

Name	Mrs.S.SARANYA
Designation	Assistant Professor
Education Qualification	MIB., (Ph.D)
DOB	22.03.1990
Department	Commerce
Teaching Experience	6 years
E-Mail	Saranya.krp@gmail.com
Areas Of Interest	Marketing Management, Business Management
Seminar And Paper Presentation	03
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SEMINAR AND PAPER PRESENTATION

- ❖ Presented paper on the topic **“RECESSION IN BANKING COMPANIES”** in national level seminar organized by Ramu College, Coimbatore.
- ❖ Participated in one day national level seminar on **“Empowering The Youth To Enrich Mankind”** organized by Human Excellence Department, NGM College, Pollachi.
- ❖ Participated in one day national level seminar on **“Technological Development and Employability Opportunity for Young Generation”** organised by park’s college tirupur held on 26.02.2020.

CONFERENCE

- ❖ Presented paper on the topic **“Impact of Entrepreneurship on Indian Economic Growth”** in national level conference conducted by MBA Department, Shri Nehru Maha Vidyalaya, Coimbatore held on 8th January, 2016.
- ❖ Presented paper on the topic **“Changing Landscape Of The Indian Insurance Sector”** in national level conference conducted by MBA Department, Shri Nehru Maha Vidyalaya, Coimbatore held on 8th January, 2017.
- ❖ Participated in two days national level conference about **“changing paradigms in Indian business”** organized by school of commerce and management held on 24th and 25th march’ 2017 at NGM College, Pollachi.
- ❖ Presented paper on the topic **“Impact Of Demonetization (2016) On Indian Economy”** in national level conference organized by department of economics NGM college held on 28th September, 2017.
- ❖ Presented paper on the topic **“Changing Landscape Of The Indian Insurance Sector”** in national level conference conducted by Department of commerce, Karpagam university, Coimbatore held on 27th September, 2017
- ❖ Participated in two days national level conference on “trade and economic development” organised by vivekanantha college of arts and science for women held on 10.02.2020 to 11.02.2020.

WORKSHOP

- ❖ Participated in International Workshop about **“Export Procedure & Documentation”** held on 19th December’ 2014 at NGM College, Pollachi.
- ❖ Presented paper on the topic **“ADVANCED MANAGEMENT CONCEPTS”** in national level conference organized by RVS College, Coimbatore.
- ❖ Attended one day workshop on **“Export And Import Documentation”** conducted by NIMA Merchandising Services, Tirupur held on 7th October, 2015 at NGM College, Pollachi.
- ❖ Participated in one day Workshop **“Case study analysis ”** organized Shri Nehru Maha Vidyalaya, Coimbatore held on 27th September, 2016.

- ❖ Participated in one day international Workshop on **“Current trends in Business Sector”** organized by Department of BBA NGM College held on 03.01.2020.

SYMPOSIUM

- ❖ Participated in state level symposium **“2k17 on Overseas Trade”** organized by PG Department of Commerce with International Business, NGM college held on 16th January, 2017.
- ❖ Participated in state level symposium **“Entrepreneurship in 4G Era”** organized by department of Commerce finance NGM college held on 16th march, 2017

PUBLICATIONS

- ❖ Published Paper on the topic **“A Study on Customers Satisfaction Level and Problems Faced on Amazon. In”** in intercontinental journal of marketing management, volume 3, issue 1, 2016.
- ❖ Published Paper on the topic **“Impact of Advertisement in Buying Behaviour with Special Reference to Coimbatore District”** in intercontinental journal of marketing management, volume 3, issue 1, 2016.
- ❖ Published Paper on the topic **“The Role of FMCG Products among Women Consumer with Special Reference to Pollachi Taluk”** in intercontinental journal of marketing management, volume 3, issue 1, 2016.
- ❖ Published Paper on the topic **“A Study on Customers Buying Behaviour through Amazon. In”** in a journal of intercontinental management research, volume 4, issue 1, 2016.
- ❖ Published Paper on the topic **“Role of Advertisement in Brand Performance with Special Reference to Coimbatore District”** in a journal of intercontinental management research, volume 4, issue 1, 2016.
- ❖ Published Paper on the topic **“The performance of women consumers with FMCG Products with Special Reference to Pollachi Taluk”** in a journal of intercontinental management research, volume 4, issue 1, 2016.
- ❖ Published Paper on the topic **“A Study on Choice of Investment and Investment Behaviour with Special Reference to Pollachi Taluk”** in a journal of intercontinental research, volume 4, issue 1, 2017.

