

Name : Priyanka V
Staff ID : RCAS02803
Designation : Assistant Professor
Department : Department of Commerce
Experience : 4 Years
Qualification : M.A (Eco), (Ph.D)
Specialization: Economics
Mail ID : Priyanka.cm@rathinam.in



ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D	Environmental Economics	CBM College of Arts and Science	Pursuing
M.A	Economics	PSG College of Arts and Science	2021
B. A	Economics	PSGR Krishnammal College for Women	2019

RESEARCH AND PUBLICATIONS

GRANTS

Title	Agency	Amount	Year	Status
Indian Philosopher Day Celebration	ICPR	40,000	2025	Completed

SEED MONEY

Title	Institution	Amount	Year	Status
Optimising interaction: Enhancing user experience in biometric contactless payments	Rathinam College of Arts and Science	25,000	2024-2025	Completed

Journal Publications

Priyanka V. "A Study on Export Analysis of Coir and Coir Products in India." *Journal of Fundamental & Comparative Research*, vol. ISSN: 2277-7067, June–Dec. 2021, pp. 47–49.

Priyanka V. "Consumer Perception Towards Online Marketing." *Shodhsamhita: Journal of Fundamental & Comparative Research*, ISSN: 2277-7067, June–Dec. 2021, pp. 52–59.

Priyanka V. "A Theoretical Study on Challenges and Benefits of Unschooling." *Shodha Prabha*, ISSN: 0974-8946, Jan.–June 2022, pp. 97–99.

Priyanka V. "A Study on the Consumption of Organic Food in the Period of COVID-19 with Special Reference to Coimbatore City." *International Journal of Scientific Research in Engineering and Management (IJSREM)*, ISSN: 2582-3930, Apr. 2022, pp. 01–05.

Priyanka V. "A Study on Status of COVID on Online Interview in and Around Coimbatore City." *International Journal of Creative Research Thoughts (IJCRT)*, ISSN: 2320-2882, Apr. 2022, pp. 766–768.

Priyanka V. "An Analytical Study on Unemployed Graduates in Coimbatore City." *Shodha Prabha*, ISSN: 0974-8946, Jan. 2023, pp. 01–04.

Priyanka V. "A Study on Multilevel Marketing in Coimbatore City." *Rabindrabharathi Journal of Philosophy*, ISSN: 0973-0087, May 2023.

Priyanka V. "Difficulties Faced by Hostel Students with Special Reference to Coimbatore City." *Shodha Prabha*, ISSN: 0974-8946, May 2023.

Priyanka V. "Impact of Outsourcing on the Organisation Economy – A Critical Look on Ericsson Transmission Planning to India." *Shodhsamhita: Journal of Fundamental & Comparative Research*, ISSN: 2277-7067, July 2023, pp. 162–167.

Priyanka V. "A Study on the Mobilization of Savings Through Mutual Funds in Coimbatore City." *Madhya Bharati - Humanities and Social Science*, vol. 84, ISSN: 0974-0066, June 2023, pp. 159–163.

Priyanka V. "A Study on Brand Loyalty and Customer Satisfaction Towards Himalaya Products." *South India Journal of Social Sciences*, ISSN: 0972-8945, June 2023, pp. 183–188.

Priyanka V. "Green Marketing: A Door to Sustainable Development." *Journal of The Asiatic Society of Mumbai*, ISSN: 0972-0766, 2023, pp. 096–100.

Priyanka V. "Perception Towards Online MOOC Courses Among College Students." *Kanpur Philosophers: International Journal of Humanities, Law and Social Sciences*, vol. X, issue I (I), 2023, ISSN: 2348-8301.

Priyanka V. "Impact of Internet Gambling Among Students in and Around Coimbatore City." **European Chemical Bulletin**, vol. 12, special issue 5, 2023, ISSN: 2063-5346.

Priyanka V. "Customer Satisfaction Towards Artificial Intelligence on Digital Marketing." **Journal of Survey in Fisheries Sciences**, vol. 10, no. 4S, 2023, pp. 3473–3478.

Priyanka V. "A Study on Youths' Insight Towards National Education Policy on Higher Education with Special Reference to Coimbatore City." **International Journal of Cultural Studies and Social Sciences**, vol. 20, issue 01, no. 08, June 2024, ISSN: 2347-4777.

