

# Ms.S.Kasthuripriya

Assistant Professor

Department of Commerce

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## I. Academic Qualifications:

### Master of Philosophy

- **College** : Sri Meenakshi Govt. Arts College for Women, Madurai
- **Title** : A Study on Exploring the influence of creativity and political skill on Entrepreneurial intention among college students in Madurai.
- **Year** : 2016

### Post-Graduation

- **College** : The American College, Madurai
- **Degree** : Master of Commerce
- **Year** : 2009

### Post-Graduation

- **College** : Madurai Institute of Social Science College, Madurai
- **Degree** : Master of Business Administration
- **Year** : 2014

### Under Graduation:

- **College** : EMGYadava Women College, Madurai
- **Year** : 2008
- **Degree** : Bachelor of Commerce

## II. Teaching Experience:

- *Under-Graduate* : 4 years
- 2014-2015 worked as Lecturer in Madurai Institute of Social, Madurai
- 2016-2019 worked as Lecturer in Padmarajam College of Management, Madurai
- From 2022 has been Working as an Assistant Professor in Mannar Thirumalai Naicker College (SF), Madurai.

### **Area of Specialization**

- *Financial Accounting*
- *Principles of Management*
- *Statistics*
- *Partnership Accounting*

### **III Awards and Honors**

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- Recipient of *The Best Outstanding Outgoing Student Award* of Madurai institution of social science during the 37<sup>th</sup> College Day Function (2015)
- Participated in National Level Management Meet competitions for and won prizes, State Level Inter Collegiate competitions for and won prizes (*First prizes and Second prizes*)
- Presented many papers in various colleges and Universities.

### **IV Co-curricular Activities**

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- Participated one day State Level Workshop On “Appropriate Statistical Tests in Hypothesis Testing” On 4<sup>th</sup> February 2016 organized by Department of Management Studies, (DOMS) Madurai Institute of Social Science, Madurai.
- Participated/Presented a paper in the State Level Seminar on “Corporate Social Responsibility: An Ethical values of Business” jointly Organized by the Department of Management Studies and Department of commerce. Madurai institute of social science, Madurai on 18<sup>th</sup> October, 2013.
- Participated one day UGC Sponsored National Seminar On Entrepreneurship and Social Innovation held on 17<sup>th</sup> March, 2016.
- Participated one day UGC Sponsored National Level Workshop on Quantitative Data Analysis using SPSS held on 18<sup>th</sup> March, 2016
- Worked as NSS representative for students and attended workshop on various awareness programs.
- Participated one day National Seminar on New Dimensions of Management in the Globalized ERA- 2016 organized by Department of Management Studies (DOMS), Madurai Kamaraj University, Madurai.
- Participated in World Heart Day Walkathon for Heart awareness.

## V PublicationDetails

PaperPresentation&Paper Publication:

- A Customer beneficiaries banking service housing loan in maduraicity" in theNational Conference on trends and challenges in Management orgainzed by thedepartment of business Adminstration,ArulAnandarcollege,Karumathur.Feb 2019
- E-HousingloaninmaduraicityintheonedaystatelevelseminaronDigitalLiteraryanditsimpactonindian economy orgainzed by the Department ofcommerce,V.H.N.SenthiikumaraNadar College (A),Virudhnagar.Aug 2019
- Factor Influencing approval of housing loan credit facilities in Virudhnagar -ISBN:978-81-942052-1-0, ond seminar on Evoution of Business Management EthosinIndia"V.H.N.SenthiikumaraNadar College (A),Virudhnagar on sep 2019
- A study on Factor infulencing customer credit in purchasing home with specialreference to madurai city in tamilnadu - ISSN.NO:0022-1945 JICR,Jounrnal,VolumeXI,ISSUE XII (UGC CARE LIST),International Conference at LEAD College ofManagementdhoni,Palakkad,/kerala DEC 2019
- E-Housing Loan in Madurai City” in the First International conference on “EVERGROWING CHALLENGES IN THE BANKING SECTOR” by the Department ofCommerce, Government Arts and Science College,Sivakasi march 2021
- A Study on Housing Loan Provided by Public Sector Banks in Madurai City international Virtual Conference onInterdisciplinary Innovationin AcademicResearchIDIAR 2021 CAPEFORUM- OF BY AND FOR YOU PUBLICATION pg no116 by the Department of Commerce,The American College Nov 2021
- A study on factors influencing customer credit in purchasing home with special reference to Madurai city in Tamil nadu –E.ISSN 2455-3921 paper publication two days international conference on”Global contemporary issues and unlocking innovation in business industry 4.0”(Hybird mode) in V.H.N.S.N College and Managyakarasi college of arts and science for women Department of commerce,<http://:drgrpublication.in/>

