

D.Divya , Assistant Professor in M.Com IB, NGM College , Pollachi

Paper Presentation Details

1. Presented a paper on Microfinance and Financial Inclusion in a UGC Sponsored National seminar held at Emerald Heights College for Women Udthagamandalam during 21.3.2012 to 22.3.2012
2. On 29.9.2012 Presented a paper on Technological Development in Banking Sector in a National seminar held at Kongunadu Arts and Science college
3. On 06.09.2013 Presented a paper on Role of RBI in Financial Inclusion in the National Seminar held at Dr.N.G.P Arts and Science College.
4. On 19.1.2017 Presented a paper on Green Marketing in the National seminar held at Jamal Mohamed College.
5. On 15.02.2017 Presented a paper on Demonetisation paved way for Digital Payment System in the National Conference held at Sree Saraswathi Thyagaraja College.
6. Presented a paper entitled Role of MSME in Economic Development of India in the two day National Conference held at NGM college during 24th and 25th March 2017
7. On 24.1.2018 Presented a paper on Corporate Social Responsibility accounting in the National Conference held at Sree Saraswathi thyagaraja College.
8. On 14.02.2020 Presented a paper on Start Up India- A Glance on Popular Scheme of Government in the National conference held at Sree Saraswathi Thyagaraja College.
9. Presented a paper on Cryptocurrency - its Workings and Challenges in the International Conference held on 16th & 17th Feb 2022 at KPR College of Arts and Science and Research.
10. Presented a paper titled Challenges of Women Entrepreneurs During Covid-19 And Post Covid-19 in a two day ICSSR -SRC Sponsored Online National seminar held at Annamalai University on 22 & 23 September 2022
11. On 12.10.2022 Presented a paper on Technology Innovation in the Insurance Industry in the national level seminar held at Sri Ramakrishna college of arts & science.
12. On 19.10.2022 Presented a paper on Role of ICT in Organisation and Education in the ICSSR sponsored National Seminar held at NGM College,Pollachi
13. Presented a paper on Green Product and Green Marketing Strategies in India - An Overview in the International Conference held at SIIMS ,pollachi during 24 & 25th November 2023

14. Presented a paper on Blended Learning Environment and its Model : A Glimpse in the Two day ICSSR Sponsored National seminar held at NGM College on 30.1.2023 & 31.01.2023
15. Presented a paper titled Impact of Digital Learning in India in the Two day National Seminar held at NGM college, on 8th & 9 th February 2023
16. Presented a paper titled Challenges in Integrating Technology in Education in the ICSSR Sponsored National seminar held at NGM College on 3rd March 2023
17. On 21.7.2023 Presented a paper on Experiential Learning and Skill development in NEP 2020 in the ICSSR Sponsored National Seminar held at NGM College.
18. Presented a paper on Skill Development Schemes through National Skill Development Corporation in the ICSSR Sponsored National seminar held at NGM College on 2ng August 2023
19. On 4th August 2023 Presented a paper on Women Empowerment in India in the ICSSR Sponsored national seminar held at NGM College
20. Presented a paper titled A Glimpse on New education Policy 2020 in the ICSSR Sponsored National Seminar held at NGM college on 10th August 2023
21. On 6th October 2023 Presented a paper on Strategies for Sustainable development in India – An Overview in the ICSSR Sponsored National Seminar held at NGM College
22. Presented a paper on Self Sustainable in Agriculture in ICSSR Sponsored National seminar held at NGM College during 12th & 13th October 2023
23. Presented a paper on Role of Financial System and Economic Development in the Two day International Conference held at SIIMS, Pollachi on 7th & 8th December 2023
24. Presented a paper on Synergizing Business Analytics and operational research for enhanced decision in the two day national conference held at NGM College, on 10th & 11 January 2024
25. On 09.02.2024 presented a paper on Digital Inclusion in rural Communitied with special reference to Pollachi taluk in the ICSSR Sponsored National seminar held at Sree Saraswathi thyagaraja college, Pollachi
26. Presented a paper titled Navigating Digital Transformation : Challenges and Opportunities in Logistics Industry in the ICSSR Sponsored National seminar held at NGM College on 19th July 2024

27. On 6th Sep 2024 Presented a paper titled Sustainable Development Goals For Entrepreneurship Development in the ICSSR Sponsored National seminar held at Sri Ramakrishna College of arts & Science.
28. Presented a paper on Artificial Intelligence in Banking: Transforming the financial sector in the International Conference held at Kovai Kalaimagal College of arts and science on 20th September 2024
29. Presented a paper on Vikshit Bharat 2047 : A Vision for Sustainable Agricultural Transformation in India in the ICSSR Sponsored National seminar held at PSG College of arts & Science on 9th December 2024.

