

## STAFF PROFILE

- 1) Name : A. Shiny Nirmala
- 2) Designation : Assistant Professor
- 3) Department : Department of Commerce with E-Commerce
- 4) Qualification : M.Com, (Ph.D)
- 5) Experience : Teaching: 1 years, 8 Months      Research: 6 Months

Other Working Experience: 1 Year

- 6) Area of Specialization (s): Marketing
- 7) E-mail : [shinynirmala60@gmail.com](mailto:shinynirmala60@gmail.com)
- 8) Academic Qualifications: M.Com.,(Ph.D)

### 9) Research Publications

S.No.	Year	Name of the Author/Authors	Title of the Paper	Name of the journal	Volume, Issue, PgNo.	ISSN NO.	Index
1	2022	Ms.Shiny Nirmala.A	A Study on Customer perception and satisfaction towards smartphone with special reference to Coimbatore City	Shodhsamhita: Journal of Fundamental and Comparative Research	Pg:103 - 108	<b>ISBN:</b> ISSN: 2277-7067	-
2	2021	Ms.Shiny Nirmala.A	Effectiveness of Celebrity Endorsement in Advertisement	Shodhsamhita: Journal of Fundamental and Comparative Research	Pg:331	<b>ISBN:</b> 2277-7067	-

#### **10) WORKSHOP/FDP/HANDS ON TRAINING ATTENDED:**

- National Level FDP conducted by Sraddha Academy for Financial Education, 17.01.2022 to 23.01.2022
- FDP on Investor Education & Awareness conducted by Sraddha Academy for Financial Education, 11.12.2022
- National Level FDP on “Relevance of Outcome Based Education in Teaching, Learning and Evaluation For Social Sciences” Conducted by Indian Institute of Management and Commerce, 27.10.2021 to 29.10.2021
- Faculty Development webinar under UGC PARAMARSH scheme on “Education 4.0-Future of Learning”, on 28.09.2021
- International FDP on “Research Methodologies - Application of Statistical Tools for Decision Making” organized by PG & Research Department of Commerce, Marudhar Kesari Jain College for Women Vaniyambadi on 12.07.2021
- Virtual International Faculty Development Program (i-FDP) on “Entrepreneurship Education: Experience from Africa” Conducted by NCD, 28.01.2021
- International FDP on “Research Orientation and Data Analysis” Organized by Mount Zion Institute of Management, 9.8.2021 to 13.8.2021
- FDP on Advance Excel for Educators organised by the PG & Research Department of Management Studies, Hindusthan College of Arts & Science on 12.05.2021 to 13.05.2021
- FDP on “Digital Teaching Methods in Higher Education” organized by Hindusthan College of Arts and Science on 28.08.2021
- National Level Online FDP on “Foregrounding the Spectrum of Character Building in Modern Human Life” organized by Balaji Institute of Technology and Science, 25.06.2021 to 3.07.2021
- International FDP on Research Excellence and Academic Development” organized by Sri Ramakrishna College of Arts and Science, 01.09.2021 to 08.09.2021