

Ms.M.Shanmuga Priya



Assistant Professor
Department of Commerce (CA)
shanmugapriyam@mannarcollege.ac.in

I Academic Qualifications:

Doctoral Research - Ph.D.(pursing)

- **University** : Madurai Kamaraj University, Madurai
- **Title** : A Study on Consumer Perception towards Online Food Delivery
- **Year** : 2021(Registered)

Master of Philosophy

- **University** : Madurai Kamaraj University, Madurai.
- **Title** : A Study on Customer Attitude towards Retail Marketing on Reliance Fresh in Madurai District
- **Year** : 2013

Post-Graduation

- **University** : Madurai Kamaraj University, Madurai.
- **Degree** : Master of Commerce
- **Year** :2008

Under Graduation:

- **University** : Madurai Kamaraj University, Madurai.
- **Degree** : Bachelor of Commerce
- **Year** : 2006

II. Teaching Experience:

- Under-Graduate : 11 years
- Post Graduate : 2 years
- 2010-2013 Worked as a Lecturer in Mary Matha Arts and Science College, Perikulam, Theni.
- 2013 -2015 Worked as Assistant Professor in New Prince Shri Bhavani Arts and Science College, Medavakkam, Chennai.
- From 2017 – Working as an Assistant Professor in Department of

Area of Specialization

- Marketing
- Taxation
- Accounting

III. Paper presented in Conference/Seminar:

S.No	Title of the Paper	International/National /State level	Institution/College Name	dt/mm/yr
1.	LIC – A Nation Builder	State	Yadava College	09.09.2009
2.	HRD Today	State	Thiagarajar College	12.03.2010
3.	Dairy Development Department and MilkCo-operatives in Tamilnadu - an Overview	National	Gandhigram Rural Institute – Deemed University	13.03.2010 19.03.2010
4.	Opportunities and Challenges in Indian Retailing	National	Mannar Thirumalai Naicker College	24.09.2011
5.	Technology Inclusiveness in Financial Inclusion	State	Aditanar College of Arts and Science	25.09.2011
6.	Marketing on Internet	International	Nadar Saraswathi College of Arts and Science	06.01.2012 07.01.2012
7.	FDI in India Advantages and Disadvantages	State	Arul Anandar College	09.01.2013
8.	E –Commerce	International	Mannar Thirumalai Naicker	04.01.2019
9.	Cashless Economy	International	Hindusthan College of Arts and Science, Coimbatore	01.03.2022 & 02.03.2022

IV. Workshop/Conference/FDP Attended in MTNC:

S.No	International/National/ State Level	Title of the Workshop/Conference	Name of the Institution/University	Month and Year
1	IQAC	One who can Do.? Teaches! Howto do? And what to do	Mannar Thirumalai Naicker College	08.03.2019
2	IQAC	One day training and production workshop on prospect of outcome based curriculum.	Mannar Thirumalai Naicker College	09.03.2019
3	IQAC	Workshop – Research writing and publications: Theory & Practice	Mannar Thirumalai Naicker College	19.10.2019
4	IQAC	One day capacity Building Programme on Outcome Based Education	Mannar Thirumalai Naicker College	28.08.2019
5	IQAC	21 st Century skills	Mannar Thirumalai Naicker College	05.03.2020
6	IQAC	Quality Assurance and Sustenance in Higher Education	Mannar Thirumalai Naicker College	11.03.2020
7	National	Faculty Enrichment Programme	Mannar Thirumalai Naicker College	13.05.2020
8	National	Fundamentals of Stock Market	Online	29.07.2021
9	International	An Overview of GST	Madurai Sivakasi Nadars Pioneer Meenakshi Woman's College,Poovanthi , Sivaganagi	18.03.2021
10	IQAC	Enhancing Quality by unearthing Innovation Practices – Equip 2022	Mannar Thirumalai Naicker College Pasumalai, Madurai – 625 004	18.04.2022 to 24.04.2022, 7 days
11	IQAC	Education 4.0 for Sutustainable Economic Development	Mannar Thirumalai Naicker College Pasumalai, Madurai – 625 004	27.04.2022, 1 day

