

Dr.A.Shanthi

Assistant Professor and Head
Department of Commerce
School of Commerce



Qualification: M.Com., M.Phil., Ph.D., SET., PGDCA.,

Experience: 10.7 Years

Research Areas: Marketing

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<http://kprcas.ac.in/academics/faculty-profile/dr-a-shanthi-2>

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Bharathiar University, Coimbatore	2018
SET	Commerce	Mother Teresa University, Kodaikkanal	2016
M.Phil.	Commerce	Bharathiar University, Coimbatore	2008
M.Com	Commerce	Vidyasagar College of Arts and Science, Udumalpet (Bharathiar University, Coimbatore)	2006
B.Com	Commerce	Vidyasagar College of Arts and Science, Udumalpet (Bharathiar University, Coimbatore)	2004

Additional Qualifications

Diploma Details	Area of Specialization	Institution / University/ Agency Name	Year
PG Diploma	(PGDCA) Computer Applications	Bharathiar University	2018

Academic Positions @ KPRCAS

- Assistant Professor and Head – Department of Commerce
- Coordinator – Exam Cell
- Coordinator – Citizen Consumer Club.

Publications

National and International Journal

- “Factors Affecting Competitiveness of Organised Retailers in Food and Grocery Retailing”, International Journal of Multidisciplinary Educational Research, Volume 10 4(3), PP. 9-13.
- “Customer Retention Strategy of Organised Retailers in Food and Grocery Retailing”, Kala Sarovar, Volume 24, Issue 1(II), Jan-March 2021, PP. 85-92.
- “Factors Influencing Customer Loyalty: A Study on Organised Food and Grocery Outlets”, International Journal of Research in Commerce, IT and Management, Volume 7, Issue 09, September 2017, PP. 27-32.
- “Factors Influencing Customers Satisfaction towards Service Rendered by Organised Food & Grocery Outlets”, Asia Pacific Journal of Research, Volume 1, Issue IV, August 2017, PP.32-36
- “Retail Marketing – A Study of Customers Preference towards Retail Stores in Coimbatore City”, Intercontinental Journal of Marketing Research Review, Volume 4, Issue 3, March 2016, PP. 105-113.
- “Challenges and Winning Strategies for Organised Retailers” International Journal of Advance Research in Computer Science and Management Studies, Volume 4, Issue 1, January 2016, PP. 49-58.
- “Microfinance Intervention in Poverty Alleviation and Development” Journal of Global Economy, Volume 4 No.1, January – March 2008, PP. 41-50.
- “Indian Retail Industry-Its Growth, Challenges & Opportunities”, www.fibre2fashion.com, July 2007.

List of Publication (Seminar/Conference Proceedings)

- “Corporate Social Responsibility –A tool for Retail Competitiveness” National Conference on Role of Finance Professionals in Cost Management, Tax Planning, Corporate Governance and Organisational Growth at Sree Saraswathi Thyagaraja College, Pollachi on 24th January 2016.
- 2. “Determinants of Personal Financial Behaviour of Individuals” in Two Days International Seminar on Emerging Trends in Personal Financial Management, at Sree Saraswathi Thyagaraja College, Pollachi, 2016.

- 3. Sustainable Tourism a Key to Tourism Development”, Two days National Seminar on Responsible Tourism for Sustainable Development – Issues and Prospects, at Sree Saraswathi Thyagaraja College, Pollachi on 25th and 26th March 2015.

List of Seminars / Conferences attended / Paper Presented

International Level

- Participated in Two Days International Seminar on ‘Sustainable Development and Economic Growth on Global Perspective’ at Bharathiar University Arts & Science College, Valparai on 15th and 16th September, 2016 and presented paper entitled “Growth and Prospects of Organised Retailers in India”.
- Participated in Two Days International Seminar on ‘Emerging Paradigm in Financial Services’ at Cauvery College for Women, Tiruchirappalli on 7th and 8th April, 2007 and presented paper entitled “Indian Mutual Fund Industry at a Glance”.
- Participated in Two Days International Symposium on ‘Global Business Opportunities and Challenges’ at Loyola College, Chennai on 15th and 16th February, 2007 and presented paper entitled “World Trade in Economic Development”.
- Participated in Two Days International Seminar on ‘Case Study Method of Teaching in Commerce/ Management Education’ at Bharathidasan University on 20th and 21st January, 2007 and presented paper entitled “Job Satisfaction of Bank Employees”.

National Level

- Participated in National Conference on ‘Demonetisation Effects on Indian Financial System’ at Sree Saraswathi Thyagaraja College, Pollachi on 15th February, 2017 and presented paper entitled “Impact of Demonetisation on Indian Retail Sector”.
- Participated in Two Day National Conference on ‘Rural Entrepreneurship: An inclusive Strategy for Managing Regional Imbalance’ at Sree Saraswathi Thyagaraja College, Pollachi on 18th and 19th December, 2013 and presented paper entitled “Problems Encountered by Rural Entrepreneurs”.
- Participated in ICSSR and SIDBI sponsored National Level seminar on ‘Dimensions of Sickness in Small Scale Industrial Sector’ held at Sree Saraswathi Thyagaraja College, Pollachi on 17th October, 2008 and presented paper entitled “Problems and Prospects of SSI”.

