

Name. : Dr .E.Shirley Elizabeth

Designation : Assistant Professor

Department : Department of B.Com (PA)

Qualification :MCom.,MBA.,M.Phil.,D.Pri.Ed.,PGDPM&IR.,PGDCA.,NET.
Ph.D.,

Experience : Teaching -18Years

Research : 15 Years

Area of Specialization(s) : Banking, Marketing, Human Resource Management

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



Educational Qualification:

Degree	Specialization	Institution	Year of Passing	Class	Percentage
Ph.D	Commerce (Marketing)	SNR & Sons	2015	-	Awarded
MBA	Human Resource ManagEment	Alagappa	2015	I	61
NET	Commerce	UGC	2012	-	Cleared
PGDCA	PG Diploma in Computer Applications	Bharathiar	2010	I	67
M.Phil	Commerce (Marketing)	Madurai Kamaraj	2007	II	55
D.Pri.Ed.,	Education	Education Research Centre, Trichy	2005	I	68
PGDPM & IR	PG Diploma in Management	Annamalai University	2004	III	48
M.Com	Commerce	SSVN College	1993	I	63
B.Com	Commerce	Lady Doak College	1991	II	55

Online Courses:

S.NO	Name of the Course	Name of the Institution	Topic	Date of Completion
1	NPTEL	IIT CHENNAI	Patent Drafting for Beginners	2019
2	COURSERA	University of Colorado	Business Analytics for Decision Making	2021

Research Guidance

Program	Number of Scholars Completed	Number of Scholars Pursuing
M.Phil	7	Nil
PhD	1	Nil

Research Publications:

1	Dr.E.Shirley Elizabeth	"A Study on Service Quality Perceptions of Public and Private Sector Banks in Erode District"	International Journal of South Asian Journal of Socio-Political Studies	2011	Vol -11 Issue 02	pg 83	ISSN 0932-4613.
2	Dr.E.Shirley Elizabeth	"A Study on the Significance of E-Trust and E-Loyalty on Online Banking"	International Journal of Management Research	2012	Vol -02 Issue 01	pg 58 - 63	ISSN 2250-2076
3	Dr.E.Shirley Elizabeth	"A Comparative study on Study Consumer's Perception towards Online Shopping with special reference to Amazon and E Bay Portals in Gobi Taluk"	International Journal of Multidisciplinary Research Review	2016	Vol -11 Issue 19	pg 58 - 63	ISSN 2395-1887.

4	Dr.E.Shirley Elizabeth	"A Comparative study on Study on Consumer's perception towards Online Shopping with special reference to Amazon and E- Bay Portals in Gobi Taluk"	International Journal of Multidisciplinary Research Review	2016	Vol -1 Issue No 19	pg 58-63	ISSN 2395-1887.
5	Dr.E.Shirley Elizabeth	"A Study on Online consumerBuying behavior in Flipkart portal with special reference to GobiTaluk in Erode District.	International Journal of Multidisciplinary Research Review	2016	Vol -1 Issue No 19	pg 26-31	ISSN2395-1877
6	Dr.E.Shirley Elizabeth	"Future of Indian Women Entrepreneurs A Conceptual Framework	Management Innovator	2017	Vol - 9 Issue No 2	Pg123 - 131	ISSN0974-674.
7	Dr.E.Shirley Elizabeth	"International Human Resource Management"	Jamal Academic Research Journal An Interdisciplinary Journal-Special	2017	Vol - 9 Issue No 2	Pg 101-104	ISSN No 0973-0303.
8	Dr.E.Shirley Elizabeth	"Effects of Demonetization and its effects on Parallel Economy"	Jamal Academic Research Journal An Interdisciplinary Journal-Special	2017	Vol-9 Issue No 2	pg 127-129	ISSN No 0973-303.
9	Dr.E.Shirley Elizabeth	"Future scope and Challenges and Opportunities of E-Commerce in India	Jamal Academic Research Journal – An Interdisciplinary Journal Special	2017	Vol-9 Issue No 2	pg 240-243	ISSN No 0973-303
10	Dr.E.Shirley Elizabeth	"Talent Management strategies in private sector banks	International Journal of Commerce and Management	2017	Vol -31 Issue 09	Pg 74-79	ISSN 1330-7524
11	Dr.E.Shirley Elizabeth	"Banking in Cashless Economy"	Shanlax Journal of Commerce	2017	Vol-5 Special Issue-1	Pg 152-154	ISSN No 2320-4168

