

**GOVERNMENT ARTS & SCIENCE COLLEGE
KOVILPATTI
CURRICULUM VITAE**



- 1) Name : Dr.R.NIRMALA
- 2) Present Designation : ASSISTANT PROFESSOR IN COMMERCE
- 3) Residential Address : 4/64, Lakshmi mills West Colony
Kovilpatti - 628502
- 4) Contact Nos. / Email ID : 944297221 2 / drrnirmala@gmail.com
- 5) Date of appointment in the present post : 27.07.2015
- 6) Particulars of Educational Qualification:

S.No	Name of the Degree	Specialization	Year of Passing	Name of the College	Name of the University
1.	Ph.D	Commerce	March 2008		Manonmaniam Sundaranar University
2.	M.Phil	Commerce	August 2000		Madurai Kamaraj Univrsity
3.	M.Com	Commerce	April 1995	Sadakathullah Appa College	Manonmaniam Sundaranar University
4.	MBA	Management	November 2001		Madurai Kamaraj University
5.	B.Com	Commerce	April 1993	Sarah Tucker College	Manonmaniam Sundranar University
6.	B.Ed		December 1996		Madras University Chennai
7.	PGDCA		May 2003		Alagappa University Karaikudi

8)UGC NET - PASSED UNIVERSITY GRANTS COMMISSION NATIONAL EDUCATIONAL TEST- December 2000

7) Total teaching Experience :

UG : 23 Years

PG : 21 Years

8) Research Experience :

a) Journal Publications : 8

b) Conference Publications : National : 12
International : 7

c) Research guidance :

S.No	Name of the degree	No.of students degree awarded	No.of students guiding at present
1	M.Phil	19	
2	Ph.D	3	2

d) Details of Ph.D Programme guided:

Name of the scholar	Title	Submitted	Awarded	Name of the University	Month & year
N.SANKARESWARI	A Study on Consumers Perception towards solar energy products in Tirunelveli & Thoothukudi Districts	July 2017	April 2018	Manonmaniam Sundaranar University	20/04/18
R.AGALYA	A study on visitors attitude towards tourist sports in Tirunelveli & Thoothukudi Districts	July 2017	December 2018	Manonmaniam Sundaranar University	10/12/18
G.KUMARI	A study on consumers online buying		December 2020	Manonmaniam Sundaranar University	30/12/2020

	Behavior towards Electronic products with special reference to Tirunelveli district				
M.SIVASANKARI	A study on Consumers Attitudes Towards fast Moving Consumer Goods in Thoothukudi District	FEBRUARY 2021		Manonmaniam Sundaranar University	
A .BELINA SOUNDHERI	Buyer Behaviour of Mobile Phone Through Onile Purchase With Special Reference To Kanyakumari And Thirunelveli Districts	Pursuing		Manonmaniam Sundaranar University	

e) Research Project:

S.NO	NAME OF THE ASST./ ASSO.PROF.,	NAME OF THE MAJOR /MINOR PROJECT	SUBJECT RELATED TO	AMOUNT SANCTIONED / YEAR	AMOUNT RELATED	NAME OF THE FUNDING AGENCY (UGC/MHRD/ DST/ Etc..)
01	DR.R.NIRMALA	Minor Project - COVID 19 IMPLICATIONS FOR ONLINE BUYING WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT	COMMERCE	WAITING FOR AMOUNT	RS.1,00,000	TANSICHE

F) RESEARCH PUBLICATIONS:

