


Name of the Teaching Staff	Dr. SHYGIL JOY			
Designation	ASSISTANT PROFESSOR			
Department	Department of Commerce and International Trade			
School	School of Sciences, Arts, Media and Management			
Date of Joining the Institution	4.7.2022			
Qualification with Specialization	UG	PG	M.Phil & Ph.D	
	B.COM C.A	M.B.A	Commended	
Value Additions	2022 US Taxation, FDP at Dr. NGP Arts & Science College 2019 Recent Trends in Human Resource Management, FDP at GRG School of Management, 2012 Applied Multivariate Techniques in Data Analysis, UGC Sponsored FDP, Avisashilingam University 2012 Psychometrics in HR Practices, PSGIMS 2007 Research Methodology and Application of SPSS Training Programmer, Sai Ram Engineering College, Chennai			
Research Expertise	Marketing, HRM, Organization Behaviour, Advertising			
Subjects Teaching	Under Graduate		Post Graduate	
	1. MIS 2. Organizational Behaviour 3. Marketing Management 4. HRM 5. Business Economics 6. E- Banking 7. Principles of Management 8. International Business 9. Research Methodology		1. Research Methodology 2. MIS 3. HRM 4. Marketing Management 5. International Business 6. Organizational Behaviour 7. Principles of Management 8. Logistics Management	
Total Experience in Years	Teaching	Industry	Research	
	7 Years	6 Years	13 Years	
Papers Published	National	1	International	3
Papers Presented in Conference	National	3	International	3
Conferences / Symposiums / Seminars / Workshops Participated	National	5	International	2

FDP / STTP / MDP / Summer / Winter School attended	2022 US Taxation, FDP at Dr. NGP Arts & Science College 2019 Recent Trends in Human Resource Management, FDP at GRG School of Management, 2012 Applied Multivariate Techniques in Data Analysis, UGC Sponsored FDP, Avisashilingam University 2012 Psychometrics in HR Practices, PSGIMS 2007 Research Methodology and Application of SPSS Training Programmer, Sai Ram Engineering College, Chennai			
M.Phil. / Ph.D. Guidance	Field		University	
	HRM , Management Studies			
Ph.D. Projects Guided	Ph.D.s		Project at Master's Level	
Educational Details with Institute / University Name	B.COM (CA) Sri Krishna Arts & Science College, Bharathiar University M.B.M – Tagore Engineering College, Anna University Ph.D. – Thesis entitled “CUSTOMER SATISFACTION IN SELECT BRANCHES OF THE COIMBATORE DISTRICT CENTRAL COOPERATIVE BANK LTD.”. Bharathiar University, Coimbatore, India.			
Experience	<ul style="list-style-type: none"> ➤ Working as Assistance Professor , CMS College of Science and Commerce, at Coimbatore , India . (2017 - 2022). ➤ Currently working as Associate Professor, Karunya Institute of Technology and Sciences, Coimbatore (2022 – Till date). 			
Contact Details	Mobile :9677877466 E-mail ID : shygiljoy@karunya.edu Orchid id : 0000-0003-3500-3116			

Publications	<p>2012 3Rd International Conference - Visual Merchandising</p> <p>2016 Asia Pacific Journal of Research – Customer Satisfaction of Coimibatore District Central Cooperative Bank Ltd.</p> <p>2022 International Journal of Research and Analytical Review (IJRAR) An Effectiveness of Social Media Advertisment on sales Promotion – An Empirical Analysis.</p>
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