Priyanka V. "A Study on Consumer Expectation & Satisfaction Level of Handicraft Products in Coimbatore City." **Humanities and Social Science Studies Journal**, vol. 13, issue 01, no. 11, Jan.–June 2024, ISSN: 2319-829X.

Book Chapters

Priyanka V A Study on Problem and Prospects of Women Entrepreneurs." Shankara College of Science and Commerce, 14 Sept. 2022. ISBN 978-93-5701-450-2.

Priyanka V Impact of Financial Inclusion in Digital Finance." Shankara College of Science and Commerce, 18 Aug. 2022. ISBN 978-93-5680-807-2.

Priyanka V A Theoretical Study on Digital Marketing and Its Impact." The Paradigm Shift in Consumer Behaviour: The Truth of Consumer and Their Shopping Psychology, Bharti Publications, July 2022. ISBN 978-93-92978-02-9.

Priyanka V Green Marketing: A Move Towards Sustainable Development." Contemporary Issues in Corporate Management, Bharti Publications, Nov. 2022. ISBN 978-93-94779-40-2.

Priyanka V A Theoretical Framework on Factors Influencing Entrepreneurial Intention to Initiate New Ventures." Vivekanandha College of Arts and Sciences for Women (Autonomous), Oct. 2023.

Priyanka V Latest Developments in Commerce and Management." Innovation Online Training Academy, Jan. 2024.

Books

Dr. T.M. Hemalatha.,Ms. V. Priyanka and Mr. P. Sasikumar, "Industry 4.0". Chendhur Publications, 2024.

Ms.V. Priyanka., "Principles of Managerial Economics" Taran Publications, 2024.

Dr. T.M. Hemalatha., Mr. P. Sasikumar., Ms.V. Priyanka., “Human Resource Management”. The Wordsswiggles Publication, 2025.

Dr. T.M. Hemalatha., Ms. V. Priyanka., “Future of Digitalization”. The Wordsswiggles Publication, 2025.

Proceedings

Priyanka V "Impact of Virtual Work Culture on Workers." National Level Conference, Dr. N.G.P. Arts and Science College.

Priyanka V "International Conference on Entrepreneurship and Innovation – Embracing Sustainability Transformation." Global Level Management Summit, The Oxford College of Business Management.

Priyanka V "Role of ICT in Socio Economic Development: Towards a Multi-Dimensional Framework." International Conference, NGM College, Pollachi, ISBN 978-93-95422-15-8.

Priyanka V "Contemporary Approaches to Empower Smart Future through Digitalization." International Conference, SIIMS Standalone Business School.

Priyanka V "Teaching Learning Process in Higher Education – An Analytical Study." National Level Conference (NAAC Sponsored), IQAC, Rathinam College of Arts and Science, ISBN 978-93-9134-736-9.

Priyanka V "Digital Transformation and Its Impact on Education Sector." National Seminar (ICSSR Sponsored), NGM College, Pollachi.

Priyanka V "Work-Life Balance of Women Micro Entrepreneurs in Indian Society after COVID-19 Pandemic." ICSSR Sponsored One-Day National Level Seminar, Bishop Ambrose College.

Priyanka V "Latest Technologies in Banking." ILCCEMII, Angappa College of Arts and Science.

Priyanka V "Diffusion of Blockchain in Insurance Industry: An Analysis Through the Review of Literature." National Level Seminar on “The Future of Insurance India – Faster & Easier”, SNMV College of Arts and Science.

Priyanka V "A Theoretical Framework on Role of MSMEs in the Growth of Economy and Society." Envisioning a Self-Reliant Rural India for Sustainable Economic Development, Nallamuthu Gounder Mahalingam College.

Priyanka V "Strengthening Grassroots: Corporate Foundations/NGOs and Panchayat Raj Institutions Partnership." National Seminar on Multi-Stakeholder Partnership for Sustainable Rural *Development*, The Gandhigram Rural Institute – Deemed University.

PRESENTATIONS

	State Level	National	International
Conference	1	9	4
Seminar	1	6	0

PARTICIPATION

	State Level	National	International
Conference	1	9	4
Seminar	1	6	0
Workshop	3	6	0
Orientation	0	0	0
FDP/PDP	3	34	4

Members in BoS/ Editorials/ Professional Bodies

1. Reviewer in IGI Global chapters and Journals.

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Excellence in Education award	Master Professional Academy	2025
Golden Guru Award	GRT Jewelers	2025