- ❖ Published Paper on the topic **“A Study on Cosmetics Usage Of Girls with Special Reference to Pollachi Taluk”** in a journal of intercontinental research, volume 4, issue 1, 2017.
- ❖ Published Paper on the topic **“A Study on Customer Satisfaction towards Ayurvedic Health Products-With Special Reference to Pollachi Taluk”** in a journal of intercontinental research, volume 4, issue 1, 2017.
- ❖ Published Paper on the topic **“A Study on Customer Satisfaction towards Online News Readers -With Special Reference to Pollachi Taluk”** in a journal of intercontinental research, volume 4, issue 1, 2017.
- ❖ Published Paper on the topic **“Understanding Various Aspects of Investment Preference in Pollachi Taluk”** in a journal of intercontinental management research, volume 5, issue 1, 2017.
- ❖ Published Paper on the topic **“A Study on Preference of Purchasing Cosmetics (with Special Reference to Pollachi Taluk)”** in a journal of intercontinental management research, volume 5, issue 1, 2017.
- ❖ Published Paper on the **“A Study on Consumer Awareness towards Ayurvedic Health Products (with Special Reference to Pollachi Taluk)”** in a journal of intercontinental management research, volume 5, issue 1, 2017.
- ❖ Published Paper on the **“A Study on reading habit of online news readers (with Special Reference to Pollachi Taluk)”** in a journal of intercontinental management research, volume 5, issue 1, 2017.

ONLINE FDP

- ❖ Participated in **“DHRONA The Art of Teaching and Learning for the Nxt Gen”** three days online faculty development programme hosted by Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai held on 11.04.2020.
- ❖ Participated in **"Leader - A real role model"** Three days online faculty development programme hosted by Department of Business Administration, NGM College, Pollachi held on 16.04.2020 to 18.04.2020.
- ❖ Participated in Five days Faculty Development Programme organised by Spoken Tutorial Project IIT Bombay held on 19.04.2020 to 24.04.2020.

- ❖ Participated in International level Faculty Development Program on **“Develop the Ability to Write Research Proposal”** organised by Adarsh Institute of Management and Information Technology held on 24.04.2020.
- ❖ Participated in Five days Faculty Development Program on **“R Programming”** organised by Indo Global Group of Colleges, New Chandigarh & Spoken Tutorial, IIT, Bombay held on 27.04.2020 to 01.05.2020.
- ❖ Participated in International level Faculty Development Program on **“Resent Innovations in Herbal Cosmetics”** organised by PG department of chemistry NGM College held on 12.05.2020.
- ❖ Participated in Three days Faculty Development Program on **"Economic Downturn and Phenomenal Progress"** BBA NGM College held on 14.05.2020 to 16.05.2020.
- ❖ Participated in Four days Faculty Development Program on **“Research Prospects and Promises of Deep Learning in Problem Solving”** organized by PG department of Computer Application NGM college held on 19.05.2020 to 22.05.2020.
- ❖ Participated in seven days faculty Development Program on **“Research Methodology for Beginners”** organized by PG And research department of social work NGM College held on 16.05.2020 to 23.05.2020.
- ❖ Participated in seven days faculty Development Program on **“Implementation of GST in Tally. ERP 9”** organised by Department of Commerce NGM College held on 20.05.2020 to 26.05.2020.
- ❖ Participated in seven days International faculty Development Program on **“Impact of Post Covid-19 Scenario in Banking and Insurance Sector”** organized by Department of commerce - Banking and Insurance NGM College held on 20.05.2020 to 27.05.2020.

WEBINAR

- ❖ Participated in Four days Webinar on **"An Effective Research Paper Writing Skill"** organised by Bhagwan Mahavir College of Commerce and Management Studies, Surat, Gujarat held on 13.04.2020 to 16.04.2020.

