

STAFF PROFILE

Name : Dr.S. MANASHA
Designation : Assistant Professor
Qualification : M.COM, M.PHIL, PH.D
Area of Specialization : Finance
Mobile Number : 9952428108
Email ID : manashasathesh@gmail.com
Achievements : Secured first place in Office Management, Error Free English, Personality Development in the University Examination.



ACADEMIC QUALIFICATION:

COURSE	BOARD/UNIVERSITY
M.COM	Sri Sarada College for Women (Periyar University), Salem – 16
M.PHIL	Sri Sarada College for Women (Periyar University), Salem – 16
PH.D	PSGR Krishnammal College for Women, Coimbatore – 4

PROJECT SUBMITTED

- Submitted a project on Consumer preference towards Liquid Handwash Soaps in Salem.
- Submitted my dissertation on May 2015 – Financial Performance of Karur Vysya Bank
- Submitted my Ph.D Thesis and Viva completed on November 2023

EXPERIENCE:

. Professional Experience Teaching : 10 Years Research : 5 Years

COLLEGE	DESIGNATION	PERIOD
PSGR Krishnammal College for Women, Coimbatore	Assistant Professor and Head, B.Com (A&F) and (BA)	18.06.2015 – Present

Acting as Head of Department of B.Com (A&F) and (BA) since October 2021.

SUBJECTS HANDLED

- Financial Management, Security Analysis and Portfolio Management, Banking Law and Operations, Financial Accounting, Advanced Accountancy, Operations and Strategic Management, Corporate Governance, Auditing, Computational Methodology for Data Analytics, Retail Marketing, Financial Markets and Institutions, Business Management and Ethics, Management Accounting, Cost Accounting, Company Law

AREA OF INTEREST : FINANCE

Other Duties carried over at college :

- NAAC – Criteria I Co-Ordinator – Team Member
- ACCA CO-Ordinator

PAPER PRESENTED

SI No	NATIONAL / INTERNATIONAL CONFERENCE	TOPICS OF THE PAPER PRESENTED	DATE	PLACE
1	NATIONAL	NABARD INITIATIVES TO DEVELOP RURAL ENTREPRENEURSHIP /	13/02/2018	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
2	NATIONAL	COMMODITY MARKET AS AN PROFITABLE INVESTMENT AVENUE /	15/02/2018	RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE
3	INTERNATIONAL	NEW TAX REFORMS ISSUES	18/08/2017	RATHINAM COLLEGE OF ARTS AND SCIENCE
4	INTERNATIONAL	LAWS GOVERNING INDIAN BUSINESS /	02/03/2017	PSGRKC
5	INTERNATIONAL	IMPACT OF CYBER CRIME AND SECURITY MANAGEMENT IN DIGITAL TRANSACTIONS ISSUES AND CHALLENGES /	05/10/2018	SANKARA COLLEGE OF SCIENCE AND COMMERCE
6	NATIONAL	A STUDY ON ACHIEVEMENTS AND SERVICES OFFERED BY IOB BANK	29/01/2019	SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE FOR WOMEN
7	NATIONAL	INTELLECTUAL PROPERTY RIGHTS	09/02/2019	PIONEER COLLEGE OF ARTS AND SCIENCE
8	NATIONAL	BIG DATA ANALYTICS USING HADOOP /	08/02/2018	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
9	NATIONAL	R AND STATCRAFT	03/10/2018	PSGR KRISHNAMMAL COLLEGE FOR WOMEN

