

STAFF PROFILE

- 1) Name : K.Princy Hebshibha
2) Designation : Assistant Professor
3) Department :Commerce CA
4) Qualification :M.Com (CA),M.Phil,
5) Experience : Teaching: 3 years &7 Months
Research: NIL
6) Area of Specialization (s) : Marketing
7) E-mail :princy110994@gmail.com
8) Academic Qualifications : M.Com (CA),M.Phil,
9) Additional Qualifications :

Diploma/ Vocational/ Certification	Area of Spealization	Institution/ University/ Agency Name	Year
Open to Study (MOOC)	Financial Planning & Management For Compleitive Edge	Online	2017
Durupal training (OSCMS)	Computer Application	SNMV	2020
Green Business Management	Marketing	CMS College	2020

10) Grants Received

Event Title	Agency	Amount	Date
-	-	-	-

11) Projects

Completed

Project Title	Agency	Amount	Duration
-	-	-	-

Ongoing

Project Title	Agency	Amount	Duration
-	-	-	-

12) Research Guidance

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

13) Research Publications

International

NIL

14) Other Publications NIL

15) Book Publications NIL

16) Consultancy

Nature of Consultancy	Client	Amount	Completion Status
-	-	-	-
-	-	-	-

17) Presentations in Conference

International

- ❖ Social Media, Consumer Behavior, And Service Marketing , *Studies in Indian Place Names ,UGC Care Journal(2020)* Sankara college of Science and Commerce, Coimbatore. 12.03.2020

National

- ❖ The Power of Social Media for Startups , *International Journal Creative Research Thoughts (ijcrt)*, Volume 8, Issue 12 December 2020.
- ❖ Important of Social Media Connectedness for Today's Connection, *International Journal Creative Research Thoughts (ijcrt)*, Volume 9, Issue 3 March 2021

18) Participation in Conference NIL

19) Participation in Seminar

- ❖ Participated In National Seminar On “Impacts Of Startups On Indian Economic Growth” And Presented
- ❖ Paper Titled “Emerging Trends In Techno Entrepreneurship” Held On January 2018.
- ❖ Participated In National Seminar on “Digital India and Its Information” And Presented Paper Titled “Digitalization towards Banking & Insurance Sector” Held on January 2018.

- ❖ Participated In The One Day National Seminar On Metrics In Research, Publication And Career Development Held On January 2018
- ❖ Participated In The One Day National Level Workshop On Applications In Research Methodology Held On March 2018.
- ❖ Participated In The One Day National Level Seminar On Writing Seminar, Research Proposal And Thesis Held On August 2018.

20) Participation in Workshop

21) Participation in Orientation Programme/ Induction Programme/ Short term Courses

NIL

22) Participation in Faculty Development Programme

- ❖ FDP on "Statistical Analysis of Quantitative Data using Advance Excel for Research Scholars held on 3.06.2020 & 4.06.2020 .
- ❖ 8th May 2020, organized by Department of Commerce - Shift II, Patrician College, "Online Faculty Development Programme on Examinations in wake of COVID-19". • 14th May 2020, Digital Teaching For Digital Learners, organized by Niligris College of Arts and Science FDP
- ❖ 15th May 2020, Organized by Department CS & IT in Rathinam College of Arts and Science "Pursing Academic Research ". FDP
- ❖ 20 May 2020, Organized by Sri Amaraavathi college of arts and Science, " Uncovered Piazza for effective Teaching., FDP
- ❖ 30 May 2020, Organized by Department of Computer Application in Nirmala College for Women, "Emerging Trends and Application in IoT", FDP.
- ❖ 3rd June 2020, Organized by RIVI College, " Statistical Analysis of Quantitative Data Using Advance Excel for Research Scholars". FDP.
- ❖ 22.04.2020 to 28.4.2020, Organized by IARA, " Entrepreneurship: Research, Critical thinking and Innovation".FDP

23) Conference/ Seminar/ Workshop Organized NIL

24) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop NIL

25) Member in Board of Study NIL

26) Editorial/ Review Board Member NIL

27) Membership in Professional Bodies

Name of Professional Body	Nature of Membership	Duration
-	-	-

28) Awards and Achievements

29) Any Other