- ❖ Participated in Webinar on "**HANDS ON - TALLY ERP 9 REPORTS AND RETURN**" organised by Department of Commerce, SRM Institute of Science and Technology Chennai held on 27.04.2020.
- ❖ Participated in Webinar on National level Faculty Development Program on "**Incubation Manager Approach to Students and Early Stage Entrepreneur**" organised by Department of commerce PSGR Krishnammal College. For women Coimbatore held on 22.04.2020.
- ❖ Participated in International webinar on "**COVID Impacts on Technology**" organised by IQAC & Department of computer science NGM College held on 29.04.2020.
- ❖ Participated in Five days webinar on "**International Business beyond COVID - 19**" organised by Gujarat technological university held on 01.05.2020 to 05.05.2020.
- ❖ Participated in four days webinar on "**Bridging the Gap between Internal & External Communication**" organised by department of English language NGM College held on 08.05.2020.
- ❖ Participated in International webinar on "**SUSTAINABLE DEVELOPMENT**" Conducted by Department of English Language, NGM College on 14.05.2020.
- ❖ Participated in Webinar on "**Insights on Infections and are Diseases**" organised by department of zoology G.T.N. Arts College held on 15.05.2020.
- ❖ Participated in Webinar on "**Transgenic Plant Production - Theoretical & Practical Approach**" organised by Department of biotechnology of vinayaka mission Salem held on 18.05.2020.
- ❖ Participated in Webinar on "**Money Moves in Fluctuating Times**" organised by department of commerce SRM institute held on 18.05.2020.
- ❖ Participated in International webinar on "**Lead with Emotional Intelligence during Covid-19**" organised by Department of computer science NGM College held on 09.05.2020.
- ❖ Participated in International webinar on "**Rock Your Dreams**" organized by Department of English language NGM College held on 18.05.2020.

- ❖ Participated in Three days National Level Webinar on “**Impact of HR Practices during and after Covid’19**” organized by Department of business administration NGM College held on 29.05.2020 to 31.05.2020.
- ❖ Participated in International webinar on “**Time Management**” organized by Department of English language NGM College held on 21.05.2020.
- ❖ Participated in webinar on “**Botanical Bio Prospecting**” organized by Department of Botany NGM College held on 27.05.2020.

E - QUIZ

- ❖ Participated E-Quiz in “**Corona COVID - 19 Awareness quiz**” organised by PG Dept of Chemistry, Nallamuthu Gounder Mahalingam College, Pollachi held on 19.04.2020.
- ❖ Participated E-Quiz in “**Corona COVID - 19 Awareness Campaign**” organised by Guru Nanak College of Arts, Science and Commerce, Mumbai held on 29.04.2020.
- ❖ Participated E-Quiz in “**COVID - 19 Quarantine Awareness Quiz -2020**” organised by Wisdom educational consultancy held on 02.05.2020.
- ❖ Participated E-Quiz in “**COVID - 19 Awareness Quiz**” organised by Hindusthan college of engineering and technology department of management science held on 05.05.2020.
- ❖ Participated E-Quiz in “**General Awareness on Online Quiz**” organized by department of BBA STC College held on 05.05.2020.
- ❖ Participated Online national level awareness quiz in “**Test Your Immunity on Fact Versus Fake News on Covid-19**” organised by SIIMS pollachi held on 09.05.2020.
- ❖ Participated E-Quiz in “**Amitav Ghosh - 2020**” hosted by department of English Sri Krishna Arts & Science College Coimbatore held on 09.05.2020.
- ❖ Participated E-Quiz in “**Quiz Time 20.20**” event organised by department of international business & E cell Sri Ramakrishna College of Arts and Science Coimbatore held on 10.05.2020.
- ❖ Participated “**National Level Awareness E-Quiz on Covid-19**” organised by NGM IQAC & IIC held on 12.05.2020.

- ❖ Participated E-Quiz in **“COVID - 19 Quarantine Awareness Quiz -2020”** organised by AKSHAYA college of engineering and technology held on 15.05.2020.

ONLINE - APTITUDE / CONFERENCE / WORK SHOP

- ❖ Completed online aptitude test on **“Teaching Ability of the Successful Teachers”** organized by PG department of commerce Sree Muthukumaraswamy College held on 06.05.2020
- ❖ Completed the work shop on **”Stakeholders Enrichment Module”** organised by PG Department of Commerce with International Business, held on 25-05-2020 to 29-05-2020.
- ❖ Completed the work shop on **“Collaborator Rejuvenation Programme”** organised by PG department of commerce with international business held on 19.05.2020 - 23.05.2020
- ❖ Participated in workshop on **“Participant Recharge Workshop”** organised by PG department of International business NGM College pollachi held on 14.05.2020
- ❖ Participated in one day international conference on **“Pandemic Pedagogy In Higher Education Of COVID – 19”** organised by bharthiyar university Coimbatore held on 13.05.2020.