RNS FIRST GRADE COLLEGE
AUTONOMOUS
Affiliated to Bangalore University, Karnataka and NAAC accredited with 'A' grade
Dr. Vishnuvardhan Road, Channasandra, R R Nagara, Bangalore – 98
Ph: 080- 28611110, Website: www.rnsfgc.com
DEPARTMENT OF COMMERCE

# PROF. SHALINI M



**Designation:** Assistant Professor
**Official Email ID:** shalinim_bcom@rnsfgc.edu.in
**LinkedIn ID**: Shalini krishna
**ORC ID:** 0009-0005-2521-8027

**PROFILE:**

- Prof. Shalini M is an Assistant Professor in the Department of Commerce at RNS First Grade College, Bengaluru, with over 14 years of teaching experience in higher education.
- She completed her B. Com from NMKRV College for Women, M. Com (Finance) from Central College, Bangalore University, PGDBA from KSOU, qualified KSET in Commerce (2018), and is currently pursuing a Ph.D. at Jain University.
- She previously served at VET First Grade College (2012–2018) and Sadhana Degree College (2021–2022) before joining RNS First Grade College in January 2023.
- She has taught a wide range of Commerce and Management subjects including Financial Management, Cost Accounting, Management Accounting, Strategic Financial Management, Auditing, Entrepreneurship Development, Banking Law and Operations, E-Business, Retail Management and Marketing.
- Apart from teaching, she actively contributes to institutional activities through academic coordination, student mentoring, cultural initiatives, placement support, entrepreneurship development, magazine committee, and curriculum-related responsibilities.

**RESEARCH:**

- Currently pursuing Ph.D. at Jain University with research focused on integrating Neuromarketing insights with traditional marketing approaches.
- Presented research papers at National and International conferences on Accounting, Green Marketing, Demonetization, Consumer Behaviour and Capital Markets.
- Published research articles in peer-reviewed journals and co-authored the book 'Consumer Behavior and Market Research' (ISBN: 978-93-5540-866-2).
- Regular participant in Faculty Development Programmes, Workshops, Seminars and Conferences related to Commerce, Research Methodology, Higher Education, NAAC and Capital Markets.