




ARULMIGU PALANIANDAVAR COLLEGE OF ARTS AND CULTURE
(Reaccredited With 'A' Grade by NAAC)
 (Run by Arulmigu Dhandayuthapani Swamy Thirukkoil, H.R & C.E (Admin) Dept. Government of Tamilnadu)
 (A Government Aided College – Affiliated to Madurai Kamaraj University, Madurai)
DINDIGUL ROAD, PALANI - 624601

Department of Commerce		
Name	Dr.V.Pradeepa	
Designation	Assistant Professor	
Qualification	M.Com., M.Phil., MBA., M.Com(CA)., PGDCA., DCPA., UGC – NET & SET in Commerce	
Email id	Pradeepagovind@gmail.com	
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Experience	18 years	
Date of joining	19.01.2015	
No. Of Journal Publication (International)	6	
No. Of Journal Publication (National)	3	
No. Of Conference Attended (International)	4	
No. Of Conference Attended (National)	32	

Academic Credentials

Level	Degree	Specialization	University	Year of Completion
UG	B.Com	Commerce	VLB CAS, Bharathiar University	1997-2000
PG	M.Com	Commerce	PSG CAS, Bharathiar University	2000-2002
M.Phil.,	M.Phil	Marketing	Madurai Kamraj University	2003-2004
Ph.D.,	Ph.D	Marketing	Government Arts College, Bharathiar University	September 2017
Other1	NET	Commerce	University Grants Commission	Nov 2011
Other2	M.Com (CA)	Commerce (CA)	Bharathiar University, School of Distance Education, Coimbatore	2011-2013
Others 3	SET	Commerce	Bharathiar University	2012
Others 4	M.B.A	Finance	Bharathiar University	2007-2009
Others 5	PGDCA	Computer Applications	Bharathiar University	2001-2002

❖ **Detail of Publications**

1. Published an article entitled "Investment Pattern of Investors in Coimbatore – An Empirical Analysis" in **JM International Journal of Finance** in March 2012 issue.(ISSN 2229-6123 Vol – 2 No.1)
2. Published an article entitled "A Study on Consumer's Purchasing Behaviour with Special reference to Non Durable goods in Coimbatore city" in **International Journal of Research in Computer Application & Management** in July 2012 issue.(ISSN 2231-1009 Vol – 2 Issue no. 7)
3. Published an article entitled "Usage of Celebrity advertisements in Television – An Empirical Analysis" in **International Journal of Scientific Research** in April 2013 issue.
4. Article entitled "Women Entrepreneurship in India" in the **State Conference proceedings** entitled Fostering Entrepreneurship Training at SNR Sons College (ISBN NO. 978-93-5087-590-2)
5. Published an article entitled "A study on Consumer Preference towards Ready to eat food products in Coimbatore city" in **Global Research Analysis** in May 2013 issue. (ISSN 2277-8160 Volume 2 Issue 5)
6. Published an article entitled "A study on Consumer Behaviour towards Ready to eat food products in Coimbatore city" in **Journal of Commerce & Management Thought** during July – September 2013 issue. (ISSN 0975-623X Volume IV)
7. Published an article entitled "Customer satisfaction towards SBI Green Channel Counter – An Empirical study" in **International Journal of Informative & Futuristic Research** in October 2014 issue. (ISSN 2347 – 1697 Volume 2 Issue 2 pp 319 – 325)
8. Published an article entitled "Mothers' perception towards pricing pattern of baby foods with special reference to Coimbatore district" in **International Journal of Multidisciplinary Research and Development** in September 2015 issue. (ISSN 2349-4182 Volume 2 Issue 9 pp 498–507)
9. Published an article entitled "Mothers' perception towards the Quality of Baby food products in Coimbatore city" in **Journal of Commerce & Management Thought** during January 2016 issue. (ISSN 0975-623X Volume 7-1,pp 122 -143)

a. Paper Presentations

Sl. No.	Seminar title	Topic	Institution	Period
1	UGC Sponsored National Level Conference on "Introduction of VAT in India"	Impact of VAT in Central & State finance	Erode Arts College, Erode	02-09-05 & 03-09-05
2	UGC Sponsored National Level Seminar on "Prospects & Problems of Indian Agriculture"	Recent Problems & Prospects of Indian Agriculture	Erode Arts College, Erode	22-09-05 & 23-09-05
3	UGC Sponsored State level seminar on "Standardisation & Consumer Protection"	Consumer Complaints & Remedial Measures	PSG College of Arts & Science	23-09-05 & 24-09-05
4	National seminar on "Opportunities & Challenges in Service sector"	Tourism Industry in India	Hindustan College of Arts & Science	30-09-05
5	National seminar on "Rural Marketing"	Rural Marketing	GRD School of Commerce & IB	22-09-06
6	National Seminar on "Liberalisation & Its Impact"	Liberalisation & its Impact on export performance	Karpagam college of Arts & Science, CBE	07-10-06
7	National Conference on	Micro Insurance	GRD School of	16-03-06

