

## **FACULTY PROFILE**

**Name** : **Ms. V. PRIYA**

**Qualification** : **M.com., M.Phil.**

**Designation** : **Assistant Professor**  
**Department of Corporate Secretaryship**

**Years of Experience** : **1 month**

**Email Id** : **priyavelu1984@gmail.com**

**Areas of Specialization** : **Marketing, Accounts.**

### ***Publications***

1. Dimensions and dominant groups of customer perception and attitude towards beauty parlor services.

### ***Presentations***

1. Loyalty, commitment and attitude towards beauty parlor outlets: Customer's perspectives.

### ***Conferences/Workshops/Seminar/Webinars Participated***

1. "Research proposal and publication strategies" Organized by the department of commerce, University of madras, Chennai held on 16<sup>th</sup> July, 2019.
2. National Conference on "Digital Economy: Business Opportunities and Challenges" held on 10<sup>th</sup> Jan, 2019 at University of Madras, Chepauk, Chennai-05.
3. "Mind set: An Effective Stress Management Technique" held on 18<sup>th</sup> Feb, 2019 at University of Madras, Chepauk, Chennai-05.