Malaviya Mission Teacher Training Centre, Madurai Kamaraj University	17 th Feb 2024
4	Information and Communication Technology	National	UGC- Malaviya Mission Teacher Training Centre, Madurai Kamaraj University	10 th Feb 2024
5	Investor Awareness Program,	National	Shraddha Academy & MK University	08 th Oct 2021
6	Competition Issues in India	National	Gobi Arts and Science College	25 th Sept 2021
7	Management 4.0	National	ATSS College of Business Studies and Computer Applications, Pune	24 th & 25 th Sept 2021
8	“Effective Research Writing and Scholarly Publishing” Under UGC Stride Scheme	International	V.O. Chidambaram College, Thoothukudi	19 & 20 th Aug 2021
9	“Strategies and Skills Required for Higher Education during COVID 19”	National	Central University of Tamilnadu in association with Bharathiar University,	5 th Nov 2020
10	Futuristic Banking	International	Indian Accounting Association, Tiruchirappalli Branch	31 st Oct 2020
11	“Indian Capital Markets – The Road Ahead”	National	Dept. of Commerce & Business Administration, P. B. Siddhartha College of Arts and Science, Vijayawada	5 th Oct 2020
12	“ICT Best Practices in Institute	National	Master Soft ERP Solutions Pvt Ltd., Nagpur	24 th Sep 2020
13	“Protective Measures in Cyber Space amidst COVID Crisis”	National	Mannar Thirumalai Naicker College, Madurai	8 th June 2020
14	‘Role of ICT in Education Sector and its impact on Students, Faculties and Policy Makers’	International	St. Joseph’s College of Arts and Science, Cuddalore	1 st to 3 rd June 2020

15	“Future of Jobs in India after COVID 19”	National	G. T. N Art College, Dindugal	1 st June 2020
16	“An Effective Research Paper Writing Skill”	National	Bhagwan Mahavir University, Surat	13 th to 16 th Apr 2020

Positions held at our college (MTNC):

S. No	Name of position	From	To
1	Member – Green Campus	September 2023	Till
2	Member – Digital Learning	September 2023	Till
3	Member - Anti-Ragging Cell	September 2019	May 2023
4	Member – Criterion VII	September 2019	Till
5	Coordinator – B.VOC (Accounting and Taxation), Community College	October 2020	September 2021
6	Nodal Officer - Community College	September 2021	Till

Workshop/Conference/FDP Attended in MTNC:

S. No	Title of the Workshop/Conference/FDP	Month and Year
1	State Level Technical Workshop on “Intellectual Property Rights”	16 th Oct 2023 & 17 th Oct 2023
2	Faculty Enhancement Programme on “Insights of National Education Policy (NEP 2020)”	18 th March 2023
3	Faculty Enrichment Programme on “Dynamics of Research Publications”	15 th September 2022 & 16 th September 2022
4	Online National Faculty Enrichment Programme	19 th May 2020
5	Quality Assurance and Sustenance in Higher Education - FDP	11 th March 2020
6	Capacity Building Programme on 21 st Century Skills - FDP	5 th March 2020
7	Research Writing & Publications: Theory & Practice - FDP	19 th October 2019
8	Capacity Building Programme on Outcome Based Education - FDP	28 th August 2019

List of Events Organized

S. No.	Date	Events Organized	Convenor / Organizing Secretary
1	9 th Jan 2025	Street Vendor Awareness Programme	Organizing Secretary
2	16 th Feb 2024	International Conference on “Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth”	Organizing Secretary
3	4 th & 5 th Jan 2024	Two Day State Level Workshop on “Data Analysis and Interpretation Using SPSS and AMOS”	Organizing Secretary
4	16 th December 2022	National Level Seminar on “Entrepreneurship in Industry 4.0: A Glimpse”	Co-Convenor

5	14 th March 2022	Awareness Programme on “Professional Courses (CMA) for Commerce Students	Co-convenor
6	18 th March 2022	Breast Cancer Awareness Programme Among Women	Convenor
7	31 st March 2022	State Level Workshop on “Digital Marketing”	Organizing Secretary
8	29 th July 2021	One Day National Webinar on “Fundamentals of Stock Market”	Organizing Secretary
9	4 th to 6 th June 2020	Online Student Development Programme on “Online Learning Platforms”	Convenor
10	29 th February 2020	A One Day Workshop on Career Opportunities for Commerce Graduates through NISM	Convenor
11	25 th February 2020	Comercio Justa 2020 – Students Trade Fair	Organizing Secretary

List of External Activities

S. No	Name of the Programme / Activity	Position	Date	Name of the Institution
1	Webinar on “Women to Drive Gig Economy in New India”	Resource Person	23.04.2022	Nehru College for Women, Pali, Ulundhurpet
2	M. Com Computer Application Practical Examinations Nov 2022	External Examiner	8.12.2022	Mary Matha College of Arts and Science, Periyakulam
3	Seminar on “Gig Work Force in India”	Resource Person	25.01.2023	Latha Mathavan Arts & Science College, Madurai
4	Guest Lecture on “Women in Gig Businesses”	Resource Person	03.11.2023	Annai Fatima College of Arts and Science, Madurai