12	Dr.E.Shirley Elizabeth	"An Empirical Study on the Impact of Facebook among College students in Coimbatore	International Journal of Management and Business Studies	2017	Vol -2 IssueNo 11	pg 721-726	ISSN 11029-2573.
13	Dr.E.Shirley Elizabeth	"An Empirical Study on the customer satisfaction towards milkand milk products of Milmain Palakkad District	International Journal of Marketing Management and Research	2017	Vol-16, Issue - 11,	Pg 627-631	ISSN No 07704525
14	Dr.E.Shirley Elizabeth	"An Empirical study on Staff Retention among se Financing College Teachers inCoimbatore City"	International Journal of Manage ment andSocial Science	2018	Vol- 20, Issue No 2	Pg 79-81	ISSN No 0065 - 2169
15	Dr.E.Shirley Elizabeth	"Impact of Staff Engagement in TCS Coimbatore	International Journal of Innovative Research	2018	Vol-5 Issue No 2	Pg 251 -258	ISSN2347-6060
16	Dr.E.Shirley Elizabeth	"Growth of E-Commerce in India" published by International Journal of Finance and Trade	International Journal of Finance and Trade	2018	Vol-17 Issue no 3	Pg161-164	ISSN No 0065 -9773
17	Dr.E.Shirley Elizabeth	"Emerging Investment Issues - A Conceptual Framework"	IJRAR	2018	Vol -5 Issue No 3	Pg161 - 164	ISSN No2347-1670
18	Dr.E.Shirley Elizabeth	Elastic Logistics Recent Trends in the Shipping and Logistics industry	IJRAR	2019	Vol- 5 Issue No 3	Pg 1- 4	ISSN No 2349-5138
19	Dr.E.Shirley Elizabeth	"Impact of GST Among Footwear Industry."	JETIR	2019	Vol - 6 Issue No - 2	Pg 165-169	ISSN No 2349-5162

20	Dr.E.Shirley Elizabeth	"Impact of Women Entrepreneurship in India"	JETIR	2019	Vol- 6, Issue - No 3	Pg178 - 182	ISSN No 2349-5162
21	Dr.E.Shirley Elizabeth	Present Scenario of Indian Economic Development	Intercontinental Journal of Finance Research Review	2016	Vol- 5 Issue-No 7	Pg 153-161	ISSN-2321-0354
22	Dr.E.Shirley Elizabeth	Implementation of GST- The Major Game Changer and its impact on Common Man	International Journal of finance and Economic Management	Sep 2017	Vol-31 Issue No9	Pg 524-531	ISSN1029-4394
23	Dr.E.Shirley Elizabeth	An Empirical study about Under Graduate Students perception towards Higher Education in Coimbatore	International Journal of Higher Education	2016	Vol -18, Issue No 11	Pg 604-608	ISSN 0065-1050
24	Dr.E.Shirley Elizabeth	Customer Awareness of Green Banking - A study with special reference to Bank Customers in Ottapalam Town, Kerala	Multidisciplinary International Level Referred Journal	April 2022	Vol -13 Issue No 18	Pg 1-4	ISSN 22300-95578
25	Dr.E.Shirley Elizabeth	An analysis of Export Information Technology Enabled Services and Software from India	Multidisciplinary International Level Referred Journal	April 2022	Vol- 13 Issue No 20	Pg 237-243	ISSN 2230-9578
26	Dr.E.Shirley Elizabeth	A view point on consumers' perception towards hypermarkets with special reference to Coimbatore city.	Utkal historical research journal	February 2024	Vol -37	Pg 81-82	ISSN 0976-2132

Book Chapter Published:

S.No	Name	Institute	Topic
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1	Dr.E.Shirley Elizabeth	Dr. NGP College for Arts and Science, Coimbatore (2011)	“A paper on Impact offinancial inclusion on "Rural Economy with special reference to Banking Sector”
2	Dr .E. Shirley Elizabeth	VHNSN College, Virudhunagar(2012)	A paper on HR Systems and OrganizationalPerformance.
3	Dr .E. Shirley Elizabeth	Avinashilingam University Coimbatore	Mobile banking usage among college students in thrissur district
4.	Dr .E. Shirley Elizabeth	Rathnam College, Coimbatore	Challenges and Prospects of Financial Technology
5.	Dr .E. Shirley Elizabeth	Government Arts and Science College for Women, Krishnagiri	Role of Bancassurance in Indian Banking Sector

