

Profile of Dr.P.SASIREKHA



- (i) Designation :Assistant Professor
 (ii) Department :Commerce
 (iii) Qualification :M.Com., M.Phil., PGDCA., SET., NET., Ph.D.,
 (iv) Experience :8 years
 (v) Specialization :Finance
 (vi) Email id :psasirekhaphd@gmail.com Mob No:9787705303
 (vii) Research Guidance : NIL

Degree	Awarded	Guiding
M.Phil		
Ph.D		

(viii) Publications

S.No	Category	Total	For the Period (2013-2018)
1	International Journals	4	1
2	National Journals	3	3
3	In house	-	-
4	Full length articles in proceeding	-	-
5	National Conference	-	-
6	Books / Chapters in Books / Books Edited	5	3

Best 5 Publications (2013-2018):

S.No.	Title of the Article	Name of the Journal	I/N	ISBN/ ISSN	Vol.	Pages	Date, Month and Year
1.	Consumer Attitude towards Online Grocery Shopping in Coimbatore City	Digitalisation for Transforming India Shanlax Publications		978-93-87102-98-9	-	90-95	February, 2018
1.	Level of Awareness on	PARIPEX- Indian Journal		2250-1991	4	65-68	April, 2017

	Crowd funding in Coimbatore city	of Research					
2.	Level of Awareness on Investment with Reference to Professionals of Information Technology Sector	PARIPEX- Indian Journal of Research		2250-1991	6	658-660	2015
3.	A Study on Online Shopping Behaviour of College Students	E-Services: Issues and Challenges,		978-81-933316-5-1	-	123-132	February, 2017
4.	Factors Determining Investment Behaviour of Individual Investors	Financial Sector and Sustainable Development		938653712-5	-	167-174	February, 2017

Sponsored Projects: NIL

Major Projects handled so far		Major Projects handled during (2013-2018)	
Nos	Financial Outlay	Nos.	Financial Outlay

(ix) Details of the Projects (2013-2018):NIL

S.No	Title of the Project	Funding Agency	Duration	Total Amount in Lakhs

(x) Seminars / Conferences / Workshops organized (2013-2018) :

S.No	Theme	Date
1.	Student Workshop on Advanced Accounting on Tally ERP 9	<ul style="list-style-type: none"> B.Com: 12th to 19th December, 2016 B.Com(PA):17th to 23rd, December, 2016

		<ul style="list-style-type: none"> B.Com(CA): 3rd to 6th January, 2017
2.	One day Workshop on Ms Excel Applications in Finance	8 th October, 2016
3.	UGC Sponsored National Conference on Transition of Financial Sector for Sustainable Development	5 th and 6 th February, 2016

(xi) Seminars / Conferences / Workshops attended (2013-2018) :

Sl. NO	Theme	Name of the Institution	Duration	
			From	To
01.	Workshop on MS Excel	The Auditors Association of Southern India, RS Puram, Coimbatore	23 rd January, 2016	
02.	Faculty Workshop on Printing	Department of Printing Technology, Avinashilingam Institute for Home science and Higher Education for Women, Coimbatore	10 th February, 2015	
03.	DST-CURIE Sponsored National Workshop on Intellectual Property Rights IPR-2014	Avinashilingam Institute for Home science and Higher Education for Women, Coimbatore.	15 th March, 2014	
04.	International Students Day UGC Sponsored –Students Workshop on “Quality Education for All”	Avinashilingam Institute for Home science and Higher Education for Women, Coimbatore.	17 th September, 2014	
05.	National Workshop in Advanced Data Analysis and Structural Equation Modeling for Commerce and Management Research	Avinashilingam Institute for Home science and Higher Education for Women, Coimbatore	11 th February, 2014	17 th February, 2014

(xii) Awards / Achievements / Recognitions (2013-2018) : NIL

(xiii) Invited Talks (2013-2018) : NIL

(xiv) Visits Abroad (2013-2018) : NIL

(xv) Additional Responsibilities (2013-2018) :

- NSS Programme Officer for Unit 18 from 2012 to till date
- Class Tutor for II.B.Com(CA)
- Staff-in-charge for MOOC and Spoken tutorial Courses

Signature of the staff