

Name : Ms. Ramya B
Staff ID : RCAS04143
Designation : Assistant Professor
Department : Commerce II
Experience : 8 years
Qualification : M.Com., B.Ed., M.Phil., (Ph. D)
Specialization : Marketing
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B. Com	Commerce	Texcity Arts and Science College	2004-2007
M.Com	Commerce	VLB Janakiammal College of Arts and Science	2007-2009
B. Ed	Commerce	PPG College of Education	2009-2010
M.Phil	Marketing	Hindustan College of Arts and Science	2010-2012
Ph. D	Marketing	Govt Arts and Science College, Kangayam	2023*

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
PG in Diploma	International Marketing	Bharathiar University	2007-2009

Journal Publications

Ramya B “A Study on Investors Behavior in Selection of Portfolio Risk-Return Analysis of Selected Mutual Fund Schemes (with Special Reference to Coimbatore District in Tamil Nadu) – YUGATO - ISSN: 0387-5695, SSN: 0387-5695 Vol. 75 No. 2 (2023)

Book Chapters

Ramya B “Health and safety tourism”, Tourism Industry- Issues and Challenges in Global Perspective - page no 94-111 – ISBN 978-93-341-8810-3

Books

Ramya B- “Brand Management” Mind Reading Publications –ISBN 978-93-92150-92-0.

PARTICIPATION

	State Level	National	International
Conference	-	-	1
Seminar	2	3	1
Workshop	2	2	-
FDP/PDP	1	2	-