

Name : Dr. A. Lakshmi Priya., M.Com., Ph.D., D.C.A.,
Designation : Assistant Professor in B.Com Corporate Secretaryship
Date Of Birth : 24.11.1992
Date Of Appointment : 18.6.2024
Address : 2nd street Canara Bank Colony, 5 Sri Balaji Illam, N.G.O A colony. Tirunelveli: 627007
Mobile No : 7010570687
Mail Id : alpriya92@gmail.com

Awards / Achievements

Ph.D Awarded on 26.10.24

Projects received

Research Contributions

Papers presented in the International / Conferences

- ❖ Participated in International Conference on “ Innovative Business Practices of E-Commerce in Contemporary world 4th & 5th February 2022 and Presented in the title of “Analysis on Buyers Fulfilment Towards Organic Food And Beverages” at Loyola College Chennai.
- ❖ Participated in International Conference on “Emerging Trends in Global Business” on 11th & 12th February 2022, Presented in the title of “ Buyers Approach with Regard to Organic Food Commodities An Analysis With Extraordinary Citation To Tirunelveli City” at Aristotle College Hyderabad.
- ❖ Participated in International Conference on “ Sustainable International Conference 25th&26th March 2022 and Presented in the title of “ An Explorative Analysis Towards Evaluation Between Organic Food And Inorganic Food Products With Special Reference to Tirunelveli City at Alagappa University, Karaikudi
- ❖ Participated in International Conference on “Recent Developments and Innovations in Social Science, Arts & Humanities on 22nd April 2022

and Presented in the title of “An Extraordinary Vision of Consumers Choice and Sensitivity For Organic Beverages In Tirunelveli City” V.V.Vanniya Perumal College for Women Virudhunagar.`

- ❖ Participated in International Conference on “Emerging Technologies in E-Commerce And Digital Marketing Opportunities and Challenges” 23.2.23 and Presented in the title of “An Explorative Analysis On Farmers Perception Towards Organic Cultivation With Special Reference to Tirunelveli City” at Sadakathullah Appa College, Tirunelveli.

Papers Presented in National Seminars / Conferences

- ❖ Participated in Multidisciplinary National Conference on “ Vision For India @ 2047” 23rd & 24th February 2022 and Presented in the title of “Impact on Buyer Recognition Towards Organic Cosmetics With a Focus on Tirunelveli City” at Sri Ramasamy Naidu Memorial College Sattur.
- ❖ Participated in National Conference on “Global And Ecological Crisis, Covid Pandemic Issues and Rehabilitation Measures Through The Knowledge Management Approaches For Inclusive Sustainable Development” 14th & 15th February 2022 and Presented in the title of “Impact of India’s Health Care System On The Way To Organic Food For Covid” at St. Joseph College (Autonomous), Tiruchy.
- ❖ Participated in National Conference on “Consumer Rights In India: Challenges and Opportunities” 15th March 2022 and Presented in the title of “ Features Manipulating Indian Buyers Consuming Activities Towards Organic Food Products in Tirunelveli City” at St.John’s College, Palayamkottai
- ❖ Participated in National Conference on “Multidisciplinary Research Perspectives on the challenges of Sustainable Development” 27th May 2022 and Presented in the title of “An Explorative Analysis on Buyers Sensitivity and Fulfilment On the Way to Spontaneous Food Products With An Extraordinary Citation to Tirunelveli City”.

Workshops attended

- ❖ 5 days International workshop on learning statistics in Microsoft Excel “Simple statistics solution and Training Provider” from 7th to 11th June 2021 conducted by Malaysian School of Business Management.
- ❖ 5 days International workshop on learning statistics from 14th to 18th June 2021 “Simple Statistics Solution and Service Provider” conducted by Malaysian School of Business Management.
- ❖ 6 days International workshop on learning statistics and data analysis using SPSS “simple statistics solution and training provider” from 2nd to 7th August 2021 conducted by Malaysian School of Business Management
- ❖ One day National level workshop “Designing sample and deciding statistical tool for reliable research” conducted by Sri Parasakthi College Courtrallam on 10th March 2021.
- ❖ 6 days National level workshop on Faculty Development Programme on Comprehensive Research Methodology from 12th to 18th July 2022 conducted by Maharishi Dayanand College of Arts and Science and Commerce, Mumbai.
- ❖ 10 days National workshop on writing and publishing Research Papers in Scopus and Web of Science journals from 4th to 13th April 2022 conducted by Indian Teacher Education Community Indore (M.P).
- ❖ 2 days workshop on Art of Publishing, Micro Teaching & Panel Discussion Method of Teaching from 24.6.2022 and 25.6.2022 conducted by AMS school of Informatics Hyderabad.

