



KG COLLEGE OF ARTS AND SCIENCE
(affiliated to Bharathiar University and Accredited by NAAC)
Research and Development Cell
Faculty Researcher Profile



FACULTY RESEARCHER PROFILE TEMPLATE

Name	Dr.K.Vishnupriya	Degrees	MBA.,M.Phil.,Ph.D
Image for home page	https://scholar.google.com/citations?user=Jwdn23YAAAAJ&hl=en		
Faculty Profile (200 Words Minimum)	Dr.K.Vishnupriya who is servicing as Associate professor at KG College of Arts and Science, Coimbatore. She has successfully completed double doctorate in the field of Human Resource and Marketing under the Management domain. She has more than a decade of both industrial and teaching experience at various reputed institutions in Tamilnadu and Bangalore. She has also attended and presented the research papers in the national and as well as international seminars/conferences. In addition to she has also acted as organizing secretary and co-ordinators in various events and programmes. She has also published huge number of research papers in referred journals both National and International level.		
Keywords			
RESEARCH PROJECTS / FOCUS AREAS			
Title and description of research projects and Ph.D Research / focus areas (Minimum 100 Words about each projects)	Ph.D - Marketing: "Consumer Attitude, Consumer Perception and Buying Intention towards Consumer Durable Products among various employee group in Coimbatore district. Ph.D - Human Resource: "Human Resource Management in Private Sector Enterprises. A study in Coimbatore district, Tamilnadu".		
PUBLICATIONS			
1. https://drive.google.com/file/d/1ITXCEGrI-O5mkZdavbUbh5_6rZjICDo6/view?usp=sharing 2. https://drive.google.com/file/d/16yxvd37M3-JGUqKpZmx7-QKPAypLGcK_/view?usp=sharing 3. https://drive.google.com/file/d/1tUJ9tkKkX9uggggKSDi19YA51eJHesjt/view?usp=sharing 4. https://drive.google.com/file/d/1ITXCEGrI-O5mkZdavbUbh5_6rZjICDo6/view?usp=sharing 5. https://drive.google.com/file/d/1JB1XP4InXo3ALiM32luW3eVxMOGoNRVt/view?usp=sharing 6. https://drive.google.com/file/d/1OCclhBl3cINDPb1jVK_h-zDut52tUhti/view?usp=sharing			
Google Scholar ID	https://scholar.google.com/citations?user=Jwdn23YAAAAJ&hl=en		
FACULTY MEMBER CONTACT SECTION			
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