

# Sri Vasavi College, Erode.

## Faculty Profile Page Layout

- **Name:** Mrs.P.MOHANAPRIYA
- **Designation:** Assistant Professor
- **Department:** Commerce
- **Contact Details:**
  - Contact Number: 99447 63800
  - Email: mohanapriyabalsamy@gmail.com



### **Tabs/Sections (Expandable or Scrollable)**

- **About**

#### **Brief Bio:**

Currently working as an Assistant Professor in Department of Commerce and acting as a Exam Cell Coordinator & Reserve in BU Examination (Odd Sem) , Naan Mudhalvan & Faculty Development Cell Co-Ordinator. Also Commerce mentor.

<b>Education</b>		
<b>Qualification</b>	<b>Board / University</b>	<b>Year of Completion</b>
HSC	Kalaimagal Kalvi Nilayam, Erode	2008
UG	Vellalar College for Women, Erode	2011
PG	Distance Education, Bharathiar University	2014
M.Phil.	Sri Vasavi College,Erode	2016
B.Ed	Sri Vasavi College of Education, Erode	2021
Ph.D	Erode Arts and Science College, Erode	Pursuing

- **Research**
  - Research Areas/Interests:
    - Public Policy

- Platform Economics
- Finance Interface

❖ **Publications:**

- Mrs. P. Mohanapriya, 2025. A Study On, “The Role Of Green Marketing In Shaping The Future Of Sustainable Commerce”. International Journal of Science, Engineering and Technology. ISSN: 2348-4098, P-ISSN: 2395-4752. <https://www.ijset.in/a-study-on-the-role-of-green-marketing-in-shaping-the-future-of-sustainable-commerce/>

❖ **Book Publications:**

<b>Certifications (if any):</b>			
<b>Title of Certification</b>	<b>Offering Institution</b>	<b>Duration</b>	<b>Year of Completion</b>
Post Graduation Diploma in Computer Applications	Bharathiar University	1 Year	2022

- AI Driven Digital Transformation in Business Strategies for Success, 2025, Yazhli Global Multidisciplinary Research Organization (YGMRO) Tirupur, ISBN: 978-81-962447-8-1 (Chapter 16). [https://drive.google.com/file/d/1Z5Pd6aWUWdn93Xx\\_leGnNEVY7z5NQ8a5/view?usp=drivesdk](https://drive.google.com/file/d/1Z5Pd6aWUWdn93Xx_leGnNEVY7z5NQ8a5/view?usp=drivesdk)

• **Experience**

<b>Total work experience as on (31.12.2025)</b>			
<b>Institution Name</b>	<b>Designation</b>	<b>Period from</b>	<b>Period to</b>
Sri Vasavi College (Self-Finance Wing), Erode	Assistant Professor	01.09.2021	Till date

**4. Achievements**

- Keynote Speaker or Conferences & Seminars Attended / organised:

- One Day International Symposium on “Strategic Financial Planning” Organized by PG & Research Department of Commerce & Commerce (CA), Bharathidasan College of Arts & Science, Erode.
- Five Day FDP on “Empowering Educators Teaching Pedagogy, Research & Innovation Skills” Organized by Selvam Arts & Science College, Namakal.
- National Seminar on “The Impact of Digitalization on Consumer Behaviour” Organized by Department of M.Com (CA) & Department of B.Com, Sri Vasavi College (Self - Finance Wing), Erode.
- Five Days Online FDP on “Integrating Artificial Intelligence in Business & Research Education”, Organized by KSR College of Arts & Science for Women, Tiruchengode
- International Conference on “AI Driven Digital Transformation in Business – Strategies for Success” Organized by PG Department of Commerce & Commerce (CA), Vellalar College for Women (Autonomous), Erode.
- International Symposium on “Embracing Technological Innovation in the Banking Industry: Navigating Challenges and Exploring Growth Prospects” Organized by Department of Commerce (Banking & Insurance), Vellalar College for Women (Autonomous), Erode.
- Seminar on “The Goal of Developed India Role of Insurance Sector” organized by the Department of commerce in association with Insurance Institute of India, Mumbai at Vivekananda Arts and Science college for women, Sankagiri.
- Five Days Online FDP on “Industrial Revolution 4.0 Start-ups for Future”, Organized by Department of Computer Science & Applications, Vivekananda Arts and Science college for women, Sankagiri.
- One Day Seminar on “Research Publication Ethics” Organized by the IQAC of NIFT-TEA College of Knitwear Fashion, Tiruppur.
- Act as a **Keynote Speaker** on “2025 Freshers Orientation Programme” Conducted by Sri Vasavi College (Self-Finance Wing), Erode about the title of “Purpose of learning & Unity built Strength.

## 5. Professional Engagement

- Editorial Work:
  - Role of Digital Transformation in Commerce: Leveraging Technology for Sustainable Growth (ISBN)  
<https://drive.google.com/file/d/1Of0uPvepg-iEndhoCbg6D5r-NWFg28y6/view?usp=drivesdk>
  - Role of Digital Transformation in Commerce: Leveraging Technology for Sustainable Growth (ISSN)  
<https://www.ijset.in/international-conference-role-digital-transformation-commerce-leveraging-technology-sustainable-growth/>