

STAFF PROFILE

Name : DR. K. SUBASHINI
Designation : Assistant Professor
Qualification : M.COM, M.PHIL, PGDCA, PH.D
Date of Birth : 14.10.1979



Area of Specialization: Marketings

Address for Communication: 72, Siva Nagar,
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Teaching Experience : UG: 20 Years PG: 6 Years

Research Experience : Nil

ACADEMIC QUALIFICATION:

COURSE	BOARD/UNIVERSITY	%	CLASS
B.COM	Bharathiar University	75.4	First Class with Distinction
M.COM	Bharathiar University	72.5	First Class
PGDCA	Bharathiar University	82.8	First Class
M.PHIL	Alagappa University	64.6	First Class
PH.D	Bharathiar University	Awarded	

EXPERIENCE

COLLEGE	DESIGNATION	PERIOD	TOTAL
Pioneer College of Arts and Science	Lecturer	3.7 Years	3.7
Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science	Lecturer	4.1 Years	7.8
Kongunadu Arts and Science College	Assistant Professor and Head	12.3 Years	19.11

PUBLICATIONS

- “E-Marketing in business – An Overview” published in Global Journal for Research Analysis, Jan 2014 Volume 3, Issue 1, ISSN No 2277 – 8160
- Published a special issue entitled “E Marketing Road Ahead of India” Published in International Journal of Scientific Research and Management – ISSN NO 2321-3418
- “A Study On Customer Satisfaction towards Hero Honda Two wheeler in Coimbatore city” published in International Journal of Social Science and Economic Research Vol 04 , Issue 07, July , ISSN NO 2455-8834
- “A Study on Consumer Buying Behavior towards Selected Milk Products in Coimbatore City” Published in International Journal of Analytical and Experimental Modal Analysis – Vol XI, Issue XII, Dec 2019 , ISSN NO 0886-9367
- “A study on The Factors Influencing Cause Related Marketing in Selected Respondents in Coimbatore City” Published in AUT AUT Research Journal, Volume XI, Issue XI, Nov 2020 (ISSN No: 0005 – 0601, Pg No: 60-65)
- “A Study on Consumer Level Awareness of Cause Related Marketing Products in Selected FMCG Companies” Published in GIS Science Journal, Volume 7, Issue II, (ISSN No: 1869 – 9391), Pg. No: 271 – 280.

- “To assess the level of Perception towards Cause Related Marketing of FMCG Products in Coimbatore” Published in Kaylan Bharathi Journal on Indian History and Culture, Vol 36, No :7(III), 2021, ISSN NO 0976-0822
- “To Study the problems faced by consumers towards CRM Products in selected Consumer Goods” Published in Journal of Fundamental Comparative Research Journal Vol VIII, No 1, 2022, ISSN NO 2277-7067

PUBLICATIONS IN PROCEEDINGS OF NATIONAL LEVEL SEMINAR / CONFERENCE:

- Application of GST in Accounting published on Impact of Goods and Services Tax on 27th Sep 2017, Dr.NGP Arts and Science College, Coimbatore.

PAPER PRESENTED IN INTERNATIONAL CONFERENCE

- International Conference on E-Marketing – Roads Ahead of India Organized by Dept of Commerce (UG) presented the paper of Mobile Marketing on 22.08.2013 at Kongunadu Arts and Science College, Coimbatore.
- International Conference on Advances in Commerce and Management – presented a paper on Rural Marketing on 18.02.2017 at Pioneer College of Arts and Science, Jothipuram, Coimbatore.
- International Conference on Global and Banking Scenario – presented a paper on Ethical Banking on 28.09.2017 at Sankara College of Science and Commerce, Saravanampatty, Coimbatore.

PAPER PRESENTED IN NATIONAL CONFERENCE

- National Conference on – Contemporary Accounting – Standards & Issues – Organized by Department of Commerce & Commerce (PA) at Presented a Paper on “Fixed Assets” on 07.10.2013 – Dr.N.G.P.Arts and Science College.

- National Conference on – Business Today” Organized by Department of Commerce & Management – Presented a Paper on “Viral Marketing on 04.10.2013 at Angappa College of Arts and Science, Seerapalayam.

PAPER PRESENTED IN NATIONAL LEVEL SEMINAR

- National Seminar on Empowering Women Through Entrepreneurship Organised by PG and Research Department of Commerce and EDC – Presented a Paper on – Women Entrepreneurship: Road Ahead on 07.08.2013 – Kongunadu Arts and Science College, Coimbatore.

PARTICIPATION

- Attended University level Youth Red Cross Study Camp held at PKP Arts College, Gobi from 27 to 29 Nov 2003
- Attended One day Workshop on Tally ERP 9 organized by Department of Commerce, KASC on 25th Aug 2014
- Attended National Level Workshop – PG and Research Department of Commerce & ED Cell – Excellence in Youth Leadership on 31.12.2014 at Kongunadu Arts and Science College.
- Attended One day FDP on Man Making Education organized by Swami Vivekananda Study Circle on 4th July 2015
- Attended FDP on Contemporary Approaches to Teaching and Learning Effectiveness at VIMS on 13th Apr 2016
- Attended One day FDP on Outcome Based Education organized by IQAC in Kongunadu Arts and Science College on 14th Dec 2017

- Participated One day International Level Conference “English Communication for Empowerment” organized by Department of Commerce, Kongunadu Arts and Science College on 5th Sep 2018
- Participated in Two days National Level Workshop on GST and Implementation of GST in Tally ERP organized by Department of Management in Kongunadu Arts and Science College on 27th Sep 2018 and 1st Oct 2018
- Attended one day Workshop on Intellectual Property Rights on 9th Feb 2019 in KASC.
- Attended International Seminar on the Contextual Perspective on Commerce Industry organized by B.COM department on Jan 25, 2020
- Attended three days online National Level FDP organized by the Department of English(Aided) on MOOC Development for Learning Enhancement on 27,28,29 September 2021
- Attended one day FDP organized by the Department of Commerce with CA on Presentation Skills on 27th August 2021
- Participated seven days Short term Training Programme on Cyber Security and Threat Landscape organized by Department of Computer Science, KASC between 15th Mar 2022 to 22 Mar 2022
- Attended in the World Space Week Celebrations 2023 held at KASC, on 5th and 7th Oct 2023
- Participated in Professional Development Programme on Classroom Psychology organized by Department of Psychology, KASC, on 12th Sep 2024
- Attended Two days National Level Seminar on Educational Reforms and Indigenous Systems on 8th and 9th June 2024 at Hotel Vivanta, Coimbatore.

- Participated in National Symposium On WGBCEM – 2025 organized by Department of Zoology, KASC, on 6th and 7th Mar 2025
- Participated in one day FDP on IPR as tool for teaching organized by Department of Computer Science, KASC, on 27th Jan 2025
- Participated in National Level Conference On Artificial Intelligence in shifting Global Business organized by Department of Commerce, KASC, on 3rd Jan 2025