Chapters in ISBN Book Publication:

S.No	Name	Institute	Topic
1	Dr.E.Shirley Elizabeth	Bharathiar University (2023) ISBN:978-93- 95214-17-9 Pg no : 1-8 Edition: First	An overview of Indian Payment System
2	Dr.E.Shirley Elizabeth	Bharathiar University (2023) ISBN:978-93- 95214-17-9 Pg no : 24-29 Edition: First	Behavioral Difference in Indianequity cash segment: A city wise analysis

Acted as Resource Person:

Delivered a Guest Lecture in the Computer Science Department at Avinashilingam University (Campus-II) on Basics of TALLY on 28.01.2020

Given a Guest Lecture in a Webinar on Recent Trends in Banking Sector conducted by Sri Ramakrishna College of Arts and Science, Coimbatore on 6.8.2021

Paper Presentations And Participation In International Conferences:

S.NO	NAME	INSTITUTE	YEAR	TOPIC
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1	Dr E.Shirley Elizabeth	K.S.R. COLLEGE ERODE	2015	Status of Women onCashless Economy
2.	Dr.E.Shirley Elizabeth	VHSHN College, Virudhunagar	2012	HR systems andOrganizational Performance
3	Dr.E.Shirley Elizabeth	Ganesh School of Business and Management	2012	Emotional Intelligence
4	Dr.E.Shirley Elizabeth	Velllalar College forWomen	2012	Corporate Social Responsibility the Indian Perspective Ethical Marketing
5	Dr.E.Shirley Elizabeth	K.S.R.College of Arts andScience	Twodays2016	Digital Marketing

Conference Proceedings:

S.NO	NAME	INSTITUTE/JOURNAL	YEAR	TOPIC
1	Dr.E.Shirley Elizabeth	NAMEX, International Journal for research and management	2012	A study on significance of E - trust and E - loyalty online banking
2	Dr.E.Shirley Elizabeth	University of Kerala	2017	Future of our Indian women entrepreneurs
3	Dr.E.Shirley Elizabeth	A journal of Intercontinental Management of Research consortium with ISSN-NO 2347 -1670 With impact factor of 4.236	2017	.“Present scenarioof capital markets in Indian economic development in association with NABARD andSIDBI small and medium scale enterprises - Opportunities and Challenges in DigitalIndia

4	Dr .E. Shirley Elizabeth	Avinashilingam University	2023	Mobile banking usage among college students With special reference to Thrissur district
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Paper Presentations And Participation In National Conferences:

S.NO	NAME	INSTITUTE	YEAR	TOPIC
1	Dr E.Shirley Elizabeth	Erode Arts College	2009	Two days National Seminar in collaboration with UGC under the topic “Emerging issues and challenges faced by Indian Public Sector Banks in 21st century
2.	Dr.E.Shirley Elizabeth	Dr.NGP College of Arts and Science College	2010	Issues in Higher Education
3	Dr.E.Shirley Elizabeth	Sri Sakthi Kailassh Women’s College, Salem	2011	Current Issues in FDI
4	Dr.E.Shirley Elizabeth	Gem Business Academy, Gobi Thaluk Erode	2012	E- marketing
5	Dr.E.Shirley Elizabeth	SNR Institute of management, Coimbatore	2012	Green Banking in India Boon or bane
6	Dr.E.Shirley Elizabeth	Sri Vasari college, Erode	2012	Neuro Marketing
7	Dr.E.Shirley Elizabeth	CRM and Customer loyalty	2014	CRM and Customer loyalty-A study of Retail Banks
8	Dr.E.Shirley Elizabeth	Silicon City College In association with NABARD & SIDBI	2017	Present Scenario of Capital Market in Indian Economic Development

9	Dr.E.Shirley Elizabeth	AJK College of Arts and Science Coimbatore	2018	Emerging Trends in Trade and Investment
10	Dr.E.Shirley Elizabeth	AJK College of Arts and Science Coimbatore	2019	Futuristic Trends in Business

Papers Presented In International Seminars :

