

## Faculty Profile



**Name :** T.S. PRIYADARSHINI

**Designation :** Head of the Department

**Department:** Department of Business Administration  
The American College, Madurai

**Date of Joining:** 13/07/2015

**E-mail :** priyadarshini@americancollege.edu.in

### 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:**

<b>Designation</b>	<b>Institution/Company</b>	<b>Year</b>
Assistant professor & Head	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 2013
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.**
- **Life Member of CAPE FORUM–YOU TRUST, Tamil Nadu. (Mem. No. LM/079/9/2021) from 2021.**
- **Convener for “International Virtual Conference on Interdisciplinary Innovation in Academic Research” organized by Department of Business Administration, The American College, Madurai & CAPE Forum – You Trust, Tamil Nadu on 02<sup>nd</sup> November 2021.**
- **Editor for “International Virtual Conference on Interdisciplinary Innovation in Academic Research” with ISBN Number: 978-81-953729-8-0 organized by Department of Business Administration, The American College, Madurai & CAPE Forum – You Trust, Tamil Nadu on 02<sup>nd</sup> November 2021.**

**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.
- Green marketing: A psychological study of its impact on Indian customers purchasing pattern. 2021. ISSN: 1022-3301. Vol. XCII-II.
- Green Marketing: A Study on Consumer Perception and Preference, 2021, Vol.VII. ISSN: 2277-7067.

**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.
- International Virtual Conference on “Covid 19 – Recent Updates and Current Advances” by The American College 2020.
- National Webinar on “Seven Tips to increase Wealth during Economic Slowdown” by EMG Yadava College, Madurai 2020.
- National level webinar on “Open Educational Resources during COVID’19” by TERF’S ACADEMY College of arts and science 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 “Challenges in Automobile Sector after COVID -19” by Panimalar Engineering College, Chennai 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 “History of Covid-19 Pandemic” by Jayaraj Annapackiyam college, Theni 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 “Self Awareness and Social Responsibility during Covid 19 Pandemic” by The American College 2020.
- Webinar on “Navigate Financial Crisis during Pandemic” by the American College 2020.
- Webinar on SWOT - COVID19 (Academia - Industry Perspectives) organized by Department of Management Studies, IQAC, MKU 2020.

- National level Workshop on “ICT Competency for Higher Education Teachers “ organized by IQAC, Dwaraka Doss Goverdhan Doss Vaishnav College, Chennai 2020.
- National level Online Curriculum Workshop on BBA and MBA in Rural Management organized by Mahatma Gandhi National council of Rural Education, Hyderabad 2020.
- Webinar on “Lead the life in style” organized by Women’s Forum, The American College, Madurai on 1/2/21.
- International webinar on “The power to change the world “organized by Women’s Forum, The American College, Madurai on 8/3/21.
- International virtual conference on Interdisciplinary Innovation in Academic Research, Presented a Paper titled “Green Marketing “organized by the Department of business administration, The American College, Madurai on 2/11/21.
- International conference on New Dimensions of Management in the digitalized ERA-2021, Presented a Paper titled “A study on choice decisive factors among students in mobile phone selection: a strategic marketing analysis in Madurai on 2021.
- Two Days National Seminar on “Interrogating the Inter-State Border Disputes In Contemporary North-East India”, 24<sup>th</sup> & 25<sup>th</sup> February 2022.
- Webinar on “Digital IT for Career in Corporate” organized by under the Agies of IQAC on 16<sup>th</sup> February to 02<sup>nd</sup> March 2022.
- Webinar on “Career Opportunities in Aviation Industry” organized by under the Agies of IQAC on 16<sup>th</sup> February to 02<sup>nd</sup> March 2022.
- Webinar on “Financial Planning Regarding Investments and Mutual Funds” organized by SRK Institute of Technology in Association with AMFI on 17<sup>th</sup> May 2022.
- Participated in One Day National Level Webinar on “Mutual Funds – A Tool of Prosperity” organized by Sharabasva University and Association of Mutual Fund in India on 20<sup>th</sup> May 2022.
- Participated in the Webinar on “Mind Shift: A New Mantra” organized IFIM College, New Delhi on 17<sup>th</sup> June 2022.
- Webinar on “Financial Empowerment and Career Options in Securities Market” organized by Maulana Abul Kalam Azad University of Technology in association with Mutual Funds India on 21<sup>st</sup> May 2022.

#### **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)
- “Changing Business Strategies Post Covid -19”by Jeppiaar Engineering College (26/05/20 – 30/05/20)
- “Effects of Covid-19 on Indian Business and Post Strategy (01/06/20 – 02/06/20)
- “Art of Teaching Philosophies “ by Bharadhithasan College of Arts and Science (23/07/20 – 25/07/20)
- “E –Contents and ICT tools for Innovative and Effective Teaching & Learning process” by Roorkee College of Management and Computer Applications (08/08/20-14/08/20)
- International FDP series organized by Arignar Anna Govt Arts College (28/7/20-01/8/20).
- “Emerging technologies in structural and fluid modeling and analysis “organized by Malla Reddy College of Engineering and Technology, Hyderabad (30/7/20-1/8/20).
- “Management perspective in research, technology, empowerment “organized by ANJA College (23/9/21-25/9/21).
- “Essential Soft Skills for Impactful Professional Career” organized by Indian Institute of Management & Commerce on 11<sup>th</sup> April 2022.
- “Plagiarism in Academic Research & Author Identifiers” organized by Indian Institute of Management & Commerce on 11<sup>th</sup> & 12<sup>th</sup> April 2022.
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- “Investor Awareness & Education” organised by Sraddha Academy for Financial Education in partnership with the Department of Commerce, The American College, Madurai, from 28th to 30th April, 2022.
- Participated in Two Days Faculty Development Programme on “Ethical Norms of Research Writing and Publications: Scopus Indexed Journals” jointly organized by V.H.N.Senthil Kumara Nadar College (Autonomous), Virudhunagar & Mangayarkarasi College of Arts & Science for Women, Madurai on 16 th & 17<sup>th</sup> May 2022.

### **Conferences/ workshops/ seminars/ webinars (Organised)**

- International Conference on “Interdisciplinary Innovation in Academic Research” at The American College, Madurai (02/11/21).
- One day Workshop on “Success is yours “at The American College, Madurai (04/10/21).
- National webinar on ^ Maintaining Quality Life during Covid Era\* at The American College, Madurai (03/07/21).
- One day Workshop on “Digital Marketing “ at The American College.

### **Awards and Recognition**

- Received “**WOMAN OF EXCELLENCE** “award in the year 2021.
- Received “**BEST TEACHER**” award in the year 2022