

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

1	Name of the Staff	Ms. R. SHILPA
2	Designation	Assistant Professor
3	Date of Birth	17.12.1998
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6	Educational Qualification	M.Com., (Ph.D.)
7	Specialization	Marketing
8	Experience	Date of Joining (08.12.2025)
9	Research Guidance Details	(i)M. Phil.: Guided: Nil Guiding: Nil
		(ii)Ph.D.: Guided: Nil Guiding: Nil
10	Research Projects Details	Acknowledgement and Execution of Pradhan Mantri Fasal Bima Yojana (PMFBY) among farmers from Western zone of Tamil Nadu- A Diagnostic Approach
11	Publications in Journals	(i)International level: 2
		(ii)National level: nil
12	Publications in Conference(s)	(i)International level:1
		(ii)National level:1
13	Publications - Book(s)/Chapter(s)	Book Chapters: nil
14	Workshop/Conference/Seminar-Organized	Workshop: nil Conference: nil Seminar :nil
15	Workshop/Conference/Seminar - Attended	(i)International level: 2
		(ii)National level: 6
16	Faculty Development Program	(i) International Level: nil
		(ii) National Level: nil
17	Others	Pursuing PhD at NGP Arts and Science College