Participation details

1. Participated in State level Symposium on Overseas Trade held at NGM College on 3rd January 2017
2. Participated in National Level Symposium on E-Business & E-Commerce - Its Emerging Trends held at NGM College on 23.08.2017
3. Participated in One day International Seminar on Winning the Business War- A Passport to Success held at Sri G.V.G Visalakshi College for Women on 14th December 2018
4. Participated in One day International Seminar on Asian Tiger and Indian Lion - Economic Growth and Development held at NGM College, on 05th March 2019
5. Participated in National symposium on Indian Economy & Digital Marketing held at KPR College of Arts & Science on 30th August 2019
6. Participated in International E-Conference on Strategies & Challenges in Higher Education during COVID-19 Lockdown Period in India with reference to the World held at Government Vidatbha Institute of Science & Humanities on 15th - 17 th May 2020
7. Participated in two days Virtual International Conference on Pandemic and Business Sustainability held at Dr.N.G.P Arts & Science college, on 21st & 22nd October 2021
8. Participated in two day seminar on The Importance of Outcome Based Education In a Modern Educational Setup organised by IQAC, Hindusthan Institute of Technology on 21st & 22nd September 2022
9. Participated in National seminar on Inclusive Growth and Women Empowerment through Rural Entrepreneurship held at NGM College on 05.04.2023
10. Participated in International Conference on Commerce 3600 held at Sree Narayana Guru College on 21.7.2023

Publication details

1. Published an article titled Influencing Factor of Patients towards Private Multi speciality Hospitals in Coimbatore in Indian Journal of Applied Research (IJAR) , June 2017, Vol.7, Issue -6, IF : 4.894. 541 -543.
2. Published a chapter on M-banking in a book titled Recent trends in commerce and management” ISBN - 978-81-956364-8-8. Yuvakshetra publication, April 2022
3. Published an article titled Awareness ,Usage and Challenges faced by consumers of Green Personal care products in the coimbatore district in the UGC Care Group – 1, Shodhak : A Journal of Historical Research , ISSN 0302-9832 ,Volume 53, Issue 02, May -August 2023, 67-73.
4. Published an article titled Green Practices among young adults in Coimbatore district in UGC care Group I , Humanities and social sciences ,Vol.12 , Issue 2 , No. 7, July – Dec 2023 ,ISSN -2319 -829X , 172 -178.
5. Published an article titled Dietary Preference Of Millet Consumption With Special Reference to Udumalpet Taluk , in the UGC care Group 1 Journal , Madhya Bharti - Humanities and social sciences, Vol-85 No. 8, January–June: 2024, 62 -73
6. Published an article titled Problems and Prospects of Agriculturalists with special reference to Pollachi taluk in UGC care Group 1 Journal , Madhya Bharti -Humanities and social sciences Vol-85 No. 8, January–June: 2024, 74 -84.
7. Published an article titled Repurchase Intention of Nestle Products with Special Reference to Udumalpet Taluk (Beverage, Breakfast Cereals, Dairy, Food and nutrition Products) in Madhya Bharti -Humanities and social sciencesVol-85 No. 8, January–June: 2024, 85 - 92.
8. Published an article titled Buying Behaviour of consumers towards Himalaya personal care products in Pollachi, in the UGC care Group 1 Journal , Madhya Bharti -Humanities and social sciences, Vol-85 No. 13, January–June: 2024, 10-17.
9. Published an article titled Assessing Herbal supplement usage: Influence of socio-demographic variables, IPE Journal of Management , Vol 14 , No.6 , July- December 2024 , 159 -165.