

Dr. S.NEELIMA

Associate Professor
Head KPRCAS Lead Consultancy & Training
Department of BBA CA,
School of Management

Qualification : MBA.,M.Phil., M.Com.,Ph.D, UGC NET
Experience : **Teaching** : 19.2 Years
Research Areas : Investment Management, Portfolio construction,
Financial and Risk Management.



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Academic Qualifications

Course	Name of the Institution	Board/ University	Year of Passing	Percentage of Marks
Ph.D.	Krishna University	Krishna University	2019	Commended
Ph.D.	Dravidian University	Dravidian University	2017	Commended
M.Com	Sri Venkateswara University	Sri Venkateswara University	2014	66.7%
UGC NET	UGC		2012	
M.Phil	Sri Venkateswara University	Sri Venkateswara University	2008	66%
MBA	SPMVV	SPMVV	2006	72.3%



PROFESSIONAL QUALIFICATION

NET Qualified 2012 (National Level Eligibility Test for Assistant Professors)



RECEIVED FROM GOVERNMENT AGENCY

S.No	Agency	Programme	Date	Position
1	Reserve Bank of India	One day workshop on “Fin Tech: Block Chain & Crypto Currency”	22.07.2022	Co-Ordinator



Academic Positions @ KPRCAS

- Associate Professor & Head, KPRCAS Lead Consultancy & Training.
- Associate Professor and Head-Department of BBA CA
- Associate Professor and Head – Department of B. Com with Banking & Insurance



AWARDS

- ◆ Received Best Mentor Award in KPR College of Arts Science and Research during the year 2024.
- ◆ Received 100 % Result Producing award” in KPR College of Arts Science and Research during the year 2023.
- ◆ Received funding from RBI to organize one Day workshop on Fintech: Block chain and Crypto currency and Generated Income of Rs 75,000 to the Institution.
- ◆ Received Best Academician of the Year Award from Cognizance Academy, MHRD Coimbatore Chapter on October 2021.
- ◆ Received Best Paper Award in the National Seminar on Indian Business in Pandemic Times, organized by ICBM-SBE, for the title “Importance of Financial Literacy for individual during Covid-19” Hyderabad on July 7 th ,2021.
- ◆ Received Best Faculty Award in the year 2019 , Bandari Srinivas Institute of Technology-2018.
- ◆ Received Best Teacher award for 100% results, SVTM. 2015.
- ◆ Received University Topper in MBA Finance in 2007.



Professional Services

- ◆ Acted as an Examiner for Internship Viva Voce at Karpagam on October 25, 2024.
- ◆ Conducted Guest Lecture Series I and II on Cost and Management Accounting for III BBA CA students at KPRCAS.
- ◆ Conducted a Guest Lecture on LPG on October 22nd,2024.
- ◆ Organised Workshop on Big Five personality Traits on 2.02.2024
- ◆ Organised Field visit to Dharani Herbals, Puliampatty in the month of August,2024.
- ◆ Acted as a Module leader for Logistics and Physical Distribution, taught this paper for Brittany University, UK hybrid mode for two bathces from June 2022, to December 2023.
- ◆ Acted as an Examiner for Bharathiar University in November 2023.
- ◆ Acted as a resource person for a lecture series on Security Analysis and Portfolio Management at Adithya School of Business Management, Coimbatore in the month August , September and October months in the year 2023.
- ◆ Organised Guest Lecture on Micro Economics by inviting Professor Dinara R. Orlova, Financial University under the Government of Russian Federation, Moscow , Russia from 18.01.2024 to 31.01.2024.
- ◆ Organised a Guest Lecture on Unlocking Financial Insights: Fund Flow and Cash flow analysis on 4 th September, 2023.
- ◆ Organised Extension activity Plant for Kalam: Think Green and Live Green on 27 th July, 2023.
- ◆ Conducted a Webinar on Research Methodology on February 8, 2023.
- ◆ Organized a Career Development Program on “Career Opportunities in Digital Marketing” on November 9, 2022.
- ◆ Developed curriculum for BBA Logistics Course and Submitted and got approval from Bharathiar University
- ◆ Led Hands-on Training on “Procedures and Usage of Banking Instruments in Real-Time” at KPRCAS, Coimbatore, on November 18, 2022.
- ◆ Organized a Seven-Day Value-Added Course on Digital Marketing in October 2022.
- ◆ Coordinated an RBI-Sponsored Workshop on FinTech: Blockchain and Cryptocurrency on July 22, 2022.

