



Faculty Profile Template for Website

Basic Details:

Name: Dr.K.Priya

Designation: *Associate Professor*

Area: Finance & Business Analytics

Affiliation: Faculty of Management, SRM Institute of Science & Technology, Ramapuram, Chennai-600089

Phone No:

Email id:priyak1@srmist.edu.in

Education:

- Ph.D(Management),SRM Institute of Science & Technology, Chennai, 2021
- UGC(NET- Management), December 2018
- M.B.A(Finance & Systems), Crescent Engineering College ,Anna University, May 2007
- B.E(Electronics and Communication), Bannari Amman Institute of Technology, Anna University, May 2005

Other Details:

Course: Completed NPTEL Course on Investment Management, Business analytics, Stress Management, Financial Institutions & Markets, Leadership, Managerial decisions, Corporate Social Responsibility

Research Interests: Predictive analytics, Visualization, Stock markets, Banking management

Selected Publications: *(To be listed in reverse chronology, i.e., starting from latest)*

- K Priya, A Sivan(2025) , Quantum Computing and Risk Prediction Accuracy: An Analysis of IT Companies' Risk Appetite, International Journal of Business & Research
ISSN No - 1751-2018(Scopus Indexed) ,pg no : 111-139 .DOI: [10.1504/IJBSR.2025.145483](https://doi.org/10.1504/IJBSR.2025.145483)(**Scopus Indexed**)
- Dr. K.Priya, Dr. P.Jyothi, Dr. V Mohana Sundari, Raghavendra Prasad, Megha Jagga,
Dr. Anjana R. Bunkar (2024) Collaborative Platforms for Research Support in Academic vaccination among rural students Libraries, Library Progress International, Vol.44 No. 3, Jul-Dec 2024: P.9330-9343, ISSN 2320 317X

