

Name : Dr.Shobana R
Designation : Assistant Professor
Department : BBA IB & RM
Qualification : MBA., M.Phil., Ph.D
Experience : Teaching -17 Years
Research : 6Years
Area of Specialization(s) : Marketing
Email(Official ID) : shobanar@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Management	Part time in Sri Ramakrishna College of Arts and Science	November 2019
M.Phil.	Management	Part Time in GRD Institute of Management, Coimbatore	May 2013
M.B.A	Marketing & Finance	SNS College of Technology, Coimbatore	2007
BBA	Computer Application	Kongunadu Arts and Science College, Coimbatore	2005

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Certification	Course Era	University of Virginia	2020
Certification	Course Era	UCSanDiego	2020
Certification	Course Era	UCDAVIS	2020
Certification	Course Era	University of Virginia	2020
Certification	Coursera	Duke University	2020
Certification	Coursera	The University of Edinburgh	2020
Certification	Coursera	Macquarie University	2020

Certification	Asian Institute of Quality Management	AICTE	2020
Certification	Asian Institute of Quality Management	AICTE	2020
Certification	PDH	IEEE Continuing Education	2020
Certification	NPTEL	Design Thinking	2021

Research Guidance

Programme	No.of Scholars	
	Completed	Pursuing
M.Phil.	2	-
Ph.D	2	-

Research Publications (Indexed)

International

S.No	Indexed	Title of the paper	Year of Publishing
1	Scopus	Cultivating Workplace Flourishing: The Synergy of Mindfulness, Authentic Leadership, and its Impact on Performance & Resilience	2024
2	Scopus	Agro retailer's opinion on 'Bharat': one nation, one fertilizer scheme	2024
3	Scopus	A Study On The Promotional Methods Carried Out By The Agro Retailers From Farmer's Perspective: Theni District, Tamil Nadu	2022

Other Publications: International/National

S.No	Journal	Year of Publication	Title of the Article
1	South Indian Journal of Social Sciences	2023.	A Study on Impact of Work life balance and Emotional Intelligence of Women Faculty Working in Arts & Science Colleges with Special Reference to Coimbatore District
2	Shodhasamhita : Journal of Fundamental & Comparative Research	2022	Impact Of Covid-19 Pandemic On India's Supply Chain

3	The International Journal of Analytical and Experimental Modal Analysis	2022	A Study on Consumers Purchase Intention of Green Personal Care Products with reference to Coimbatore
4	The International Journal of Analytical and Experimental Modal Analysis	2022	A Study On Consumers Perception Towards Green Personal Care Products
5	Journal of Fundamental and Comparative Research	2022	Impact of COVID – 19 Pandemic on India's Supply Chain
6	International Journal of Professional Business Review	2022	A Study on the Promotional Methods Carried out by the Agro Retailers from Farmer's Perspective: Theni District, Tamil Nadu
7	F1000 Research	2021	Job characteristics of a Malaysian bank's anti-money laundering system and its employees' job satisfaction
8	Journal of Education	2021	A Study on Opinion of effectiveness of online teaching class among school going children in Coimbatore
9	Anvesak	2021	Sustainable green Supply chain Management and waste management in Construction Industry
10	International Journal Of Research In Commerce & Management	2020	An Analysis On Influencing Factor For Buying At Shopping Malls – A Conscious Exploration
11	International Journal of Innovative Science and Research Technology	2020	Customers are the Key Spring of Business The Retailer Vision
12	RESEARCH REVIEW International Journal of Multidisciplinary	2019	Effect of E-Banking Services – An Empirical Study
13	International Journal of Informative & Futuristic Research	2019	Benefits and risk of Online Shopping in Indian Perspective
14	International Research Journal of Management Sociology & Humanities	2019	Consumer Shopping Behaviour At Retail Stores In Tamilnadu
15	International Journal of Advance and Innovative Research	2019	Prominence Of Bancassurance - A Malodorous Shot
16	Journal of Management Research and Analysis (JMRA)	2018	Changing Buying Behaviour Towards Mall Culture- An Epidemic Study

17	Asia Pacific Journal of Research	2018	Lifestyle Pattern In Buying Motives: Identifying Future Direction
18	Pune Research World, A International Journal of Inter Disciplinary Studies	2016	Wealth of technology –a platform for business and Country

Patent

S.No	Name of the Faculty	Title of the Invention	Application No.	Date of Filing	Publication Date
1.	Dr.Shobana R	The Impact of IoT's Technology System Performance in Supermarket Retail Sector	202241050104	01.09.2022	09.09.2022

Book Published

- Consumer Behaviour- Text and Cases through Lambert Academic Publications with ISBN No: 9786202803557.
- Managerial Economics- Principal, Practices & Strategies through Lambert Academic Publications with ISBN No: 9786204199443

Book Chapter Published

Contributed 5 Chapters for Edited Books

Acted as a Resource Person

- Resource person for “The power of Growth Mindset: Unlocking Potential for Personal and Professional Success” for the Students of Suguna College of Arts & Science on 06.03.2024.
- Guest Lecture on “Media Entrepreneurship” for Visual communication students at Hindusthan College of Arts & Science on 29.02.2024.
- Guest Lecture on “Power of Branding in connecting consumers” at PSGR Krishnammal College for Women, Coimbatore on 31.08.2023
- Session on “IQAC Proceedings and requirements” at Sri Krishna College of Arts and Science on 28.07.2023.
- Knowledge Sharing on “Technological Changes in Global Economy” AIMST University, Malaysia on 21.03.2023
- Webinar on “Enhance yourself” at Vivekanandha College of Arts & Science, Trichengode 15.09.2021.
- Live programs on various topics in finance and management at Gnan Vani Radio Station for IGNOU University on 03.10.2009, 10.10.2009 & 15.05.2010.

Paper Presentations in Conference

Presented 25 papers in National and International Conference.

Participation in Faculty Development Programme

Attended multiple Faculty and Management Development Programmes covering topics such as SPSS application, teaching methodology, creativity in management, marketing communication, functional innovation and behavioural finance.

Conference/Seminar/Workshop Organized

Actively involved in academic, administrative and student engagement activities, including Seminar, Webinars, Intercollegiate meet, bridge courses, ice-breaking sessions, guest lectures and entrepreneurial carnivals

Grants

Generated Rs.10,000 towards Consultancy service on Employee Training on Team work and Team Building from Amman Autos, Coimbatore

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
National Institute for Technical Training and Skill development	Member	Life time
International Society for Development and Sustainability (ISDS)	Associate Member	Life time
Asia Society of Researchers	Member	Life time

Awards/Honors

Awards/Honors	Agency/Institute	Year of Award
Best Women Faculty Award	Shri Paramhans Education and Research Foundation Trust	2020
Vocational Service Award	Rotary club of Coimbatore Downtown	2021
Distinguished Teacher Award	I2OR National Award	2021

Contribution

- Member of BOS
- UMIS Coordinator for Management Cluster