Papers published in the Journals (With ISSN)

- ❖ Journal name: Journal Of Oriental Institute
Title: Analysis on buyers fulfilment towards organic food products owing to Tirunelveli City. (Jan-Mar 2022)
ISSN : 0030-5324 (UGC Care listed)

❖ Journal name: Shodhsamhita

Title: Buyers approach with regard to organic food commodities an analysis with extraordinary citation to Tirunelveli City.

ISSN:2277-7067 (**UGC Care listed**) Mar 2022

❖ Journal name : International Journal of food and Nutritional Sciences

Title: An Extraordinary Vision of Consumers Choice and Sensitivity For Organic Beverages In Tirunelveli City.

ISSN: 2319-1775 (**UGC Care Listed**) Dec 12 2022

❖ Journal name: International Journal of food and Nutritional Sciences

Title: Consumer Brand Reference for Organic Food and Beverages with Particular Reference to City of Tirunelveli

ISSN: 2319-1775 (**UGC Care listed**) Dec 12 2022.

❖ Journal name: Journal Of Optoelectronics Laser

Title: Evaluating the impact of perceived components on food shopping behavior in Tirunelveli City.

ISSN: 1005-0086 (**Scopus Indexed Journal**) May 2022.

❖ Journal Name: Kalahari Journals

Title: An Explorative analysis towards evaluation between organic and inorganic food products with an extraordinary citation to Tirunelveli City.

ISSN : 0974-5823 (**Scopus Indexed Journal**) 5th May 2022.

❖ Journal Name: International Journal of business and administration

Title: Impact on India's Health Care system on the way to organic food for covid pandemic issue

ISSN : 2348-0653 (**ICSSR**) Jan – March 22

❖ Journal Name: International Peer reviewed Access Journal (Langlit)

Title: Impact on buyer recognition towards organic cosmetics with a focus on Tirunelveli City

ISSN: 2349-5189 (**ICSSR**) Feb 2022

❖ Journal Name: Strad Research

Title: An Explorative Analysis on Buyers Sensitivity and Fulfilment on

the way Spontaneous Food Products with an Extra ordinary Citation to Tirunelveli City.

ISSN: 0039-2049 (ICSSR) August 2023

Papers published in the Journals (With ISBN)

- ❖ Book name: Emerging Issues of Russia – Ukraine war and the contemporary challenges of Indian Markets
Title: Features Manipulating Indian Buyers Actual Consuming Activities towards organic food products in Tirunelveli
ISBN: 7849394-725041
- ❖ Book Name: Multidisciplinary Research Perspectives on the challenges of sustainable development
Title: An Explorative analysis on buyers sensitivity and fulfilment on the way to spontaneous food products with an extraordinary citation to Tirunelveli city.
ISBN: 978-93-94428-01-0
- ❖ Book Name: E-Commerce and Digital Marketing Opportunities and Challenges
Title: An Explorative analysis on farmers perception towards organic cultivation with special references to Tirunelveli City.
ISBN:978-93-5913-044-6

INDIVIDUAL BOOK PUBLICATION

- ❖ **Book Name:** Consumer satisfaction and Perception A Special View Towards Organic Food & Beverages
Published by: Multi Spectrum, Kanniyakumari Tamil Nadu
ISBN: 978-81-971077-6-4

Orientation/ Refresher Courses attended

Extension and Extra Curricular Activities

- ❖ 6 Months Diploma Course Completed in Computer Application
- ❖ 6 Months Course completed in Hand works and Soft Toy making
- ❖ 6 Months Course Completed in catering and House keeping Decorations

- ❖ 6 Months Diploma Course Completed in
Cosmetology.

Other Activities

- ❖ **Expert in Pencil Drawing and Pot
painting**
- ❖ **Prizes won in Elocution**
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