10	NATIONAL	CASE METHOD OF TEACHING	04/09/2018	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
11	NATIONAL	EFFECTIVENESS OF OBE	22/09/2018	KG COLLEGE OF ARTS AND SCIENCE
12	NATIONAL	CRITICAL THINKING AND PROBLEM SOLVING /	07/02/2018	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
13	NATIONAL	INTERNATIONAL FINANCIAL REPORTING STANDARDS /	30/01/2019	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
14	NATIONAL	DATA ANALYTICA AND VISUALIZATION /	10/10/2018	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
15	INTERNATIONAL	CHALLENGES TO COMMODITY MARKET /	10/08/2018	NEHRU INSTITUTE OF TECHNOLOGY
16	NATIONAL	INTELLECTUAL PROPERTY RIGHTS	11/02/2019	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
17	NATIONAL	COMMODITY AS AN PROFITABLE INVESTMENT AVENUE	15/02/2018	SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE FOR WOMEN
18	NATIONAL	CHANGING CONTOURS OF INDIAN FINANCIAL SYSTEM /	25/01/2019	KONGUNADU ARTS AND SCIENCE COLLEGE
19	NATIONAL	INSURANCE AND ITS IMPACT ON ECONOMY /	06/09/2018	GRD SCHOOL OF COMMERCE
20	NATIONAL	CHANGING FACETS OF INDIAN INSURANCE SECTOR - GLOBAL ERA /	29/08/2018	RATHINAM COLLEGE OF ARTS AND SCIENCE
21	INTERNATIONAL	INVESTORS AWARENESS ON COMMODITY MARKET /	19/12/2018	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
22	NATIONAL	THE IMPACT OF SOCIAL MEDIA ON EDUCATION /	03/01/2019	SNMV COLLEGE OF ARTS AND SCIENCE
23	NATIONAL	NABARD INITIATIVES TO DEVELOP RURAL	13/02/2019	PSGR KRISHNAMALL COLLEGE FOR WOMEN

		ENTREPRENEURSHIP /		
24	INTERNATIONAL	BUSINESS INNOVATION THROUGH TECHNICAL ADVANCEMENT /	01/03/2019	RATHINAM COLLEGE OF ARTS AND SCIENCE
25	NATIONAL	EMERGING TECHNOLOGIES IN COMPUTER SCIENCE AND COMPUTER APPLICATIONS /	04/01/2019	PIONEER COLLEGE OF ARTS AND SCIENCE
26	NATIONAL	COMMERCIALLY VISIBLE SUSTAINABLE FARM PRACTICES	30/01/2019	SNMV COLLEGE OF ARTS AND SCIENCE AND INSTITUTE OF MANAGEMENT
27	INTERNATIONAL	E-COMMERCE SOLUTIONS IN TRADE PRACTICES	04/09/2019	SNMV COLLEGE OF ARTS AND SCIENCE AND INSTITUTE OF MANAGEMENT
28	NATIONAL	TECHNOLOGICAL TRENDS TRANSFORMING INSURANCE INDUSTRY /	23/09/2019	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
29	NATIONAL	E-BANKING OPPORTUNITIES AND CHALLENGES /	09/09/2019	SNMV COLLEGE OF ARTS AND SCIENCE
30	INTERNATIONAL	NEWGEN ENTREPRENEUR - TRAVEL TOWARDS DIGITAL REVOLUTION /	12/09/2019	RATHINAM COLLEGE OF ARTS AND SCIENCE
31	INTERNATIONAL	MICRO SMALL AND MEDIUM ENTERPRISES IN THE GLOBAL ECONOMY /	03/01/2020	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
32	NATIONAL	DIGITIZATION AND ECONOMIC DEVELOPMENT /	11/02/2020	PKR ARTS COLLEGE FOR WOMEN
33	NATIONAL	DIGITIZATION AND ECONOMIC DEVELOPMENT /	12/02/2020	PKR ARTS COLLEGE FOR WOMEN
34	INTERNATIONAL	SUSTAINABLE DEVELOPMENT AND GREEN PRACTICES	07/01/2020	PIONEER COLLEGE OF ARTS AND SCIENCE

