

Name	N.Giri
Designation	Assistant Professor
Education Qualification	M.Com., M.Phil,
DOB	07.07.1991
E.mail	giribalaji.guru65@gmail.com
Teaching Experience	4 Years 6 Months
Area of Interest	Marketing
Research Guidance	-
Presenting Guest Lecture	-
Seminar, Workshop, Conference Attended	6
Faculty Development Program Attended	4
Resource Person in seminar/FDP/ Conference/ Workshop	-
Paper Presented	10
Paper Published in Journals	6
Paper published in conference /Proceeding	3
Books Published	-

SEMINAR, WORKSHOP, CONFERENCE ATTENDED:

1. Participated in workshop on “SPSS –Applications in Biostatistics” at NGM College, Pollachi, on 04th October 2016.
2. Participated in the state level symposium 2017 on “Overseas Trade” organized by the PG Department of Commerce with International Business, NGM College, Pollachi, on 03rd January 2017.
3. Participated in the National Level Symposium on “E-BUSINESS and E-COMMERCE-its Emerging Trends” at NGM College, Pollachi, and 23rd August 2017.
4. Participated in National level conference on “Impact of demonetization (2016) on Indian Economy”, NGM College, Pollachi, on 28th August 2017.

5. Participated in workshop on “Research Methodology and Data Analysis using SPSS” at NGM College, Pollachi, on 24th and 25th July 2018.
6. Participated in workshop on “E-CONTENT DEVELOPMENT” held on 28th September 2018 at NGM College, Pollachi.

FACULTY DEVELOPMENT PROGRAM:

1. Participated in the Faculty Development Program for the course on “Banking for Business Process Services” designed by TATA Consultancy Services, 16th to 20th November 2015.
2. Participated in Faculty Development Program on “Computerized Accounting Using Tally ERP9 ” in NGM College, Pollachi on 16th and 17th February 2017.
3. Participated in the National level Faculty Development Program on “Goods and service Tax” organized by PG Department of Commerce with Computer Applications, NGM College, associated with Coimbatore branch of SIRC of the Institute of Chartered Accountants of India (ICAI) on 05th August 2017.
4. Participated in the one day Faculty Development Program on “ Research Proposals and Article Writing” organized by SNMV Institute of Management, Coimbatore, on 27th November 2018.

PUBLICATIONS IN JOURNALS:

1. Published a research article entitled, “Impact of Facebook on the buying behavior of students” in International Journal of Advance Research in Computer Science and Management studies. Vol.3 Issue 11, November 2015 ISSN: 2347-1778.
2. Published a research article entitled, “Consumers’ Attitude towards online Shopping” in Journal of Management and Science. ISSN: 2249-1260: E-ISSN: 2250-1890. Vol.1 Feb 2017.
3. Published a research article entitled, “students’ perception towards online shopping with special reference to Pollachi Taluk” in International Journal of Advance Research in Computer Science and Management Studies. Vol.5, Issue 11, November 2017, ISSN: 2321-7782 E-ISSN: A4372-3114.

4. Published a research article entitled, “Impact of AIRTEL advertisement- A study with reference to Pollachi Taluk” in Journal of Commerce and Management Though.Vol.9-1,2018,pp 5-14.
5. Published a research article entitled, “Brand attitude among women” in Shanlax International Journal of Commerce.Vol.6, Issue-4, pg.1-6.2018.
6. Published a research article entitled, “Customer preference towards Online Banking” in International Journal of Management and Social Sciences. Vol.8. Issue-2.1 Pg.125-128.

PUBLICATIONS IN CONFERENCE PROCEEDINGS:

1. Published a article “ Introduction to Rural Entrepreneurship” in the National Level Conference on “ Impact of Entrepreneurship on Indian Economic Growth” organized by SNMV IM,SNMV CAS on 08th January 2016.
2. Published a article “ Comparative study of Online and Offline Shopping” in National Conference on Changing paradigms in Indian Business conducted by NGM College, Pollachi, on 24th and 25th March,2017.
3. Published a article, “ Impact of Social Media on Business Growth and Performance in India” in the National level conference on “ Impact of startups on Indian Economic Growth” organized by SNMV IM, SNMV CAS, on 05th January 2018.

PAPER PRESENTATIONS & PARTICIPATIONS:

1. Participated in the one day National Level Seminar on “Emerging Dimensions in Management” at Karpagam University, Coimbatore on 01st March 2013.
2. Participated in the one day National Level Seminar on “Drought Climate and Ground Water Sustainability” at RVS College, Coimbatore on 27th September 2013.
3. Participated in the International Level Conference on “Social Media in Marketing” at INFO College, Coimbatore on 10th October 2013.
4. Participated in the National Level Conference “Rural Entrepreneurship in India- Challenges and problems” at STC College, Pollachi on 18th and 19th December 2013.
5. Participated in the National Level Conference on “Indian Business Sector – Problems and Prospects” in Karpagam University, Coimbatore, on 26th September 2014.

6. Participated in the National Level Conference on, “Introduction to Rural Entrepreneurship” in SNMV College of Arts and Science, Coimbatore, on 08th January 2016.
7. Participated in the International level conference on, “Important of Social Marketing” in Sankara College, Coimbatore, on 28th September 2016.
8. Participated in the National level Seminar on, Real World Application about E-Commerce Information Technology” in SNMV college of Arts and Science, Coimbatore, on 06th January 2017.
9. Participated in Two days National level conference on, “Changing Paradigms in Indian Business” organized by NGM College, Pollachi on 24th and 25th March 2017.
10. Participated one day National Level Conference on, “ Impact of Social Media on Business Growth and Performance in India” organized by SNMV College of Arts and Science, Coimbatore on 05th January 2018.