S.NO	NAME	INSTITUTE/JOURNAL	YEAR	TOPIC
1	Dr E.Shirley Elizabeth	TiruppurKumaran College	2012	Stature of Cooperative Government Support

Paper Presentations And Participation In National Seminars

S.NO	NAME	INSTITUTE	YEAR	TOPIC
1	DrE.Shirley Elizabeth	S.N.R and Sons Coimbatore	2010	"Role of Information Technology in Global Business with Special Reference to E- Governance and E banking
2	Dr.E.Shirley Elizabeth	Government Arts and Science College for Women Krishnanagiri	2011	Emerging Trends and Information Technology on Banking sector
3	Dr.E.Shirley Elizabeth	VLB Janakiammal College of Arts and Science	2011	Mobile Banking
4	Dr.E.Shirley Elizabeth	Dr.NGP College of Arts and Science Coimbatore	2011	Impact of Credit card on Indian Economy"
5	Dr.E.Shirley Elizabeth	Dr.NGP College of Arts and Science Coimbatore	2011	Impact of Financial Inclusion on Role of Banking sector on Rural Economy" with special reference to Banking sector

6	Dr.E.Shirley Elizabeth	PSGR Krishnammal College for Women	2011	TechnologicalInnovation in Banking Sector
7	Dr.E.Shirley Elizabeth	Dr.NGP College of Artsand Science Coimbatore	2011	Role of Kisan Credit Cards in Agriculture
8	Dr.E.Shirley Elizabeth	Kongunadu College of Arts and Science, Coimbatore.	2012	Brand Building
9	Dr.E.Shirley Elizabeth	PKR Arts College of Arts and Science Gobichettipalayam, Erode	2014	"IQAC- the Pathfinder in the post accreditation period
10	Dr.E.Shirley Elizabeth	PKR Arts College ofArts and Science Gobichettipalayam, Erode	2015	Two days National Seminar in RevampingCommerce Curriculumwith ICSSR Sponsor
11	Dr.E.Shirley Elizabeth	University of Kerala	2016	A conceptual Framework about thefuture of our Indian Women Entrepreneurs
12	Dr.E.Shirley Elizabeth	Gobi Arts and Science College (Autonomous)	Two days 2015	UGC sponsored two daynational level seminar on "Corporate Governance and Dividend policyin India
13	Dr.E.Shirley Elizabeth	PKR Arts College of Arts and Science Gobichettipalayam, Erode	Two days 15.3.16 - 16..3.16	Online Marketing - Opportunities andChallenges
14	Dr.E.Shirley Elizabeth	Jamal Mohammed College (Autonomous)	2017	International HumanResource Management
15	Dr.E.Shirley Elizabeth	Jamal Mohammed College (Autonomouss)	2017	Challenges and Opportunities of E Commerce
16	Dr.E.Shirley Elizabeth	Jamal Mohammed College (Autonomouss)	2017	Demonetization andits Effects on the Parallel Economy

17	Dr.E.Shirley Elizabeth	Jamal Mohammed College (Autonomouss)	2017	Emerging trends in Rural Marketing
18	Dr.E.Shirley Elizabeth	SMS College of Arts and Science Perur, Coimbatore	2020	"Emerging Consumer Behavior in India-Vista 2020
19	Dr.E.Shirley Elizabeth	AJK College of Arts and Science	2018	E-Filing of Tax Returns

Participation In Online Workshops :

S.NO	NAME	DATE	TOPIC	INSTITUTE
1	Dr.E.Shirley Elizabeth	5 Days (3.8.20 – 8.8.20)	Teach Big Tech Tools for Teaching	PEET Memorial Training College, Mavelikara, Kerala
2	Dr.E.Shirley Elizabeth	10 Days (01.10.20 – 10.10.20)	Online Workshop on Advanced Excel	Akkam KCS
3	Dr.E.Shirley Elizabeth	14 Days (24.08.20 – 04.09.20)	Research Methodology in Social Sciences and Economics)	Thiruvalluvar University
4	Dr.E.Shirley Elizabeth	10 Days (03.06.20 – 12.06.20)	Effective Research Methodology	Tamilnadu Open University with Thiagarajar College
5	Dr.E.Shirley Elizabeth	01.07.20 – 10.07.20	Implementation of GST with Tally	Akkam KCS Manonmaniam Sundarnar University Tirunelveli

