



**VELUMANOHARAN ARTS AND SCIENCE COLLEGE FOR WOMEN**  
**"EMPOWERING WOMEN FOR CHANGE"**  
(An Educational Initiative under Velumanoharan Health and Educational Trust)  
(Affiliated to Alagappa University, Karaikudi, Recognized by UGC under Section (2f))  
*Marappalam, Peravoor Post, Ramanathapuram.*



**Name:** Mrs.M. Sivapriya

**Designation:** Assistant Professor

**Department :** Commerce with Computer Application.

**Qualification:** M.Com., M.Phil., PGDCA., (Ph.D).

**Research:**

- In Ph.D., TITLE - A research proposal on the topic "VALIDATING COMBINED BRAND EQUITY MODEL OF AAKER AND KELLER" for the admission to the Ph.D. programme in Commerce submitted to BHARATHIDASAN UNIVERSITY, Trichy
- In M.Phil - TITLE: A Study on Brand Switching of Herbal Skin Care Products in Tiruchirappalli District.

**Teaching Experience:** 8 years

**Publications:** Scopus – 3 Book Chapter - 2

**Awards & Achievements:**

- Certified Internal ISO Auditor for the esteemed Institution in Trichy from 2021-2024.
- Certified IQAC Member in Sathyabama University.

**Organised:**

Two Days Smart Hackathon in Sathyabama University.

**Attended:**

- International Seminar, Workshop, FDP, Webinar – 17
- National Seminar, Workshop, FDP, Webinar – 22
- MHRD MOOC Course – 1
- NPTEL – 2

**PROFESSIONAL BODY MEMBERSHIP** - Life Time member in Indian Accounting Association since 2022.