		IN MNC'S /		
35	INTERNATIONAL	TECHNOLOGY BASED BUSINESS- O PPORTUNITIES AND CHALLENGES /	17/02/2020	AVP COLLEGE OF ARTS AND SCIENCE
36	INTERNATIONAL	MULTIDISCIPLINARY INNOVATIVE STRATEGIES IN COMMERCE AND MANAGEMENT /	19/02/2020	SANKARA COLLEGE OF SCIENCE AND COMMERCE
37	INTERNATIONAL	FINANCIALIZATION IN INDIAN COMMODITY MARKET	14/08/2021	CHIMANBHAI PATEL INSTITUTE OF MANAGEMENT AND RESEARCH
39	INTERNATIONAL	E-BUSINESS STRATEGIES AND OPPORTUNITIES FOR SUSTAINABLE GROWTH /	02/03/2020	RATHINAM COLLEGE OF ARTS AND SCIENCE
40	INTERNATIONAL	A STUDY ON PRICE BEHAVIOUR OF SELECTED AGRICULTURAL COMMODITIES /	26/02/2021	NATIONAL COLLEGE
41	NATIONAL	BLOOMS TAXONOMY BASED QUESTION PAPER DESIGN FOR OUTCOME BASED EDUCATION /	27/09/2021	AYYA NADAR JANAKI AMMAL COLLEGE SIVAKASI
42	NATIONAL	DEMAND DRIVEN LOCAL INNOVATIONS AS AN ENABLER FOR SELF RELIANCE	04/05/2021	SHRI KADASIDDHESWARER ARTS COLLEGE AND HS KOTHAMBRI SCIENCE INSTITUTE
43	NATIONAL	DATA ANALYSIS USING SPSS FOR RESEARCHERS /	26/09/2021	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
44	NATIONAL	ANALYTICS - QUALIFICATION OF THE FUTURE /	11/09/2021	PSGR KRISHNAMMAL COLLEGE FOR WOMEN
45	NATIONAL	STRESS MANAGEMENT	20/04/2021	PSGR KRISHNAMMAL COLLEGE FOR WOMEN

PAPER PUBLICATION

SI No	National / International Journals	Journal Name	Year	Impact Factor	Issue Date & Volume Number
1	National–UGC Carelist	IJEMR	2018	5.76	13/02/2018 & 8
2	International–UGC Carelist	International Journal of Management and Social Development	2018	4.6	19/12/2018 & 8
3	International–UGC Carelist	International Journal of Management and Social Development	2018	4.6	19/12/2018 & 8
4	International–UGC Carelist	International Journal of Management and Social Development	2018	4.6	19/12/2018 & 8
5	International–UGC Carelist	International Journal of Management and Social Development	2018	4.6	19/12/2018 & 8
6	International–UGC Carelist	International Journal of Research in Economics Social Science	2018	6.939	30/01/2018 & 8
7	International–UGC Carelist	IJEMR	2018	4.865	14/03/2018 & 8
8	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	09/06/2019 & 6
9	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	09/06/2019 & 7
10	International–UGC Carelist	International Journal of Research and Analytical	2019	5.75	09/06/2019 & 7

		Reviews			
11	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	09/06/2019 & 6
12	International–UGC Carelist	Bonfring Intellectual Integrity	2020	5.75	03/01/2020
13	International–UGC Carelist	Bonfring Intellectual Integrity	2020	5.75	03/01/2020
14	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	09/06/2019 & 6
15	International–UGC Carelist	International Journal of Research and AnalyticalReviews	2019	5.75	09/06/2019 & 6
16	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	09/06/2019 & 7
17	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	09/06/2019 & 7
18	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	09/06/2019 & 6
19	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	09/06/2019 & 6
20	International–UGC Carelist	International Journal of Research and Analytical Reviews	2019	5.75	21/08/2019 & 2

21	International–UGC Carelist	Wesleyan Journal of Research	2021	5.3	21/03/2021 & 14
22	UGC Care Group – I Journal A Study on the satisfaction of Consumers towards the investment in Agricultural Commodity Market	Shodhsamhitha	2022	4.95	2021 – 2022 VIII (17)
23	A study on Speculative Behaviour of Gold Metal Commodities	International Journal of Innovative Technology and Exploring Engineering	2022		ISSN : 2278 – 3075 / Sep 2022
23	UGC Care Group – I Journal A Study on factors influencing the investors to invest in Agricultural Commodity Market	Shodhsamhitha	2022	4.95	2021 – 2022 VIII (17)
24	UGC Care Group – I Journal A study on Price behavior of Metal commodities in India	Shodhsamhitha	2022	4.95	2021 – 2022 VIII (17)
25	UGC Care Group – I Journal A study on the Solvency position of PK Subramaniam Constructions using Solvency ratios	Shodhsamhitha	2022	4.95	2021 – 2022 VIII (17)
26	UGC Care Group Journal - Analysing the effect of Speculation, Future price, Open Interest and Volume of Trade on volatility of Gold Commodity	Dogo Rangsang Research Journal	2022		Vol-12, Issue-12, No. 06, December 2022
27	UGC Care – A Study on the Relationship between Economic parameters and future price of selected Metal commodities	Rabindra Bharati Journal of Philosophy	2023		Volume- XXXI, Issue 16, 2023 / Pg – 43 - 49 / ISSN: 0973-0087 /

