

Faculty profile



Name: Ms.T.S. PRIYADARSHINI

Designation : Assistant professor

Department : Business Administration

Date of Joining: 13/07/2015

E-mail: duda772004@gmail.com

Educational Qualification:

Degree	Subject	Institution	Year completed
BA	English Literature	Fatima College, Madurai	1997
MBA	Marketing	N.M.S.S.V.N College Madurai	1999
M.phil	Management	Madurai kamaraj university	2007
SET	Management	UGC	2016
P.hd	Business Administration	Madurai Kamaraj University	Pursuing

Specialization in Teaching:

- Marketing Research
- Retail Management
- Entrepreneurial Development
- Organizational Behaviour
- Marketing Management
- Advertising and Salesmanship

Specialization in Research: Green Marketing

Work Experience:

Designation	Institution/Company	Year
Assistant professor	The American college, Madurai	2015 to till date

Assistant Professor	Madurai Institute of Social Sciences College, Madurai	2013 to 2015
Assistant Professor	Senthamarai College, Madurai	2011 to 2012
Lecturer	Fatima College, Madurai	2006 to 2007
Lecturer	N.M.S. Sermathai Vasan College, Madurai	2000 to 2005

Administrative / Academic positions (held / currently holding):

- **Member in university paper valuation board from 2004.**
- **Member in question setting board from 2016.**

Articles Published in Journals:

- Contribution of society towards quality enhancement in higher education, 2017, ISBN-978-81-933316-8-2, Shanlax publications,
- Digital Advertising, 2018, ISBN-978-93-87871-67-0, Shanlax publications,
- Innovative Dimensions of Green Marketing , 2019, ISSN-1076-5131, JASC-JOURNALS OF APPLIED SCIENCE AND COMPUTATIONS,
- Green Marketing- An Overview , 2019, ISBN-978-93-81208-34-2, G.K PUBLISHER (DAKSHINI),
- Participation of students in Quality Enhancement Programmes , 2017, ISBN: 978-81-933316-8-2, Shanlax Publications.
- Technological Banking- An Overview , 2016, ISBN: 978-93-84734-39-8, B- DIGEST Publications ,
- Developing Country like India gaining momentum in Entrepreneurship Development , 2018, ISBN: 978-81-931500-2-3,
- Societies contribution towards Quality improvement in Higher Education , 2018, ISBN: 978-81-931500-2-3
- Customer Relationship Management , 2018, ISBN: 978-81-931500-2-3
- An Overview of GST and its impact on small scale industries, 2018, ISBN: 978-81-931500-2-3,
- Strategies that aid to enter International markets , 2018, ISBN: 978-81-931500-2-3,
- Six sigma and its role in Total Quality Management 2018, ISBN: 978-81-931500-2-3.

Conferences / Workshops / Seminars / Webinars (participated/ Presented) :

- Presented a Paper in State Level Seminar on “ Corporate Social Responsibility : An Ethical Values of Business “, 2013.

- State Level Seminar on Youth Involvement in Disaster Management from War to Peace, Presented a Paper titled “ Capacity Building for Risk Reduction “, 2015.
- Seminar on “ Accreditation and Quality Management in Library Services: NAAC and NBA Parameters” organized by Academic Library Association, 2016.
- National Seminar on New dimensions of management in the globalized era-2017 , Presented a Paper titled “People- Work" : Emotion Management Stress and Coping”, 2017.
- National Seminar on Innovative Banking Services- A transformative tool for Business, Finance and Customer Service, Presented a Paper titled “Technological Banking-An Overview”, 2017.
- UGC sponsored National Level Seminar on Total Quality Management in Higher Education, Presented a Paper titled “ Contribution of Society towards Quality Enhancement in Higher Education “, 2017.
- UGC sponsored National Level Seminar on Total Quality Management in Higher Education Presented a Paper titled “Participation of Students in Quality Enhancement Programmes “, 2017.
- National Conference on Prospects of Micro, Small &Medium Enterprises (MSMEs) in Indian Scenario, Presented a Paper titled “Contribution of MSME in Indian Economy “, 2018.
- International Conference on Digital Marketing- A Global Perspective, Presented a Paper titled “Digital Advertising “, 2018.
- International Conference on Innovations in Business and Management, Presented a Paper titled “Innovative Dimensions of Green Marketing – An Overview”, 2019.
- International Conference on Innovation & Emerging Trends in Global Business- Opportunities and Challenges, Presented a Paper titled “ Green Marketing –An Overview”, 2019.
- National Webinar on “Seven Tips to increase Wealth during Economic Slowdown” by EMG Yadava College, Madurai 2020.
- Webinar on “Digital Transformation in Higher Education by using MS teams” by The American college 2020.
- Webinar on “Transition to Online Teaching : Challenges and Preparation” by The American College 2020.
- Webinar on “Online Education a boon or bane- The Pros and Cons” by The American college 2020.
- Webinar on “B +ve“ by The American College 2020.
- Webinar on “Misinformation in Medicine- Myths vs Facts” by The American College 2020.
- Webinar on “Importance of Research and Case study in Higher Education” by The American College 2020.

- Webinar on “Changing Face of Indian Customers and Implications on Marketing” by The American college 2020.
- Webinar on “Management Education: The Challenges of Changing Scenario” by The American College 2020.
- Webinar on “Technology Commercialization” by Kaypeeyes College of Arts and Science 2020.
- Webinar on “Digital Marketing Strategies for E-commerce” by G.T.N Arts and Science College,Dindigul 2020.
- Webinar on “Navigate Financial Crisis during Pandemic” by the American College 2020.

Faculty Development Programmes (Attended) :

- “Time Management” by ICT Academy of Tamilnadu (29/03/16 – 30/03/16)
- “An Overview of GST Transactions in Tally - ERP9” by Kalasalingam Academy of Research and Education (12/07/18 -14/07/18)
- “Principles of Management “ by Panimalar Institute of Technology (18/05/20 -22/05/20)