

FACULTY PROFILE

1. Name: Dr. K. Priyanka
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3. Qualification: M.Com, M.B.A, PhD
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7. Area of specialization: Banking, Entrepreneurship, startups,
8. Research Experience:
 - ❖ Ph.D - A study Problems and Prospects of Startups in Tamil Nadu (2022-2026)
9. No of paper published: 10
10. No. of Papers Presented in the National/International/Seminars/Conferences: 11
11. No. of Seminars/Workshops/Conferences Attended: 11

PUBLICATIONS

- Challenges and Opportunities of Agri Based Rural Entrepreneurs in Sivaganga District, published in South India Journal of Social Science, Vol. 23, No. 6 (Special), ISSN: 0972-8945 (Print), 3048-6165 (Online), November 2025. UGC CARE Listed.
- Entrepreneurship and Sustainable Business Development, published in Journal of Education for Business, ISSN: 0883-2323 (Print), 1940-3356 (Online), October 2025. Indexed in Scopus and Web of Science.
- AI-Blockchain Hybrid Smart Contract Model: Fraud Detection and Immutable Record Keeping in Insurance, published in Journal of Theoretical and Applied Information Technology, Vol. 103, No. 17, ISSN: 1992-8645 (Print), 1817-3195 (Online), 15 September 2025. Scopus (Q4).
- A Study on Rural Startups – Challenges and Opportunities, published in International Journal of Emerging Knowledge Studies, Vol. 03, Issue 02, ISSN: 2583-7354, February 2024. Peer Reviewed Journal.

- Problems and Prospects of Young Entrepreneurs in Sivaganga District, published in Shanlax International Journal, Vol. 11, Special Issue-1, ISSN: 2582-6190, September 2023. Peer Reviewed Journal.
- A Study on Women Entrepreneurs of Digital Startups in India, published in Humanities and Social Science Studies, Vol. 12, Issue 1, ISSN: 2319-829X, June 2023. UGC CARE Group I Journal.
- AS Just Certified or Job Ready: Dual Perspective Study of Student Perception and Employer Expectations, published in Shanlax International Journal of Arts, Science and Humanities, Vol. 13, No. 2, 2025, pp. 69–83. Peer Reviewed Journal.
- Challenges and Determinants of Growth in Agri-Startups in Tamil Nadu, published in Humanities and Social Sciences Communications, DOI: 10.1057/s41599-025-06303-8. Scopus (Q1) Journal.
- Reshaping the Threads of Tradition: Financial Inclusion and Digital Empowerment of Heritage Handloom Entrepreneurs in Tamil Nadu, published in Business, Economics and Management as a Preprint, DOI: 10.20944/preprints202510.1909.v.

WORKSHOPS ATTENDED

- Participated in an ICSSR Sponsored Workshop on Research Methodology and Data Analysis organized by the Department of Commerce, Alagappa University, Karaikudi, from 2nd to 11th November 2022.
- Attended a National Workshop on Research Methodology and Data Analysis organized by Human Behavtics Private Limited, Uttar Pradesh, during 7th–12th August 2023.
- Participated in a National Workshop on Research Data Analysis and Interpretation using SPSS, AMOS and JAMOVİ organized by Manonmaniam Sundaranar University, Tirunelveli, from 25th–31st October 2023.
- Attended a Faculty Development Programme on Capacity Building in Teaching and Research Skills organized by the Department of Commerce, Alagappa University.
- Participated in a National Webinar on Introduction to SPSS organized by Alagappa Institute of Management, Alagappa University.
- Attended a National Workshop on Data Analysis – Surveys and Research organized by RCHUB Educational Academy, Chennai.

- Completed a National Level Workshop and Hands-on Training on SPSS Software for Statistical Data Analysis organized by Digiskills Center, Tamil Nadu.
- Participated in an ICSSR Sponsored Research Methodology Course organized by the Department of Commerce, Alagappa University, during March 2024.
- Attended a Faculty Development Programme on Leveraging Digital Technologies for Circular Economy and SDGs organized by Thiagarajar School of Management during December 2024.
- Completed a Research Methodology Course on Training the Next Generation: Research Methodology for Emerging Scholars to Ph.D. and PDF Scholars in Social Science organized by Osmania University during November 2025.
- Participated in the Faculty Development Programme conducted by SSN School of Management, Shiv Nadar University, during March 2026.

PRESENTATION OF PAPERS

- Problems and Prospects of Young Entrepreneurs in Sivaganga District, presented at the National Seminar on Entrepreneurial Traits and Trends, organized by The Research Centre of Commerce, Fatima College (Autonomous), Madurai, on 29 September 2023.
- Factors Responsible for Woman Entrepreneurships: An Analytical Study, presented at the International Conference on Sustainable Entrepreneurial Dynamism for India-2.0 (ICSEDI-2022), organized by the Department of Alagappa Institute of Management, Alagappa University, Karaikudi, on 29 & 30 September 2024.
- Opportunities of Startups in India, presented at the National Seminar on Independence 2.0 – Achieving Economic Development through Make in India, organized by the Department of Management Studies, K.S. Rangasamy College of Technology, Tiruchengode, on 03 May 2023.
- Problems and Prospects of Young Entrepreneurs in Sivaganga District, presented at the Two-Day National Seminar on Innovative Entrepreneurship for Sustainable Economic Development, organized by the Department of Commerce, Alagappa University, Karaikudi, on 21 & 22 September 2023.
- Problems and Prospects of Startups in Tamil Nadu, presented at the Two-Day International Conference on Business and Finance in Digital Era – Trends and

Challenges, organized by SRM Institute of Science and Technology, on 6 & 7 March 2024.

- Agri-Startups: An Analytical Study, presented at the Two-Day International Conference on Digital Transformation and Change Management for Sustainability, organized by the Asian School of Business, Noida, on 29 & 30 November 2024
- Factors Influencing Entrepreneurial Intention Among College Students in Sivaganga District, presented at the Two-Day International Conference on Circular Economy and Artificial Intelligence for Sustainable Future, organized by Jain Deemed-to-be University, Bengaluru, in association with Cape Peninsula University of Technology, South Africa and Ulster University, United Kingdom, on 2 & 3 December 2024.
- Determination of Success in Startups: Challenges and Growth Strategies, presented at the Two-Day National Seminar on “Empowering Women: Bridging the Gap through Entrepreneurship”, organized by the Department of Alagappa Institute of Management, Alagappa University, Karaikudi, on 13 & 14 February 2025.
- Trailblazing Women Entrepreneurs – Stories of Innovation and Impact in Tamil Nadu, presented at the Two-Day National Seminar on “Empowering Women: Bridging the Gap through Entrepreneurship”, organized by the Department of Alagappa Institute of Management, Alagappa University, Karaikudi, on 13 & 14 February 2025.