- Participated in UGC sponsored National Level Seminar on ‘Customer Relationship Management’ held at Providence College for Women, Conoor on 28th and 29th August, 2008 and presented paper entitled ‘CRM an Overview’
- Participated and Presented Paper in National Seminar on ‘Global Challenges in Cyber Business’ at Nehru College of Arts and Science, Coimbatore on 21st August, 2008.
- Participated in National Level Seminar on ‘Retail Investor in India – Emerging Trends’ held at Osmania University, Hyderabad on 10th August, 2007 and presented paper entitled “Foreign Direct Investment in India – An Overview”.
- Participated in UGC sponsored National Level Seminar on ‘Human Rights and Values in Education’ held at Emerald Heights College for Women, Udhagamandalam on 28th and 29th June, 2007 and presented paper entitled “Tribes Welfare and Development - An Overview”.
- Participated in UGC sponsored National Level Seminar on ‘Impact of Globalisation on Insurance Sector’ held at NGM College, Pollachi on 30th and 31st March, 2007 and presented paper entitled “Health Insurance Policies in India”.
- Participated in National Level Seminar on ‘Promoting Entrepreneurship at the Grass Root Level in the Liberalised Era: Challenges and Dimensions’ held at Pondicherry University, Pondicherry on 29th & 30th March, 2007 and presented paper entitled “Role of Women in Entrepreneurship”.
- Participated in National Level Seminar on ‘Recent Trends in Financial Sectors Reforms and Information Technology’ held at Bharathiar University on 13th and 14th March, 2007 and presented paper entitled “Online Advertisement – Its Role in E-Commerce”.
- Participated in National Level Seminar on ‘Domestic Water Management: Issues and Challenges’ held at Bharathiar University, Coimbatore on 28th February, 2007 and presented paper entitled “Domestic Water Supply – Its Impact on Human Health”.
- Participated in National Level Seminar on ‘Strategic Management: Opportunities and Challenges in Post LPG Era’ held at Periyar University on 15th & 16th February, 2007 and presented paper entitled “Service Marketing – Role of Indian Tourism”.

- Participated in National Level seminar on ‘Reforms in Banking and Financial Sectors’ held at Karpagam Arts and Science College, Coimbatore on 15th February, 2008 and presented paper entitled “Mutual Funds in India”.
- Participated in National Level Seminar on ‘Frontiers in Applied Statistics and Computer Applications (FASCA – 07)’ held at Bharathiar University, Coimbatore on 29th & 30th January, 2007 and presented paper entitled “Artificial Intelligence – Expert System and its Role”.
- Participated in UGC sponsored National Level Seminar on ‘Perspectives of Indian Tourism Industry’ held at NGM College, Pollachi on 24th and 25th January, 2007 and presented paper entitled “Role of Tourism in Economic Development”.

Participation in Faculty Development Programme

- International Faculty Development Programme on “Research and Teaching Methodology” organised by Govt. V.Y. T PG Autonomous College, Chhattisgarh from 5th July 2021 to 11th July 2021.
- Seven Days National Level Faculty Development Programme on “Application of Tools and Techniques in Research Methodology and to Publish Article in Scopus and Web of Science” organised by Department of Commerce, Hindustan College of Arts and Science, Salem from 19th December to 24th December 2020.
- Ten Hours Faculty Development Programme on “Creative Thinking”, conducted by ICT Academy on 24th November 2020 to 28th November 2020.
- Seven Days Faculty Development Programme on “Adaptive Success Strategies for NAAC” organised by IQAC SNMV CAS from 24th November to 1st December 2020.
- Three Days International Faculty Development Programme Series organised by PG and Research Department of Commerce, Government Arts College for Women, Salem from 22nd July to 24th July 2020.
- One Week Faculty Development Programme on “Structural Equation Modelling (SEM) using AMOS & Smart PLS” organised by Department of Master of Business Administration, CMS College of Engineering and Technology, Hyderabad from 14th to 19th July 2020.

- Four Days Online Faculty Development Programme on “Mutual Fund Guidance for First Time Investors” organised by Department of Commerce (Finance), NGM College Pollachi from 12.05.2020 to 15.05.2020.
- One Day Faculty Development Programme on ‘Computerised Accounting using Tally.ERP9’ organised by Tally Education Pvt. Ltd and School of Commerce, Bharathiar University, Coimbatore on 8th January 2016.
- Six Days Faculty Development Programme on ‘Finance and Accounting’ organised by Department of Extension and Career Guidance, Bharathiar University, Coimbatore and Tata Consultancy Services Ltd (TCS), Chennai at PSGR Krishnammal College for Women from 20th to 25th August, 2012.

Project Contributions

Name of the Project	Agency / Institute	Year / Status
Competitiveness in Retailing – A Study on Organised and Unorganised Retail Stores in Pollachi Town	UGC Sponsored Minor Project	2016 / Completed



Academic Networks

	https://scholar.google.com/citations?user=dLHPnW4AAAJ&hl=en&authuser=1
	https://orcid.org/0000-0003-0275-6656
	https://www.researchgate.net/profile/Shanthi-Angusamy/research
PERSONAL WEBSITE / BLOG (EDUCATION - SUPPORTED)	Personal Website Address