

Name : DR. K.Shanthi M.com. ,M.phil., B.Ed., PGCDAB., Ph.d.,

Designation : Assistant Professor

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Seminars/Conference organized

Papers presented in the international/National Seminars/Conferences

1. CSR as strategy to create and consolidate sustainable business–
St.xaviersCollege2015
2. A study on buyer behavior and attitude towards E-tailing of consumer durable goods in Tirunelveli district.– St.xaviers College2015
3. Issues and challenges of Handicraft industries--St.xaviersCollege2015
4. On 24th&25thFebruary 2012, “Global Changes and Sustainable Consumption Issues and Challenges” – National Seminar Conducted by Manonmaniam Sundaranar University.
5. K.Shanthi has published a paper entitled “ A study on the Impact of Mudra on the empowerment of Micro Entrepreneurs in Tamil Nadu “under paper Index 202104=02-006726 vol.6, Issue 4, EPRA International Journal of Research & Development , ISSN : 2455-7838 (ONLINE) Impact factor : (SJIF)8.013 (ISI) 1.241 April 2021,
6. She has also actively participated in the “ Online National Level E-Quiz on NAAC Assessment and Framework “ organised by PG & Research Dept.of Commerce, Thiruvalluvar College, Papanasam in the month of May 2021.
7. She has participated in the National Conference of Innovative Trends for Blooming Export –Preneurs organized by Career Oriented Programme on Iimport and Export Management and Entrepreneurship Development Cell, P.G. & Research Department Commerce, The M.D.T Hindu College, Tirunelveli on 20th March 2023.

Paper published in the Journal (With ISBN) : 1

1. Dr.K.Shanthi has published a book title "PRINCIPLE OF MARKETING". The book has been assigned the ISBN No:978-93-92264-35-1.