- An analysis of the study on challenges and opportunities with special reference to E-marketing in Madurai city has published a research article in the ISBN no: 978-93-92649-83-7 edited book chapter was published on February 2024.
- A study on housing finance in India with special reference to LIC housing finance Ltd Madurai has published a researcher article in ISBN no:978-81-969-406-8-3 edited book chapter was published on February 2024

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#### VI Seminar

- Three days National Seminar on Data Analysis for social science Research & 23 Aug 2019 at V.H.N.senthikumaraNadar College (A) Virudhnagar.
- One day International Seminar on impact of Entrepreneurial Behaviour in Karipatti, Virudhnagar district Oct 2019.
- One day National level Seminar on Promotion of academic integrity and prevention of plagiarism at V.H.N.senthikumaraNadar College (A) Virudhnagar Jan 2020
- Webinar on why academic Journal Publication is important &quot; on organized college of arts and science, Tirupatti 2020
- National Webinar on research methodology jointly organised by SVD Government Degree college (W) Nidadavole, West Godavari District, Andhra Pradesh and Khandesh chapter of English Language Teachers' Association of India on 2020.
- Three day National webinar Seminar on &quot;INNOVATION BUSINESS STRATEGIES AMID COVID - 19 CRISIS&quot; Organized by the Department of Commerce, Sri Kaliwari College (A) Sivakasi 2020
- Unleashing The AHA Moment: Role of Creativity in Marketing Communication conducted by the research Department of Business Administration, V.H.N.Senthikumara college, Virudhnagar Feb 2021
- In collaboration with Organized a National Webinar on Managing Personal Finance and Wealth Creation Organized by Mahindra Arts and Science College (Autonomous), Namakkal in collaboration with Association of Mutual funds in India (AMFI), on 21st March 2022.
- One day National LEVEL WORKSHOP ON CLOUD COMPUTING TECHNOLOGIES IN BANKING

APPLICATIONS ON 15<sup>TH</sup> SEP 2023 AT DEPARTMENT OF COMMERCE ,

V.H.N.senthikumaraNadarCollege(A)virudhnagaTwodaysinternationalconferenceconsumerpsychology–globalscenario2023ICCP-2023on21<sup>ST</sup>&22<sup>ST</sup>September 2023

- Awareness of new banking services among college students with special reference to Madurai city in paper presentation ”Global contemporary issues and unlocking innovation in business industry 4.0”(Hybird mode) in V.H.N.S.N College and Managayakarasi college of arts and science for women Department of commerce, on 24<sup>th</sup> and 25<sup>th</sup> july 2024

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### **.VIIFaultyDevolvementProgramme:**

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S. No	Name of the Professional Development Programme	DateandNo.of Days	Name and address of the Institutionimpartingtraining
1	6DaysNationalLevelFDPOn DigitalTeachingMethodsInHigher Education	28 <sup>th</sup> Aug2021&6 DAYS	Hinusthancollegeofartsand science
2.	Designthinking–aprimer	8Sep2023&1 day	Shrijairambhaipatel institute of business management and cpmputer application,Gandhinagar
3.	Dynamicsofresearch publication	15 <sup>th</sup> -16 <sup>th</sup> Sep 2022 &2days	Mannar Thirumalai Naicker College
4	Consultancyandcorporatetraining	17 <sup>th</sup> march2023 &1day	Mannar Thirumalai Naicker College
5.	Insights of national educational policy(nep2020)	18 <sup>th</sup> march2023 &1 day	Mannar Thirumalai Naicker College
6.	“Mastering the art of research methodology:empoweringthefacilty for excellence”	30 <sup>th</sup> October& 3 <sup>rd</sup> Nov 2023	RajapalayamRajusCollege

### **VIIIInternshipTraining**

Ihadundergone1MonthinternshiptrainingonChristmission hospital



XVII. Acting as Editorial Advisory Board Member

Sl.No	Name of the College	Name of the Book Chapter
1.	Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar	Industry 4.0 Challenges and solutions

