

**SHAHINA PC****Designation: Assistant Professor****Qualification: M. Com, NET****Email-ID: pcshahina17@gmail.com**

Mrs. SHAHINA PC is a Post Graduate in Commerce from DCMS Calicut University. She has also qualified UGC NET . Her teaching and research interests are in the area of Financial Management, Human resource management, Financial accounting ,cost accounting , income tax law and practice and business management. She has attended several workshops and training sessions in the field of ICT enabled teaching and learning.

**EDUCATIONAL QUALIFICATION**

- M. Com (Finance)
- UGC NET

**WORK EXPERIENCE**

- 5.5 years

**AREA OF INTERESTS**

- Financial Management
- Financial Accounting
- Business management
- Cost accounting
- Income tax law and practice

**SEMINARS ATTENDED**

- International seminar on “Gateway to Research “ held at DCMS Calicut University
- One day National seminar on “ Modern Marketing Strategies “sponsored by Directorate of collegiate Education Thiruvananthapuram

**PRESENTATIONS**

1. Presented a paper on”Impact of relationshion marketing on consumer buying behaviour “ held at Government arts and science college Mangada.

**WORKSHOPS/ TRAINING ATTENDED**

1. Faculty development programme for ICT Enabled Teaching and learning conducted by IHRD calicut
2. Workshop on revised framework of NAAC assessment and accreditation conducted by CAS(IHRD) Vadakkanchery