- ◆ Organized an EDP Program on “Developing an Online Repository of Business Plans” in association with KPRCAS IIC on May 12, 2022.
- ◆ Conducted a Skill Development Program on Employable Skills in the Insurance Sector at KPRCAS, Coimbatore, on May 9, 2022.
- ◆ Conducted a Guest Lecture on “The Emergence of Cryptocurrency” at KPRCAS, Coimbatore, on March 29, 2022.
- ◆ Organized a Two-Day International Conference on “Advanced Research in Banking, Finance, and Business – Opportunities and Challenges” on February 16 and 17, 2022.
- ◆ Organized a Webinar on “Problem Solving Fit and Product Market Fit” as an IIC Event at KPRCAS, Coimbatore, on January 31, 2022.
- ◆ Presented a Guest Lecture on “Mind Mapping in Taxation” at KPRCAS, Coimbatore, on November 25, 2021.
- ◆ Delivered a Guest Lecture on Consumer Protection Act 1986 at KPRCAS, Coimbatore, on November 18, 2021.
- ◆ Conducted Training on “Tools Used to Analyze Financial Statements” at KPRCAS, Coimbatore, on August 19, 2021.
- ◆ Hosted a Webinar on “Right Way of Seeing the Life” at KPRCAS, Coimbatore, on August 2, 2021.
- ◆ Conducted an FDP on “E-Filing of Tax Returns” at KPRCAS, Coimbatore, on July 19, 2021.
- ◆ Led an FDP on “Turnaround Strategies for Corporates during the Covid Crisis” at KPRCAS, Coimbatore, on July 22, 2021.
- ◆ Organized an FDP on “Data Science and Its Importance for Engineering Graduates” at BSIT, Hyderabad, in 2019.
- ◆ Conducted a Seminar on Soft Skills for Engineering Graduates at BSIT, Hyderabad, in 2019.

RESEARCH PAPERS PUBLISHED

FDP Attended	27
Presentations at International Conferences	12
Patents Published	04
Book Chapters Published	06
Books Published	02
Online Course Completed	10
National Conference /Symposiums	21
Projects Guided	350+
PhD Under the Guidance	3



PUBLICATION DETAILS

JOURNAL PUBLICATION

- Paper Titled Impact of Talent Management on Talent retention and Succession planning with reference to IT/ITC Companies published in Scopus Journal Library Progress International, Volume 44, No.3 July-Dec-2024.
- Paper Titled “Financial Performance Analysis of Private Sector banks in India; An eagle Model Approach published in the Scopus journal Educational Administration : Theory and Practice with ISSN: 2148-2403 in May 2024.
- Paper Titled -Timeseries forecasting of the Microsoft Corporation Stock price published in the IEEE Explore on December 2023.
- Paper Titled the influence of Emotional Intelligence on the Higher Educational Performance of UG Students published in the Journal of Oriental Institute, UGC Care Approved journal with ISSN 0030-5324, Vol 72, Issue.01, No 2 , January -March 2023.
- Paper titled Green Human Resource Management practices and Environmental Performance:

A literature review published in ABDC journal Korean Review of International Studies in the month of July, 2022.

