

Ms. K. Dharshini Priya

Designation : Assistant Professor

Department : Department Of B.Com. (Honours)

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Email ID : dharshinipriya93604@gmail.com

Date of Birth : 07.05.2001

Languages Proficiency

Read : English, Tamil, Hindi, Sanskrit

Write : English, Tamil, Hindi, Sanskrit

Speak : English, Tamil, Hindi

1. Qualification

S. No.	Degree / Diploma / Certificate	Discipline	Name of the Institution	Year of Passing
1.	UG	Commerce	Lady Doak College	2022
2.	PG	Commerce	Lady Doak College	2024
3.	SET/NET	UGC NET – Commerce UGC NET – Commerce	NTA - University Grants Commission	January 2024 December 2024

2. Teaching Experience / Other Experience

S. No.	Institution / Organization	From - To
1.	Fatima College (Autonomous)	19.06.2024 – Till Now

3. Areas of Specialization

- **MARKETING**
- **ENTREPRENEURSHIP**

4. Orientation/Refresher/Training Programmes/FDP Attended

S. No.	Programme	Theme	Organized by	Date
1.	Faculty Induction Programme	Induction	Fatima College (Autonomous),	Aug. 28 - 31,

S. No.	Programme	Theme	Organized by	Date
			Madurai	2024
2.	Faculty Development Porogramme	Well Being	Fatima College (Autonomous), Madurai	Dec. 07, 2024
3.	Faculty Induction Programme	Induction	Fatima College (Autonomous), Madurai	June 09 - 14, 2025

5. National/International Seminars, Workshops, Conferences & Symposiums

S. No.	Programme & Theme	Organized by	Date	Participated/ Presented	Title of the Paper
1.	National Seminar on Research and IPR for Sustainable Development	Fatima College (Autonomous), Madurai	Feb. 15, 2023	Participated	
2.	International Conference on Entrepreneurship and Startup Culture: Nurturing Innovation and Growth	Don Bosco College of Arts and Science, Thoothukudi	July 21, 2023	Participated	
3.	National Seminar on Entrepreneurial Traits and Trends	Fatima College (Autonomous), Madurai	Sep. 29, 2023	Participated	-
4.	International Conference on Commerce and Management in the Digital Age	The American College, Madurai	Jan. 05, 2024	Presented	A Study on the Entrepreneurial Traits Among Post Graduate Students in Madurai City
5.	National Debate	St. Joseph College, Trichy	Feb. 06, 2024	Participated	Impact of AI
6.	National Conference on AI Driven Business Transformation	Fatima College (Autonomous), Madurai	Dec. 12, 2024	Participated	A Theoretical Approach on Impact of Omni Channel Marketing in the Agriculture Sector
7.	National Level 5 Days Online Faculty Development Programme Cum Workshop – Step by Step Guide on Research Writing and Publishing Indexed Journals	Institute for Scholarly Research and Training	Dec. 17 - 21, 2024	Participated	-
8.	State Level Online Workshop – 3 Year Ph. D Strategy	Institute for Scholarly Research and Training	Dec. 28, 2024	Participated	-
9.	National Level Online Workshop on “Foundations of Scholarly Writing and Publishing	Institute for Scholarly Research and Training	June 28, 2025	Participated	-

6. Articles Published in Journals/Proceedings/Magazines/Books

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month/ Year	Vol. No.	Issue No.	Page No.	ISSN	Publisher
1.	Human and Social Science Studies	A Study on Entrpreneurial Traits Among Post	January 2024	13	2319 – 829x	7	-	UGC

S. No.	Journal/Proceeding/ Magazine/Book Name	Title of the Article	Month/ Year	Vol. No.	Issue No.	Page No.	ISSN	Publisher
		Graduate Students Madurai						
2.	Digital Transformation Unlocks India's Potential in Industry 4.0	Consumer Experiences in Phygital Marketing with Special Reference to Madurai City	September, 2024		2455 - 3921	32	-	Dr. BGR Publications

7. CHAPTERS PUBLISHED IN BOOKS

S. No.	Book Name	Title of the Chapter	Year	Page No.	ISBN	Publisher
1.	New Trends of Business, Management & Commerce Studies	Brand Loyalty of Consumers Towards Fast Moving Consumer Goods with Special Reference to Madurai	2023	95 - 106	-	Scripown Publications, New Delhi
2.	International Conference Proceedings on Insure Tech Innovations: Impact of AI and Digitalization on Global Trade Insurance	An Overview on the Customer Centric Digital Experience	March 2025	23-27	-	Multi Spectrum Publications