

**PPG COLLEGE OF ARTS and SCIENCE, COIMBATORE****Department of Commerce****STAFF PROFILE**

1	Name of the Staff	Ms.K. Vinisha
2	Designation	Assistant Professor
3	Date of Birth	19.04.2002
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5	Email ID	<a href="mailto:vinishak.cas@ppg.edu.in">vinishak.cas@ppg.edu.in</a>
6	Educational Qualification	B.COM M.COM.,
7	Specialization	Commerce and Marketing
8	Experience (As on 31.12.2021)	6 Months
9	Research Guidance Details	(i) M.Phil.: Guided:Nil      Guiding:Nil
		(ii) Ph.D.: Guided:Nil      Guiding:Nil
10	Research Projects Details	Comparative study on Traditional Marketing and Digital Marketing – M.COM Consumer Attitude towards Green Products – M.COM
11	Publications in Journals	(i) International level: nil
		(ii) National level: nil
12	Publications in Conference(s)	(i) International level: nil
		(ii) National level: nil
13	Publications - Book(s)/Chapter(s)	nil
14	Workshop / Conference / Seminar - Organized	Workshop: nil    Conference : 3    Seminar :nil
15	Workshop / Conference / Seminar - Attended	(i) International level:nil
		(ii) National level:nil
16	Others	Nil