- Paper titled Moderating Role of Servant Leadership towards GHRM and Employee Engagement has published in ABDC Journal ,The British Journal of Administrative Management, ISSN 1746-1278, Vol 58, Issue 150 on May 2022.
- Paper Titled “Effect of Perceived Supervisory Support on Organisational Citizenship Behaviour: A Mediation Analysis, has published in the Journal of Strad Research, August 2021, Volume 8, issue 8, pp 135-144. **(Web of Science)**.
- Paper Titled “The Strategic Implications of Green HRM Practices on Employee Engagement for Organisation Commitment. An Inferential Analysis has published in the Journal of Contemporary issues in Business and Government, March 2021, Volume 27, issue 2, pp 2150-2155 **(Web of Science)**.
- Paper Titled “Assessment of Efficiency of Mutual Funds “has published the paper in International Journal of Advanced Science and Technology, volume 29, No.9s (2020), pp.01-07. **(Scopus)**
- Paper titled “Portfolio Management and Investment Decision with reference to J Marathon Advisory Services Pvt.Ltd, Hyderabad” has published the paper in the Think India Journal, UGC Care listed Multidisciplinary Journal, Volume 22-Issue 14-December 2019.
- Paper titled “Engagement Practices for Multi Generation Workforce “has published in the Journal of Advanced Research in Dynamical & Control Systems, Vol.11, No.9, November,2019(H-Index Journal) **(Scopus)**
- Paper titled “Time Series Model to Extract the Net Asset Values of Select SBI Mutual Funds” has published the paper in the professional Books, March 2019.
- Paper titled "An Insight into the Contribution and Status of Micro, Small and Medium Enterprises(MSMEs) in the state of Andhra Pradesh" has published the journal of International Journal of Scientific Research and Reviews, Volume 7, issue 32, April-June issue 2018.
- Paper titled "Extrapolation of the Net Asset Values of Select Indian Mutual Funds Using ARIMA" has published the journal of IOSR-JBM International Organization of Scientific Research Journal of Business Management, Volume 19, issue 3, March 2017.
- Paper titled "Factors influencing Investors Mutual Fund selection" has published the journal of IOSR-JBM International Organization of Scientific Research-journal of Business Management, Volume 18, issue 7, July 2016.
- GE-International journal of Management Research {GE-IJMR) ISSN:(2321-1709), impact factor-3.142 titled A Study on Emotional Intelligence of Engineering College Teachers. Page no 66-76, volume 2, issue 9. September 2014.
- Published paper in the Madras University Journal of Business and Finance on” Factors Influencing Investors in Mutual Funds Selection”, volume 1, issue 1. January 2013-page no.48-61, ISSN:2320-5857.
- Published paper in The International Journal on Global Business Management and Research, on the topic “A Study on Investors Behavior Towards Mutual Fund Products” and published in March 2013 volume 1, issue 2, page no.67-76, ISSN:227884255.





BOOK and BOOK CHAPTERS, PATENTS PUBLISHED

- Coauthored a book titled Principles of Financial Services published by 720 Degree Research Pvt.Ltd.
- Coauthored a book Titled Managerial Economics.

- Book Chapter Published IGI Global USA, titled Artificial Intelligence and Machine Learning in Business Applications with DOI:10.4018/979-8-3693-9586-8.ch001 in September 2024.
- Book chapter on The Role of Artificial Intelligence in Achieving the Sustainable Development Goals published in Walnut Publications with ISSN:978-93-5911-227-5 in February 2024.
- Book Chapter Published in IEEE Conference in IEEE Explore titled Timeseries Forecasting of the Microsoft Corporation Stock Price presented in 3rd International conference on Innovative Sustainable Computational Technologies organized by Graphic Era, Dehradun and Published in IEEE Xplore , August 2023. **Date of Conference:** 08-09 September 2023 **ISBN:**979-8-3503-0336-0 **.DOI:** [10.1109/CISCT57197.2023.10351213](https://doi.org/10.1109/CISCT57197.2023.10351213)
- Book Chapter Published on Green Finance and Its Impact on the Indian Economy with Special reference to Coimbatore City ISSN : 978-81-965414-1-5 in September 2023.
- Book Chapter published on A Comparative Study on Job Stress Among the Women Employees of Various Occupations ISBN:978-81-19042-52-4, Shanlax Publications, April 2023.
- Book Chapter published on A Study on Effectiveness of Web Advertisement ISBN: 978-81-19042-52-4, Shanlax Publications, April 2023.

Patents:

- A patent on Framing a sentimental analysis model for financial reporting with Application No.202441062982A on 30/08/2024.
- A design patent on Shopping Finance Activity Monitoring Device on 16/05/2024.
- Patent published “Analysis on nifty 50 with special reference to financial institutions using Gann time cycle” on 1.02.2023, App No: 202341005840.
- Patent published “Innovative Contribution of 'Block Chain In Supply Chain: Fuzzy Inventory Management Control Process With A Machine Learning Techniques” on 03.11.2023, App No:202341070163

	GoogleScholarID: https://scholar.google.com/citations?user=dIRzIMgAAAAJ&hl=en
	Orcid ID: https://orcid.org/0000-0002-8976-3172
	ScopusID: https://www.scopus.com/authid/detail.uri?authorId=
	Vidwan ID: https://vidwan.inflibnet.ac.in/profile/389879