

**Auxilium College (Autonomous), Vellore, Vellore District**  
(Accredited by NAAC with A<sup>+</sup> Grade with a CGPA of 3.55 in the 3<sup>rd</sup> Cycle)

## **FACULTY PROFILE**



Dr. M. Balapriya currently serves as Assistant Professor at the Department of Business Administration, Auxilium College (Autonomous), Vellore. She has 15 years of teaching experience. She completed her BBA at Thiruvalluvar University and acquired MBA from Anna University. She obtained her Ph.D in the year 2021 from Bharathiar University. Her research interests include Service Quality Gaps And Its Impact On Customer Satisfaction Towards E-Banking Services in Public Sector Banks. She has published papers in international journals and conferences.

1. Name : DR.M.BALAPRIYA
2. Designation : Assistant Professor
3. Qualification : M.B.A., M.Phil., P.HD., SET(M)
4. Mobile number : 9787870578
5. E-mail id : balapriya@auxiliumcollege.edu.in
6. Teaching Experience : 15 Years 1 Months
7. Area of specialization : Marketing Management and Human Resource Management
8. No. of Papers Published : 6
9. No. of Papers Presented in the National/ International/ Conferences: 8
10. No. of Seminars/Workshops/Conferences organized: 9
11. No. of Books Published/Edited/Co-edited: Nil
12. Responsibilities held :
  - Member in Exam Conduct Committee.
  - Served as Dean of Arts during the year 2017.
  - Marketing Consortium Club, Staff Advisor.
  - Photography Committee.
  - Curriculum Development Cell, 2017.
  - Committee for Student welfare and Co-Curricular Activities.
  - Anti Ragging Committee.
  - Committee for Internal Complaints and Prevention of Sexual Harassment.

- Faculty coordinator for centre for Innovation, Incubation and Start Up.

#### 12. Current Responsibilities:

- Member in Exam Conduct Committee
- Marketing Consortium Club, Staff Advisor.
- Auxilium Business Center, Staff Incharge
- Thennera Project Marketing Incharge
- AICC member

#### 13. Membership in professional bodies:

- Life time Member in Natural Science Foundation –NSF
- Member in AICTE

#### 14. No. of Online Courses completed (Minimum of 4 Weeks) – 5

- Certificate course on R-Programming and SPSS from 9<sup>th</sup> to 13<sup>th</sup> January 2019.
- Online Course for Teachers on Digital Classroom for Teachers course on Computational Intelligence research Foundation (CIRF) held on 13<sup>th</sup> -14<sup>th</sup> April 2020.
- “Leadership and Emotional Intelligence” Indian School of Business, Coursera, 28<sup>th</sup> May 2020.
- “Introduction to international Criminal Law” by Case Western Reserve, Coursera, 31<sup>st</sup> May 2020.
- “Advertising and Society” by Duke University, Coursera, 31<sup>st</sup> May 2020.

## **PUBLICATIONS**

### **Publications in Journals**

- “Buying Behavior of Women”, Bonfring international journal of industrial engineering and management science, ISSN 2250-1096, March 2017, Vol-7, Special issue II, Pg :285-288.
- “A study on the strategies adopted by the Sky Channel in attracting the viewers and competing with the viewers and competing with the other regional channel” was published in the emperor International Journal of Finance and Management

research in the International Conference, organized by the PG and Research Department Business Administration, Sacred Heart College, Thirupattur-635 601 on January 2018. ISSN 2395 – 5929. Page No 152 – 156.

- “A Review On Service Quality Gaps And The Level Of Customer Satisfaction In The Indian Overseas Banks With Special Reference To Vellore City” was published by INTERNATIONAL JOURNAL OF RESEARCH AND ANALYSTICAL REVIEWS (IJRAR) with E-ISSN NO: 2348-1269 with Vol.No.6,Issue 2, June2019, Page Nos. 903-909 and year of publication 2019.
- “A Comparative Study On The Customer Preference And Expectation Towards The Functioning Of E-Channels At Public Sector Banks In Vellore City” was published by SURAJ PUNJ JOURNAL FOR MULTIDISCIPLINARY RESEARCH (SPJMR) ISSN NO: 2394-2886 with Vol. No 9, Issue 6, 2019. Page Nos. 856-863 and year of publication 2019.

#### **FDP’s/ Seminars/ Workshops/Webinars**

1. FDP on “Innovative Teaching Methodology For Outcome Based Education”  
On 7<sup>th</sup> -10<sup>th</sup> May,2014
2. “Capacity Building Programme On International Opportunities for Academicians and Young Professionals” on 8<sup>th</sup> December 2017.
3. FDP on “Enriching and Enhancing the effective of Teaching using 21<sup>st</sup> Century Skill Sets” on 5<sup>th</sup> to 7<sup>th</sup> June 2019.
4. FDP for young faculty of Colleges and Universities” Organised by St.Christoper’s College of Education, Funded by United Board for Christian Higher Education in Asia on 10<sup>th</sup>-14<sup>th</sup> January 2020.
5. Creation of Webinars during Covid-19 Pandemic, Little Flower College on 15<sup>th</sup> April 2020.
6. Changes in higher education sector and strategies for management education in India, Business standard learning on 6<sup>th</sup> May 2020.
7. Data analysis& visualization of Covid, Jerusalem College of engineering, Chennai & CIRF on 7<sup>th</sup> May 2020.

8. Resilient Business Strategies: Preparing for pandemic world, Sri Ramakrishna College, Coimbatore on 14<sup>th</sup> -16<sup>th</sup> May 2020.
9. Data science- research opportunities, Sri Ramakrishna College, Coimbatore on 21<sup>st</sup> May 2020.
10. International FDP Synergia to Revitalize Reform and Refresh Ourselves as Agents to Ensure Quality Education, Department of Business Administration- Auxilium College, Katpadi on 1<sup>st</sup> -7<sup>th</sup> June 2020.
11. International FDP” Evolving Best Teaching and Learning Practices in the Pandemic Era”, Auxilium College, Katpadi on 15<sup>th</sup>-21<sup>st</sup> June 2020
12. Two weeks Capacity building programme for faculty of Social sciences organized by department of Commerce, Manonmaniam Sundaranar University, Tirunelveli on 15<sup>th</sup> -29<sup>th</sup> December 2021.
13. Two weeks FDP in Entrepreneurship programme organized by Department of science and Technology, Government of India, New Delhi on 3<sup>rd</sup> -15<sup>th</sup> April 2023.

**Training Programmes attended:**

1. Completed the training course on 5S Philosophy, Certified by BMQR Certification Pvt, Ltd.
2. Entrepreneurship Orientation Programme , Certified NSIC Technical Services Centre.
3. Training Programme on Academic Leadership, Pandit Madan Mohan malaviya National Mission on Teachers and teaching (MHRD, Government of India).