V. Journal (Notified on UGC Care list Journals)

S.No	Title of Paper	Name of Author/s	Name of Journal	Month & Year of Publication	ISSN Number
1.	A Study on Production and Marketing in Jasmine in Madurai District	M.Shanmugapriya M.Mayakrishnan	The International journalof analytical and experimental model analysis-UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
2.	A Study on Customer Preference towards in Cosmetic Dazler	M.Shanmugapriya A.Arthi M.Shanmuki	The International journalof analytical and experimental model analysis-UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
3.	A Study of Marketing Strategy in Hershey's Products	M.Shanmugapriya B.Deepika	The International journalof analytical and experimental model analysis-UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
4.	A Study on Consumer Buying Behaviour of LG Products In Madurai City	M.Shanmugapriya J.Dharmesh K.Mayakrishnan	The International journalof analytical and experimental model analysis-UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
5.	A Study on Customer Satisfaction of KTM Motors Madurai City	M.Shanmugapriya R.BalaMurugan N.Sanjay kumar	The International journalof analytical and experimental model analysis-	April-2023	ISSNNO: 0886-9367
6.	Role of Agricultural Life in Rural Areas	M.Shanmugapriya P.Anantha Kumar	The International journalof analytical and experimental model analysis-UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
7.	A Study On Online payment methods among College Students in Madurai City	M.Shanmugapriya P.Sugitha R.Yogalakshmi	The International journalof analytical and experimental model analysis-UGC-CARE Group 'II' Journals list-Serial No.36272	April-2023	ISSNNO: 0886-9367
8.	A Study on Customer Attitudes in Organic Products	M.Shanmugapriya S.Arivunithi V.Vigneshwaran	The International journalof analytical and experimental	April-2023	ISSNNO: 0886-9367

			model analysis- UGC-CARE Group 'II' Journals list-Serial No.36272		
9.	The Effects of Technology on Student Motivation and Engagement in Classroom-Based Learning	M.Shanmugapriya L.Priyadharshini	International Educational Scientific Research Journal	March -2024	E- ISSNNO:24 55-295X
10.	A Study on Consumer Preference on Raaj Milk in Madurai City.	M.Shanmugapriya S.Mani Bharathi	International Educational Scientific Research Journal	March -2024	E- ISSNNO:2455- 295X
11.	A Study on Consumer Perception Towards on Himalaya Shampoo in Madurai District	M.Shanmugapriya A.Stephan raj	International Educational Scientific Research Journal	March -2024	E- ISSNNO:2455- 295X
12.	A Study on Customer Satisfaction Towards Lakme Products in Madurai City	M.Shanmugapriya Uma maheshwari. K Nalini. R	International Educational Scientific Research Journal	March -2024	E- ISSNNO:2455- 295X
13.	A Study on Customer Attitude towards Horlicks Product in Madurai City	M.Shanmugapriya Jeevanraj. A Viswanath. P	International Educational Scientific Research Journal	March -2024	E- ISSNNO:2455- 295X
14.	A Study on Tourist Opinion in Madurai District	M.Shanmugapriya Prabakaran. M Manikandaprabhu. M	International Educational Scientific Research Journal	March -2024	E- ISSNNO:2455- 295X
15.	A Study on Customer Satisfaction on KFC In Madurai City	M.Shanmugapriya Sivakumar. K Patturaj. P	International Educational Scientific Research Journal	March -2024	E- ISSNNO:24 55-295X
16.	A Study on Customer Satisfaction Towards Service Provided By Axis Bank In Madurai City	M.Shanmugapriya Ragavan. R Songson. S	International Educational Scientific Research Journal	March -2024	E- ISSNNO:24 55-295X
17.	A Study on Customer Satisfaction Towards Online Shopping in Amazon Products in Madurai City	M.Shanmugapriya Suriyarajan. B Shanmugarajeswaran. S	International Educational Scientific Research Journal	March -2024	E- ISSNNO:24 55-295X