	"Insurance Management"		Commerce,CBE	
8	UGC Sponsored State level seminar on "Emerging trends in Insurance sector"	Health Insurance	Mannar Thirumalai Naicker College, Madurai	02-03-06 & 03-03-06
9	National Seminar on " Commerce in competitive market for HR"	Emerging trends in HRD	Kovai kalaimagal College of Arts & Science, CBE	25-02-06
10	State level seminar on "Impact of privatization on service sector"	Problems & Prospects of privatization of Transport sector	PSGR Krishnammal College for Women, CBE	15-02-06
11	National Seminar on "Change Management"	Disaster Management in India	PSGR Krishnammal College for Women, CBE	09-01-07
12	National Seminar on "Issues & Challenges in Higher Education"	Effective Analysis on Permeation possible through change	Emerald Heights College for Women, Ooty	16-02-07 & 17-02-07
13	National seminar on "IT Enabled Business service"	IT Enabled Business service	Fatima college, Madurai	01-03-07 & 2-3-07
14	International seminar on "Emerging Paradigm in Financial services"	Mutual Funds in India	Cauvery College for Women, Tiruchirapalli	07-04-07 & 08-04-07
15	UGC Sponsored National Level Seminar on "Human Rights & Values in Education"	Human Rights & Values in Education	Emerald Heights College for Women, Ooty	28-06-07 & 29-06-07
16	National symposium on "Transpiring Emulations in Management precepts & practices"	Supply chain management	Dr. MGR Janaki college of Arts & Science	13-09-07 & 14-09-07
17	International Conference on "Changing role of Banks – A Global perspective"	Changing role of Banks – A Global perspective	Karpagam Arts & Science College, Coimbatore.	10-01-08 To 12-01-08
18	UGC Sponsored two days International seminar on "Recent trends in capital markets and financial innovations"	Investors exposure towards investment pattern- An empirical analysis	Bharathidasan University, Trichy	19-01-08 & 20-01-08
19	National seminar on "Emerging trends in Management"	The Demon defeated by team building stress	Periyar IMS, Periyar University, Salem	28-01-08 & 29-02-08
20	National Seminar on "The Global Financial Crisis And its Impact on India"	Challenges for Banks	Navarasam Arts & Science College for Women – Erode	07-02-09
21	National Seminar on "Consumer Awareness, Protection and Promotion of Consumer Rights"	Consumer Movement in India	Khadir Mohideen College, Thanjavur	21-02-09 & 22-02-09
22	National seminar on " Global financial meltdown – Causes, Impact & remedies"	Global financial meltdown –Impact in India	Periyar University, Salem	25-02-09 & 26-02-09
23	National seminar on "Role of IT in promotion of Banking Sector"	Internet Banking in India	SNR Sons College, Coimbatore	17-03-10

24	National seminar on "Ecopreneurship"	Ecopreneurship	Nehru Arts & Science College, Coimbatore	21-01-11
25	National Seminar on " Women Empowerment"	SHG & Women Empowerment	Hindustan College of Arts & Science, Coimbatore	24-02-11
26	International Conference on "Marketing Research in the Emerging Global Scenario"	Consumer Purchasing Behaviour	Sri Venkateshwara College of Arts & Science	24-09-11
27	National Conference on "Employer Branding"	Employer Branding	Adithya Institute of Technology, Coimbatore	23-09-11
28	State level conference on "Fostering Entrepreneurship Training – A Path to Success"	Women entrepreneurship in India	SNR Sons college, Coimbatore	28-09-12
29	National level seminar on "Contemporary issues in Business Practices"	Impact of celebrity advertisement on overall brand	Kongunadu Arts & Science college, Coimbatore	29-09-12
30	National Level Conference on Business Sustainability in Globalised Environment"	Employees engagement – A mentor for success	Adithya Institute of Technology, Coimbatore	15-02-13
31	National Level seminar on "Recent Developments in Auditing"	Ethics in Auditing	SNR Sons college, Coimbatore	22-02-13
32	National Conference on "Goals & Priorities for Youth of India"	Goals & Priorities for Youth of India	CMS College of Science & Commerce, Coimbatore	04-01-14
33	National Conference on "Changing Dynamics of E-Commerce"	A study on the Customer perception towards E-banking in Coimbatore city	GRD School of Commerce & International Business, Coimbatore	10-03-14
34	National level seminar on "Problems & prospects of Rural Banking"	Rural Credit Scheme	Dr. NGP Arts & Science College, Coimbatore	18-12-14
35	National level seminar on "Role of Agribusiness in sustainable rural entrepreneurship development"	A Glimpse on Women Entrepreneurship in India	Dr. NGP Arts & Science College, Coimbatore	20-08-15
36	National level seminar on "e-banking in rural economy: Recent trends & developments"	A study on the rural customer's perception towards e-banking in Coimbatore district	Hajee Karutha Rowther Howdia College, Theni	21-01-2016