- Dr.Sowmiya.M , Dr.K.Priya,Dr. D.K.Hemamalini ,A Study on relationship between internal branding and employee affective commitment in the banking sector, *The Bioscan*, 19(2): S.I (1), 413-416, 2024
- Swetha M, G Divya Lakshmi, Antony Amalesh , N Harshini (2024),A study on cost control and reduction at rane engine valve limited, *Asian And Pacific Economic Review*, ISSN NO:- 1000-6052 DOI10.6084/m9.figshare.26198327(ABDC Journal)
- M.Bhuvana, K.Priya, Suresh V, Jyothi Palukuri, Prem Kumar B (2023),Machine Learning Algorithm to identify hesitancy towards covid-19 vaccination among rural citizens under e-governance initiatives , *International Journal on recent and innovation trends in computing and communications* , ISSN No : 2321-8169, Volume 11, Issue 10, Page no :524-30
- JayaPriya , Pooja , Priya K, (2023), Finance performance of Ashok Leyland Pvt Ltd , *South India Journal of social sciences*, XXI, 28
- Priyanka , Gagan & Priya K (2023), Product research using consumer analytics to understand the target market for an uncoming mobile application for NRI ,*Education & Society*, 47, 2278-6864
- Premkumar B , Priya K & Suresh V (2022)Insights from global Success Stories of Social Entrepreneurship and review of social entrepreneurship transformation, *SCMS Journal of Management*, XIX, 3, 0973-3167(**Scopus Indexed**)
- Premkumar B , Priya K & Suresh V(2022) Fundamentals of CSR, Role of Universities , global trends and Case insights on CSR Practices in India, *Specialis Ugdymas/ Special education*, 1, 43, 1392-5369
- Priya K & Premkumar,(2021) Can macroeconomic variables predict China's stock market returns ? Evidence using Cointegration approach, *Journal of Xi'an Shiyou University, Natural Science Edition*, 17, 12, ISSN : 1673-064X
- Priya, K., Ramachandran, T. & Prem Kumar, B(2020). Stock market interaction with US Dollar exchange rates using panel data analysis: Evidence from BRIC countries. *J. Adv. Res. Dyn. Control Syst.* 12, 255–264 (**Scopus Indexed**)
- Priya, K., Ramachandran, T. & Sundar, C.(2020) Macroeconomic indicators and their linkages with bse sensx index: Causality analysis and vector error correction model. *Test Eng. Manag.* 83, 9020–9030 (2020). (**Scopus Indexed**)
- Priya, K., Ganesh, N. & Balaraman, P.(2019) Basics of business model, emerging Fintech & case insights on Gojek business model. *Int. J. Eng. Adv. Technol.* 8, 1837–1842 (**Scopus Indexed**)
- Ganesh N, Premkumar Balaraman, Priya.K(2019), Theoretical Insights on E-Government and Global Trends in E-Governance Technologies & Applications . *International Journal of Engineering and Advanced Technology (IJEAT)* ISSN: 2249-8958, Volume-8 Issue-5
- Ms.K.Priya ,Dr.P.Jyothi, Dr.S.Vijayarani, (2019), “Employer Branding of Information Technology :Perception of college students”, *Review of Research-International online Multidisciplinary Journal*, Vol.1, Issue.2, PP. 56-62, ISSN:2249-894X.
- Ms.K.Priya , Dr.P.Jyothi, Dr.S.Vijayarani (2019), “Cracking The Glass Ceiling:Through Individual and Cultural Factor”, *Review of Research-International online Multidisciplinary Journal*, Vol.1, Issue.2, PP. 219-226, ISSN:2249-894X
- Premkumar.B., Priya.K., Tsega.G., Gebremeskel B., (2018). Performance Appraisal Fundamentals, Practices and Challenges in Public Sector: Case of Adigrat Town, Ethiopia. *Business Ethics and Leadership*, Volume 2, Issue 4, 2018. DOI : [http://doi.org/10.21272/bel.2\(4\).18-34.2018](http://doi.org/10.21272/bel.2(4).18-34.2018) (ICV = 59.13)
- Premkumar.B., Priya.K ., Gebremeskel B.,. (2018). E-Learning Trends, Technologies and Case Insights of Student E-Readiness from Ethiopia. *Research Explorer*. Vol VI, Issue 17 (April), pp.153-161. ISSN-22501940 (P) / ISSN-23491647 (O). (CIF = 3.655, IRJIF = 2.78). Available at <https://iaraindia.com/wp-content/uploads/2018/10/000-wrapper-merged.pdf>
- Priya K .,Premkumar B, (2016). Skill Gap Analysis and Training Needs in Indian Aerospace Industry. *Journal of Airline and Airport Management*, 6(2), 115-132. [Online ISSN: 2014-4806 – Print ISSN: 2014-4865] [Index Copernicus - ICV:7,03 points] Available at: <http://www.jairm.org/index.php/jairm/article/view/56/97>
- Premkumar.B, Priya.K. (2016). Factor Analysis of Organizational Stress Causes in IT Personnel in India. *International Journal of Pharmaceutical Sciences Review and Research*. Volume 37, Issue 1, March - April 2016, Article No. 12, Pages: 64-70. eISSN: 0976-044X; CODEN: IJPSRR. [**Scopus Indexed**] URL: <http://globalresearchonline.net/journalcontents/v37-1/12.pdf>

- Priya. K. .,Premkumar.B. (2015). An Introspection of E Governance Trends and best practices. *International Journal of Business Intelligence & Innovations*. Vol.1, Issue 2, Oct ed, pp. 158 – 160.[ISSN 2348 4705].
- Priya.K.,Premkumar B, Kalpana B. (2014). Entrepreneurship in Emerging Economies: Global Lessons, Success Stories from India. *24th International conference conducted by International Business Information Management Association (IBIMA), Milan, Italy*. [ISBN: 978-0-9860419-3-8], **Scopus & Thomson Reuters Indexed.**
- Priya.K .,Premkumar.B.,. (2012). Green Marketing & Brands – Insights. Proceedings of the *International Conference on Innovative management strategies for emerging business paradigms*, Vol.2, pp.40 – 41, ISBN 978-81-909038-1-3, Adaikalamatha Institute of Management, Thanjavur, INDIA.
- Priya, K.,Premkumar, B., (2010). Information System Security Trends & its Impact. *National conference on Role of Information Technology in Management*, Sri Chandrababu Jain College, Chennai.

Academic Experience:

Associate Professor, SRM Institute of Science & Technology, Ramapuram,**Oct 2023-Till Date** Assistant Professor(SG),SRM Institute of Science & Technology, Ramapuram,**Dec 2020- Sep 2023**

Assistant Professor(OG),SRM Institute of Science & Technology, Ramapuram, **June 2009-Nov 2020**

Other Professional Experience:

Assistant Manager, HDFC Bank, **Aug 2007-April 2009**

Achievements and Awards:

University 12th Rank holder in MBA ,2007

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