6	Dr.E.Shirley Elizabeth	09.06.20	Investing in Mutual Funds Simplified	PG Department of Commerce, VVM'S Damodar College of Commerce & Economics, Goa
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Participation In National Workshops:

S.NO	NAME	INSTITUTE	DATE	TOPIC	DEPARTMENT
1	Dr.E.Shirley Elizabeth	Kamadhenu Arts and Science College Sathyamangalam	2013	Research Methodology for Social Sciences	PG & Research Department of Commerce
2.	Dr.E.Shirley Elizabeth	Sree Saraswathi Thiagaraja College of Arts and Science, Pollachi	2013	"Research in Social Sciences Withers or Not?"	PG & Research Department of Commerce
3	Dr.E.Shirley Elizabeth	AJK College of Arts and Science Coimbatore	2017	Banking and Financial Institutions Career and Opportunities	PG & Research Department of Commerce
4	Dr.E.Shirley Elizabeth	AJK College of Arts and Science Coimbatore	2018	SPSS for Beginners	PG & Research Department of Commerce
5	Dr.E.Shirley Elizabeth	P.K.R. Arts College for Women	5.2.16 - 6.2.16	SPSS and its Application	Dept of Commerce
6	Dr.E.Shirley Elizabeth	Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore	23.01.23 to 25.01.23	Tally Prime 2.1	Akkam Industrial Training and Research Institute, Coimbatore

FACULTY DEVELOPMENT PROGRAMMES ATTENDED:

S.NO	NAME	INSTITUTE	DATE	No of Days	Topic
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1	Dr.E.Shirley Elizabeth	RIPE, Chennai	10.6.08 - 12.6.08	Three	Personality Development
2.	Dr.E.Shirley Elizabeth	Nehru Group of Institutionns	18.12.15	One	Social Media in Marketing
3	Dr.E.Shirley Elizabeth	NGM , Pollachi	05.8.2017	one	GST
4	Dr.E.Shirley Elizabeth	Avinshilingam University	17.2.20 - 23.02.20	One week	Advance Research Analytics using Statcraft
5	Dr.E.Shirley Elizabeth	Govt P.G.Bilaspur College, Uttar Pradesh	18.7.20 - 29.7.20	Twelve	Online Teaching Learning and Research Methodology
6	Dr.E.Shirley Elizabeth	Manipal Academy of Higher Education	19.8.20 – 20.9.20	Two	High Impact Teaching Skills and Mind Mapping for better Teaching
7	Dr.E.Shirley Elizabeth	B.S.Anangpuri Educational Institutes, Faridabad	15.7.20 - 19.7.20	Five	Academic Enhancement through Quality Research
8	Dr.E.Shirley Elizabeth	Spectrum Skills Yard and City Academy, Coimbatore	8.8.20 - 9.8.20	Two	Contemporary Issues Challenges and Opportunities in Higher Education and Leadership

9	Dr.E.Shirley Elizabeth	Mulund College of Commerce In Association with University of Mumbai	(22.5.20 - 27.5.20)	One week (22.5.20 - 27.5.20)	Productive Thinking in Research Methodology With special referenceto E Commerce
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10	Dr.E.Shirley Elizabeth	Sri Devi Women's Engineering College	10.8.20 - 14.8.20	One week	Moodle Learning Management System
11	Dr.E.Shirley Elizabeth	Pondicherry University in Collaboration with ACCA	18.6.20	One	Changing Accounting Career Opportunities and skills
12	Dr.E.Shirley Elizabeth	Gandhigram Rural University in association with IIT Bombay	30.6.20	One	Moodle Learning Management System
13	Dr.E.Shirley Elizabeth	Guru - Dakshta Programme	III Phases	21 Days	Avinashilingam University

Webinars Attended:

S.NO	NAME	INSTITUTE	DATE	TOPIC	DEPARTMENT
1	Dr.E.Shirley Elizabeth	K.S.R. College of Arts and Science Tiruchengode	13.06.20	Scientific Approach of Qualitative and Quantitative Approach	PG & Research Dept. of Commerce
2	Dr.E.Shirley Elizabeth	St.Mary's College, Kerala	6.10.20	A Roadmap to successful completion of Major and Minor Projects	Dept. of Commerce
3	Dr.E.Shirley Elizabeth	Alagappa University	16.9.20	Webinar on Emerging India with Resilience and Preseverance	Dept of International Business
4	Dr.E.Shirley Elizabeth	Bharathiar and Bharathidasan Universities in Collaboration with UGC, New Delhi	7 days (24.7.20 - 30.7.20)	International Webinar on Gender Bias, Stereotyping, Gender Equality and Women's Right in view of ongoing Covid 19-A	Both Universities with UGC

