



Name : Dr. M.Shobana

Designation : Assistant Professor

Department : B Com (AM)&(FS)

Qualification : M.Com., M.Com(IB), M.Phil., Ph.D.

Experience : Teaching -14 Years

Research : 8Years

Area of Specialization(s) : Marketing, Human Resource

Email (OfficialID) : mshobana@psgrkcw.ac.in

AcademicQualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Commerce	Bharathiar University	2024
M.Phil.	Commerce	Bharathiar University	2008
M.Com	Commerce	Bharathiar University	2009
M.Com(IB)	Commerce	Tiruppur Kumaran College for Women	2007
BBM	Commerce	Tiruppur Kumaran College for Women	2005

AdditionalQualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/AgencyName	Year
Certification	Coursera	Coursera	

ResearchGuidance

Programme	No.ofScholars	
	Completed	Pursuing
	Nil	

Research Publications (Indexed)

International

- A Study on Investment Performance of Mutual Funds In India South India Journal of Social Sciences Vol. XXI, No.15, January 2023 International 0972-8945
- A Study on Impact of Gst on E-Commerce Sector South India Journal of Social Sciences Vol. XXI, No.15, January 2023 International 0972-8945
- A Study on Awareness of Government Schemes Among Women Entrepreneurs South India Journal of Social Sciences Vol. XXI, No.15, January 2023 International 0972-8945
- A study on consumers usage level and their satisfaction towards digital payment system in coimbatore. South india journal of social sciences vol. Xxi, no.12, july – december : 2023, national; issn: 0972 – 8945
- A study on consumers preference usage and purpose of using digital payment gateways in coimbatore city Dogo Rangsang (UGC Care) Vol 11, Issue 10 October 2021 Pp 30 - 36 International ISSN 2347 – 7180 7.9

Other Publications: International/National

- Total nos - 25

Book Published – Nil

Book Chapter Published Nil

Short Term Course Nil

Letter of Appreciation Nil

Acted as a Resource Person Nil

Reviewer in journal Nil

Paper Presentations in Conference

International

National

Presentations in Seminar

- Dr.NGP College of Arts & Science National National Education Policy 2020 Role of ITC Technology in Higher Education On 27.12.2023
- Intellectual Property Rights on 26.12.22 to 30.12.23 in SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
- Total nos -65

Participation in Conference

- Total nos -40

Participation in Workshop

- Attended National Webinar on python the Game changer on 11.09.2024 in ACT -Academy
- International Workshop on smart PLS for research and data analysis on 21.10.24-23.10.24 in ACT Academy
- On 21.12.22 attended workshop on the topic of "ORGANIZATIONAL TRANSFORMATION THROUGH LEADERSHIP" by association of Indian Management Schools (AIMS).
- 5 Days National Seminar on Hallway Bizz 23 on 20.1.23 to 25.1.23 Dwarraka Doss Govderdhan Doss vaishnav college
- Total Nos - 35

Participation in Faculty Development Programme

- Fdp on 31.07.2023 - 04.08.2023 on the topic of Art of Effective Teaching at Suguna College of Arts & Science
 - Advanced Research Methodology on 24.07.23-30.07.23 at ACT Academy
- Total Nos -58