



SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4th Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution

Tiruchirappalli - 620 002

Name : Ms. K. SHOBHA
Designation : Assistant Professor
Department : PG & RESEARCH DEPARTMENT OF COMMERCE
Qualification : M. Com., M. Phil., (PhD)
Experience : Teaching: 12years Research: NIL
Area of Specialization(s) : Marketing, Finance
Email (Official ID) : shobha@sigc.edu
Aadhar Number : 5099 4991 0779

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Bharathidasan University	Doing
M. Phil	Commerce	Bharathidasan University	2007
M. Com	Commerce	Bharathidasan University	2006
BBA	Business Administration	Bharathidasan University	2004

Book Publications

1. Published a book chapter in IOT academy publishers- Topic: **“Emerging Trends in M-Commerce”** with ISBN no. 978-93-93622-35-8, published in July 2023.
2. Published a book chapter in IOT academy publishers- Topic: **“Artificial Intelligence (AI) Ethics and Social Responsibility”** with ISBN no. 978-93-93622-35-8, published in Feb 2024.
3. Published a book chapter in IOT academy publishers- Topic: **“Emerging Frontiers in Commerce and Management”** with ISBN no. 978-93-93622-35-8, published in Oct 2024.
4. Ms. K. Shobha Asst. Prof in commerce published an article on 30/5/2020, Topic: BANKING - ANTI-MONEY LAUNDERING in Alochana Chakra **UGC Care Journal**- ISSN NO. 2231-3990 (Volume IX Issue V May2020).

Presentations in Conference

1. Presented Paper in International Conference on “Investor Behaviour Towards Sustainable Investment Products: Drivers and Barriers” on Jan 23 & 24 2025 at BHC, Trichy.
2. Presented Paper in International Conference on “Understanding Mutual Funds: A Comprehensive Guide to Smart Investing” on March 3 2025 at SRM Arts & Science College, Trichy.

Participation in Seminars

1. Participated in National level Seminar organized by Sathyabama Institute of Science and Technology, Chennai on “Innovative Trends in Public Relations to Introduce and Promote Products” from Feb 2 2022.
2. Participated in a webinar Overview of Securities Market and career Growth held on 4/1/2022 by BSE IPF.
3. Participated in the Webinar on “Financial Awareness: A key to Financial Wellbeing” on 4/12/2021 by Gauhati University
4. Participated in the Webinar on “Financial Empowerment Through Wealth Creation” on 17/1/2022 organised by Kalna college, Kalna, Purba Bardhaman, WB in collaboration with AMFI.
5. Participated in the Webinar on “The Art of Publishing Research Papers” held on 20/11/2021 organized by TNJFU, Chennai
6. Participated in the Webinar on “From Research to Publication” held on 27/4/2020 organized by Sri Sai Ram Institute of Technology- hosted by MHRD.

Participation in Workshop

1. Participated in Vikaspedia workshop organized by Shrimati Indira Gandhi College on “A Platform for Augmentation of Multilingual Digital Resources for Development” on Feb 20 2025
2. Participated in International online workshop organized by Global Institute of Statistical Solutions (GISS) on “Basic Statistical Analysis and its Interpretation using SPSS” on Nov 27, 28 and 29 2021
3. Participated in International online workshop organized by Global Institute of Statistical Solutions (GISS) on “Basic Statistical Analysis and its Interpretation using SPSS” on Nov 27, 28 and 29 2021
4. Participated in National level E-Workshop organized by Sathyabama Institute of Science and Technology on “Innovative Techniques in SPSS and Data Analysis, Chennai from Jan 3 to 7 2022 (5 days).
5. Participated in National level Virtual Workshop organized by SRM Institute of Science and Technology, Kattangulathur, Chengalpattu on “Data Analysis- SPSS, from 14/2/2022 to 18/2/2022 (5 days).

Participation in Orientation Programme / Short Term Courses

1. Attended the online course on “Introduction to Automation” conducted by Ui Path Academy on Aug 28 2023.
2. Attended the online course on “UiPath Studio Web Overview” conducted by Ui Path Academy on Aug 28 2023.

Participation in Faculty Development Programme

1. Participated in Faculty Development Program on “Research Resources and Productivity” organized by Prince Shri Bhavani Arts and Science College, Chennai on 10/01/2022.
2. Participated in International Professional Development Program on “Research Methodology” organized by Patrician College of Arts and Science College, Chennai from June 6 2023 to June 13 2023 (1 week).
3. Actively participated in national level FDP on “Google Applications” on 27/11/2021 organized by Sona College of Arts and Science, Salem.

Conference / Seminar / Workshop Organized

- Acted as Department Association Secretary during 2021-2022.
1. “Responsible Marketing” – Concept series by Dr. Astha Dewan on 12-07-2021.
 2. “Basic Statistical Methods” – Concept series by Dr Pradipta Banerjee on 19-08-2021.
 3. “Landing your Dream Job- Learn, Unlearn, Relearn” – Classroom to Corporate series by Mr. Raj Barath KR on 02-09-2021.
 4. “Build your personality and focus on personal branding” – Concept series by Dr K. Sabarinathan on 19-08-2021.
 5. “Financial Wellness” – Concept series by Dr. V.Chandrasekaran on 18-10-2021.
 6. “Legal Awareness on Women Rights in India” – Concept series by Prof. Jayanthi Bai HL on 01-12-2021.
 7. Conducted a webinar in collaboration with Department of MBA on “Union Budget Analysis-2022” – Concept series by CA Ashok Sundaresan on 04-02-2021.
 8. “Lucrative Career Options for Commerce Graduates” – Classroom to Corporate series by Ms. Gita Kumar on 11-03-2022.
 9. “Principles of Investing in the Stock Market” –Concept series by Mr. Bharat Dave on 01-12-2021.
 10. Conducted a webinar in collaboration with Department of MBA on “Uncocking The Lock: Investment Portfolio” – Concept series by Mr. A. Dharmarajan on 25-03-2022.
 11. “Presentable Personality- The Need of the Hour” – Concept series by Dr. K. Shobha on 01-12-2021.

Participation in Faculty Development Programme

1. Conducted a Faculty Development Program (FDP) on “Smart Tax Saving Avenues (sec 80c)” – Concept series by Mr. S. Ganesan on 18-02-2021.

Participation in Seminars

1. Conducted a seminar on “Campus English to Corporate English” –Concept series by Dr. S. Murugavel on 05-04-2022.

Mega Alumni Meet:

We have arranged for a grand get together for our alumni and named it “Affinity Alumni Association (A3)” on 27-02-2022.

Extra-Curricular Activities:

On the eve of “World Consumers Rights Day” our students exhibited their various talent shows on stage and engaged the whole department for an hour on 15-03-2022.

Club Inauguration:

1. Inaugurated marketing club “BAZ-WIZ” (Bazaar Wizard) by Dr.Satish.S.Maheswarappa on 24-03-2022.
 2. Inaugurated marketing club “MAJ-MAK” (Majestic Makers) by Mr M. Rajeshbabu on 11-04-2022.
- Acting as YRC coordination since 2019

08.02.2020	Power point presentation on awareness of “Novel corona virus”
09.05.2022	Awareness programme in commemoration on world red cross day seminar – Health in your hands
20.03.2023	Awareness programme in commemoration on world water day “Nilathodu Neere” (seminar)
23.03.2023	Awareness programme on “Oral hygiene” (seminar)
12.04.2023	Mega Blood Donation Camp
19.02.2025	Mega Blood Donation Camp

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Indian Accounting Association (IAA)	Life Membership (TIRU-94)	Life time