				Global Scenario	
5	Dr.E.Shirley Elizabeth	RathnamCollege	19.7.20	Moodle Learning Analytics	IQAC and Commerce
6	Dr.E.Shirley Elizabeth	RathnamCollege	17.9.20	How to be an Efficient Learner	Dept. of Commerce
7	Dr.E.Shirley Elizabeth	Rathnam College, Coimbatore	16.7.20	EcommerceApplication Development	Dept. of Commerce
8	Dr.E.Shirley Elizabeth	Malabar College of Advanced Studies Calicut	14.7.20 - 15.7.20	Art of Writing and Publishing a Research Paper	Dept. of Commerce
9	Dr.E.Shirley Elizabeth	VVM Shri Damodhar College of Commerce & Economics	9.7.20	Investing in Mutual Funds Simplified	PG Department of Commerce
10	Dr.E.Shirley Elizabeth	Park's College Coimbatore	5.7.20	Financial Planning to overcome uncertainties	IQAC in association with COE
11	Dr.E.Shirley Elizabeth	Patrician College of Arts and Science, Chennai	28.6.20	Introduction to e-learning and its challenges	Corporate Secretaryship
12	Dr.E.Shirley Elizabeth	Bharathiar University	Three days (25.6.20 - 27.6.20)	Gender Issues in Covid 19	Women's Studies
13	Dr.E.Shirley Elizabeth	Sara College of Education for Women, Erode	26.6.20	Curriculum Development Through Learning objective	Sara College of Education for Women
14	Dr.E.Shirley Elizabeth	Rathnam College, Coimbatore	19.6.20	Outcome based Education through Bloom's Taxonomy Stepping up the Learning Domain	Dept. of Commerce
15	Dr.E.Shirley Elizabeth	Hemvathi Nanadan Bahuguna Garhwal University, Srinagar (Central University)	6.6.20	International Webinar on Post Covid 19- Educational Scenario Prospects and Challenges	In association with Pandit Madhan Mohan Malaviya National Mission on Teachers and Teaching
16	Dr.E.Shirley Elizabeth	Mahatma Gandhi College, Trivandrum, Kerala	7.6.20	How do you write a High Impact Factor Paper	PG & Research Department of Commerce

17	Dr.E.Shirley Elizabeth	Rathinam College, Coimbatore	10.6.20	Social Entrepreneurship	Department of Mathematics
18	Dr.E.Shirley Elizabeth	Tamilnadu Teachers Education University, Chennai	5.6.20	Turn the Challenges to Opportunity Covid19 Pandemic	Department of Curriculum and Planning
19	Dr.E.Shirley Elizabeth	Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chennai	2.6.20	Protect your savings and Investments during Global Recession	FINMARK in association with the Department of Corporate Secretary ship
20	Dr.E.Shirley Elizabeth	Bishop Moore College, Mavelikara, Kerala	22.8.20	Portfolio Management in Derivatives and Commodities	Department of Commerce
21	Dr.E.Shirley Elizabeth	Loyala College (Autonomous) Chennai	12.6.20-13.6.20	Research Methodology	Department of Commerce
22	Dr.E.Shirley Elizabeth	Rathinam College of Arts Science and Commerce, Mumbai	29.6.21	Impact Factor Index and Google Scholar	Department of Commerce
23	Dr.E.Shirley Elizabeth	Sathyabama Institute Science and Technology, Chennai	25.6.20	Project Proposal for ICSSR impress Protocol and Submission	School of Management Studies
24	Dr.E.Shirley Elizabeth	Rathinam College, Coimbatore	21.6.20	NAAC Accreditation Process for Autonomous Colleges	Department of Commerce
25	Dr.E.Shirley Elizabeth	Rathinam College, Coimbatore	29.5.20	Writing Proposal for Funding Agencies Project Design and project proposal	Department of Commerce
26	Dr.E.Shirley Elizabeth	The American College, Madurai	17.6.20	Navigate Financial Crisis during Pandemic	Department of Commerce
27	Dr.E.Shirley Elizabeth	Sadakathulla Appa College, Tirunelveli	11.6.20	Insurance for Business Management	Department of Commerce