28	Influencing factors of Linkedin by Job Seekers and Professionals in IT sector	Springer and Indexed by Scopus	2023		Paper Accepted for publication in scopus index journal
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WORKSHOP / SEMINAR ATTENDED

SI No	FROM DATE	TO DATE	CATEGORY	TYPE	TITLE / VENUE
1	25/07/2020	26/07/2020	National	Workshop	RESEARCH STRUCTURING, STATISTICAL INSIGHTS AND PUBLICATION STRATEGIES – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
2	01/07/2020	01/07/2020	National	Seminar	SHAPE EDUCATION : TACKLING GLOBAL CHALLENGES AND CHOOSING A BETTER FUTURE FOR ALL – ATMIYA UNIVERSITY (GUJARAT)
3	19/08/2020	19/08/2020	National	Workshop	INTELLECTUAL PROPERTY RIGHTS – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
4	22/07/2020	22/07/2020	National	Workshop	WOMEN EMPOWERMENT – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
5	08/08/2020	08/08/2020	National	Workshop	ARTIFICIAL INTELLIGENCE AND DATA SCIENCE – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
6	24/06/2020	24/06/2020	National	Workshop	ADVANCED EXCEL – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
7	29/04/2020	30/04/2020	National	Workshop	VIRTUAL TEACHING – COIMBATORE INSTITUTE OF TECHNOLOGY
8	17/04/2020	17/04/2020	National	Workshop	FA FINTECH TOOLS AND DIGITAL SKILLS – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
9	08/02/2021	09/02/2021	National	Workshop	CLOUD COMPUTING – PSGR KRISHNAMMAL COLLEGE FOR WOMEN

10	04/05/2020	10/05/2020	National	Workshop	EFFECTIVE AND INSTRUCTIVE RESEARCH – SONA COLLEGE OF TECHNOLOGY, SALEM
11	11/08/2021	19/08/2021	National	Workshop	RESEARCH IN HIGHER EDUCATION INSTITUTIONS – SREE NARAYANA GURU COLLEGE
12	12/02/2020	12/02/2020	National	Workshop	ART OF EFFECTIVE TEACHING – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
12	21/01/2021	21/01/2021	National	Workshop	INVESTOR AWARENESS PROGRAM – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
14	20/04/2021	20/04/2021	National	Workshop	STRESS MANAGEMENT – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
15	17/04/2021	17/04/2021	National	Workshop	DIGITAL ENTREPRENEURSHIP – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
16	04/05/2021	04/05/2021	National	Workshop	DEMAND DRIVEN LOCAL INNOVATIONS AS AN ENABLER FOR SELF RELIANCE – SHRI KADASIDESWARAR ARTS COLLEGE AND H.S. KOTAMBRI SCIENCE INSTITUTE
17	25/04/2022	25/04/2022	International	Workshop	UNIVERSAL HUMAN VALUES – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
18	18/02/2022	18/02/2022	National	Seminar	RESEARCH – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
19	22/04/2022	22/04/2022	National	Seminar	INCUBATION MANAGER APPROACH TO STUDENTS AND EARLY STAGE – PSGR KRISHNAMMAL COLLEGE FOR WOMEN
20	15/02/2023	15/02/2023	National	Workshop	CURRENT TRENDS IN COMMERCE EDUCATION – PSGR KRISHNAMMAL

					COLLEGE FOR WOMEN
21	11/09/2023	11/09/2023	National	Workshop	ANALYTICS - QUALIFICATION FOR THE FUTURE – PSGR KRISHNAMMAL FOR WOMEN

