

Name : MS.U.DharaniaPriya
Designation : Lecturer
Department : Commerce
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Educational Qualification:

Degree	Subject	College/ University &Place	Year Completed
B.Com	Commerce	Thiagarajar College, Madurai	2012
M.Com CA	Commerce with Computer Application	Lady Doak College, Madurai.	2014
M.Phil	Commerce	Lady Doak College, Madurai	2015

Specialisation in Teaching:

- Marketing
- Cost Accounting
- Financial
Accountancy
- Entrepreneurship
- Business Law

Other Work Experience:

Designation	Institution /Company	Year-From (month/year) To(month/year)
Lecturer in Commerce	Madurai Institute of Social Science, Madurai	15 th June2015 to 20 th Nov2015
Lecturer in Commerce	Lady Doak College, Madurai	22 nd Nov 2015 to 6 th Apr2016

Projects submitted:

1. "Web Enabled Automated Manufacturing System" in M.com on April 2014.
2. "A study on Financial Inclusion with special reference to Arittapati village in Madurai District" in M.Phil on April 2015.

Book Publications:

International level:

"Impact of Globalisation on Indian Financial System", Growth of Venture Capital in India, Vivekananda College, ISSN No: 978-93-80686-90-5, August 2014, Page 64-66.

National Level:

"Higher Education in India-During the Plan Periods", The role of women in Higher Education, MannarThirumalaiNaicker College, ISBN No: 978-93-80686-11-0, August 2014, Page 234-240.

Presentations of paper in National/ State Level Seminar/ Conference:

1. Presented a paper on "Financial Inclusion-A tool for Sustainable Development", State Level Intercollegiate Students' Seminar held on 30th Sep, 2009 at Thiagarajar College, Madurai.
2. Presented a paper on "Customer Relationship Management in Service Industries", State Level Intercollegiate Students' Seminar held on 25th Feb, 2010 at Thiagarajar College, Madurai.
3. Presented a paper on "Service Industries-Changes and Challenges", State Level Intercollegiate Students' Seminar held on 24th Sep, 2010 at Thiagarajar College, Madurai.
4. Presented a paper on "Indian Retail Market- Issues and Challenges", State Level Intercollegiate Students' Seminar held on 20th Feb, 2012 at Thiagarajar College, Madurai.
5. Presented a paper on "Impact of MNCs Entry in the Indian Retail Market", UGC sponsored National Seminar on "Impact of MNCs Entry in the Indian Retail Market" held on 15th and 16th March, 2012 at Thiagarajar College, Madurai.

6. Presented a paper on “The Role of Women in Higher Education”, UGC sponsored National Seminar on “Higher Education in India-During the Plan Periods” held on 22nd Aug, 2014 at MannarThirumalaiNaicker College, Madurai.
7. Presented a paper on “Growth of Venture Capital in India”, one day international conference on “Impact of Globalisation on Indian Financial System” held on 30th Aug, 2014 at Vivekananda College, Madurai.
8. Presented a paper on “An Overview of Change Management in Ford Motor Company”, National conference on “Change Management: A 360 Degree Perspective” held on 16th Sep, 2014 at Kodaikanal Christian College.
9. Presented a paper on “Problems and Challenges of Disinvestment in Public Sector Enterprises”, State Level Intercollegiate Students’ Seminar held on 19th Sep, 2014 at Thiagarajar College, Madurai.

Participations of workshop:

1. Participated in Inter-Collegiate Seminar on “VIYUGAM-Business Strategies in Practice ” held on 27th Aug,2013 organised by V.V.Vanniapermal College for Women, Virudhunagar.
2. Participated in one day international conference on “Impact of Globalisation on Indian Financial System” held on 30th Aug,2014 organised by Vivekananda College, Madurai.
3. Participated in State-Level Seminar on “OMNIPRESENT MARKETING “24x7 Marketing” held on 16th Feb, 2015 organised by Department of Commerce,LadyDoak College, Madurai.