Conference/Seminar/workshop Organised:

S.No	Name of the Program	Name of the Resource Person
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1.	One-day NationalLevel Seminar on “Cash to Cashless Economy-Challenges andOpportunities”	Dr.Christo Selvan, Dean and Prefect of Commerce, St.Joseph (Autonomous) College, Bangalore addressed the studentson cashless economy Mr.Maira Soosai, Retd Senior scientist, DRDL, Hyderabad
2.	Guest Lecture on “Goods and Services Tax 2017” R. Sathish, Auditor and Partner, SRKM Associates,Coimbatore	R. Sathish, Auditor and Partner, SRKM & Associates, Coimbatore.
3.	Guest Lecture on “Financial Avenues For Budding Managers	Mrs. S.Chitra., Director, Annamalai Capital Services Coimbatore
4.	Guest Lecture on “Digital Marketing”	Mr.N.Mahesh Kumar, Aashirvaadh Financial Services, Coimbatore.
5.	Workshop on Banking and Financial Institutions CareerOpportunities	Mr.K.Thangaraj Aashirvaadh FinancialServices, Coimbatore
6.	Personality Development Programme, Government Higher Secondary School, Pichanoor	Dr.Gabriel Prabhu, AssociateProfessor in Commerce
7.	“Importance of Small Savings and ItsVarious Methods” And “Filling Up Of Various Bank Forms” AmongVillagers at Pudupathy”, Coimbatore	Dr. E. Shirley Elizabeth Head, PG & Research Department of Commerce
8	Workshop on SPSS for Beginners	Mr.M.Murali, Managing Director and Chief Analyst, Aryaa Analytics, Coimbatore

9	National Level Seminar on “E Filing of Tax Returns”	Dr.T.R.Anil Kumar During Technical Session
S. No	Name of the Program With date	Name of the Resource Person
1.	Seminar on Digital Finance 24 th and 25 th Feb 2022	Dr.K.Rajaj Rajeswari, Asst. Prof, B.Com (CA), Nehru Arts & Science College, Coimbatore Ms.P.Sruthi (Semi Qualified Chartered Accountant), Hill Brand Organization. Koundampalayam, Coimbatore Mr.M.Ravi, Professional Chartered Accountant, LGB Forge Ltd., Coimbatore J.Udhaya Kumar, Area Sales Manager, Primeroll International Pvt. Ltd. Coimbatore
2.	Seminar on Filing of Returns 24.11.22 (FN)	Dr.P.Nithyadevi, Asst. Prof B.Com (CA) Hindustan College of Arts and Science , Coimbatore
3.	Seminar on e-commerce 24.11.22 (AN)	Dr.T.Deepa , Associate Professor B.Com (CA) Hindustan College of Arts and Science , Coimbatore
4.	Seminar on Personality Development 11.01.23	Dr.A.Senthil Raghavan, Asst. Prof. Dept of Management Studies, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore
5.	Three Days Workshop on Tally Prime 2.1 23.01.23-25.01.23	1.Mr.S.Alagu Pandi 2.Mr.A.Sathish Kumar Akkam Industrial Training and Research Institute, Coimbatore
6.	One day Seminar on Goods and Services Tax 08.02.23	Mr.S.Alagu Pandi Akkam Industrial Training and Research Institute, Coimbatore Mr.A.Sathish Kumar Akkam Industrial Training and Research Institute,

		Coimbatore.	
7.	Competitive Examination Preparation for Professional Accounting Students	Mrs. Alagu Krithika Software Trainer Akkam Industrial Training and Research Institute, Coimbatore.	
S.NO	Name of the Event	Date	Resource Person
1	Carrier awareness programme on company secretary	24.07.2023	C.S. Vignesh
2	Digital Marketing Trends	30.08.2023 - 01.09.2023	Mr.Ezhil Raja & Ms.Andy Antony
3	Tally ERP 9	10.10.2023 -11.10.2023	Mr.Sathish Kumar (Akkam Seventh Mind Academy Groups)
4	GST Practioner Course (MSME)	15.02.2024 - 22.02.2024	Mr.Rajesh Kumar
5	Carrier Guidance for Govt. Exams	16.02.2024	Mr.Satheesh (Explore Academy)