TRAINING PROGRAMMES ATTENDED

#	NAME OF THE PROGRAMME	FROM DATE	TO DATE	TYPE
1	NATIONAL WORKSHOP ON GST AND TALLY	25/09/2017	26/09/2017	3 days to one Week
2	FACULTY DEVELOPMENT PROGRAMME	04/12/2017	07/12/2017	3 days to one Week
3	WORKSHOP ON BIG DATA ANALYTICA USING HADOOP	08/02/2018	10/02/2018	3 days to one Week
4	NATIONAL WORKSHOP	01/03/2017	03/03/2017	3 days to one Week
5	FACULTY DEVELOPMENT PROGRAMME	04/04/2017	05/04/2017	3 days to one Week
6	FACULTY DEVELOPMENT PROGRAMME	28/03/2017	01/01/1900	3 days to one Week
7	FACULTY DEVELOPMENT PROGRAMME	30/01/2017	31/01/2017	3 days to one Week
8	NATIONAL WORKSHOP ON APPLICATIONS IN RESEARCH METHODOLOGY /	02/03/2018	01/01/1900	3 days to one Week
9	STOCK MARKET	20/11/2018	23/11/2018	3 days to one Week
10	POT OUT SOLUTIONS	18/12/2018	20/12/2018	3 days to one Week
11	FACULTY DEVELOPMENT PROGRAMME ON R PROGRAMMING	14/08/2019	17/08/2019	3 days to one Week
12	FACULTY DEVELOPMENT PROGR	12/06/2019	20/06/2019	3 days to one Week
13	FACULTY DEVELOPMENT PROGRAMME ON NEW FRAMEWORKOF NAAC ACCREDITATION /	05/07/2019	06/07/2019	3 days to one Week
14	THREE DAYS NATIONAL LEVEL WORKSHOP ON PYTHON FOR BUSINESS ANALYTICS /	04/09/2019	06/09/2019	3 days to one Week
15	FACULTY DEVELOPMENT PROGRAMME ON ART OF EFFECTIVE TEACHING /	12/02/2020	14/02/2020	3 days to one Week
16	NATIONAL WORKSHOP ON	11/08/2021	19/08/2021	3 days to one

	RESEARCH IN HIGHER EDUCATION /			Week
17	FACULTY DEVELOPMENT PROGRAM ON EFFECTIVE AND INSTRUCTIVE RESEARCH /	04/05/2020	10/05/2020	3 days to one Week
18	FIVE DAYS NATIONAL LEVEL WORKSHOP ON COMPLIANCE OF GOODS AND SERVICE TAX /	23/08/2021	27/08/2021	3 days to one Week
19	RESEARCH STRUCTURING STATISTICAL INSIGHTS AND PUBLICATION STRATEGIES /	25/07/2020	26/07/2020	3 days to one Week
20	VIRTUAL TEACHING	29/04/2020	30/04/2020	3 days to one Week
21	CLOUD COMPUTING	08/02/2021	09/02/2021	3 days to one Week
22	INTRODUCTION TO SPSS PACKAGE	16/02/2021	17/02/2021	3 days to one Week
23	8 DAYS NATIONAL LEVEL WORKSHOP ON RESEARCH IN HIGHER EDUCATION INSTITUTIONS /	11/08/2021	19/08/2021	3 days to one Week
24	NATIONAL LEVEL WORKSHOP ON COMPLIANCE OF GOODS AND SERVICE TAX /	23/08/2021	27/09/2021	3 days to one Week
25	FDP ON TEACHING PEDAGOGY - TOOLS AND TECHNIQUES /	20/09/2021	25/09/2021	3 days to one Week
26	NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAM ON SECURITIES MARKET /	27/11/2021	30/11/2021	3 days to one Week
27	FACULTY DEVELOPMENT PROGRAM ON CLOUD COMPUTING /	08/02/2021	09/02/2021	3 days to one Week
28	E FILING	15/09/2022	19/09/2022	3 days to one Week
29	INDUSTRIAL TRAINING ON E-FILING	19/09/2023	06/10/2023	21 Days to 1 Month
30	FDP ON TRANSFORMATIVE TEACHING	18/06/2024	-	1 Day

COMPUTER KNOWLEDGE

- DCA, Tally (Basic), Photoshop, Internet Savvy.

EXTRA-CURRICULAR ACTIVITIES

- State – I rank in Man Making Message of Swami Vivekananda.