S.No	Name of the Research Publication	Journal	Topic	Month & Year
1	Dream Makers Publishing House- "Education System in the Nation: Perspectives And Approaches, ISBN : 978-81-935866-0-0		Consumer Buying Behaviour towards online shopping	January 2018
2.	International Journal- UGC.Sr.NO:49217,Volume-7,ISSN NO:2277-8179, Index value 93.98, Impact factor 4.758, PP:72-73	International Journal of scientific research	A recent Trend in Fast Moving Consumer Goods with special reference to Personal care products	March 2018
3.	Published in International Open success journal JETIR (www.JETIR.org) ISSN UGC approved , Impact factor 5.87, volume 6, Issue 3	Journal of emerging technologies and innovative research	A Study on Consumer Awareness on Solar Energy Products in Tirunelveli District	March 2019
4.	INTERNATIONAL JOURNAL OF FUNCTIONAL MANAGEMENT ISSUE ISSN 2319-1406 ,NO.2,VOLUME NO.4	SSM EDUCATIONAL AND RESEARCH FOUNDATION - A UNIQUE JOURNAL FOR MANAGEMENT MULTIDISCIPLINARY RESEARCH,	A STUDY ON TOURISM IN TIRUNELVELI DISTRICT	(APRIL-JUNE) 2013
5.	PUBLISHED IN INTERNATIONAL JOURNAL.ISSN NO: 2279-543X, VOLUME 8, ISSUE 5, PAGE NO:712-720	INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH AND REVIEW,	A STUDY ON CUSTOMERS' PERCEIVED VALUES AND RISKS TOWARDS ONLINE SHOPPING IN TIRUNELVELI DISTRICT	2019

6.	PUBLISHED IN INTERNATIONAL JOURNAL VOLUME VIII, ISSUE V, MAY 2019, ISSN NO: 2236-6124, page NO:1744-1753	INTERNATIONAL JOURNAL OF RESEARCH	A STUDY ON IMPACT OF CONSUMERS' CONVENIENCE LEVEL OF ONLINE SHOPPING ON THEIR POST-PURCHASE BEHAVIOUR	MAY 2019
7.	Published in SAMBODHI ISSN:2249-6661, Volume-43, No.,-4 IMPACT FACTOR 5.80	SAMBODHI(UGC CARE JOURNAL) peer reviewed and Referred Journal	A STUDY ON BUYING PATTERN OF TOILET SOAPS FOR MEN AND WOMEN ACROSS THOOTHUKUDI DISTRICT	(OCTOBER-DECEMBER)-2020
8.	Published in WESLEYAN JOURNAL OF RESEARCH ISSN:0975-1386, VOLUME.13 NO.37, IMPACT FACTOR: 6.7	AN INTERNATIONAL RESEARCH JOURNAL, MULTIDISCIPLINARY/ PEER REVIEWED/ REFERRED UGC CARE LISTED	ANALYSIS OF CONSUMERS' SHOP PREFERENCE TOWARDS FMCG IN THOOTHUKEDI DISTRICT, TAMILNADU.	NOVEMBER 2020

9) TRAINING:

Name of the Programme	University	Duration
Orientation	Bharathiar University Coimbatore.	10.5.17 to 6.6.2017
Refresher	Bharathiar University Coimbatore.	17.05.18 to 6.6.2018
NSS Orientation	Manonmaniam Sundaranar University	20.4.18 to 26.4.18
Refresher	Bharathiar University Coimbatore.	10.12.2020 To 23.12.2020
Refresher	Ramanujan College ,University of Delhi	02.06.2021 To 16.06.2021

10. SEMINAR, CONFERENCE, SYMPOSIUM, WORKSHOP ETC.,

ATTENDED:

S.No	College/ University	Topic	Date	National/ International	Publication
1.	St.Stephens College, Uzhavoor, Kerala	Impact of Globalisation on Development and its Dynamics	June 9 th to 11 th 2003	International Commerce Congress 2003.	Indian commerce congress bulleting ISSN:0972 Serial publication ISBN:81- 867-0
2.	Annamalai University Chidambaram	The Impact of Information Technology and Globalization on Women's Work	December 10 - 12	International Conference on women in the digital Era.	
3.	Bishopheber college Tirchirappalli	Emergence of Information Technology in Modern librarian	February 14 & 15 2004	National Conference	
4.	St.Ignatius College of Education Tirunelveli	The Quest for excellence Through TQM	January 27 - 29 2005	International Conference	
5.	Madurai Kamaraj University	Renewable Energy way to product Environment	February 17 & 18 2005	National Seminar	
6	Post Graduate Department of Economics Pope's College Sawyerpuram	Non-Conventional Energy and Protection of Environment	March 9 & 10 2005	National Seminar	
7.	G.Venkataswamy Naidu College, Kovilpatti	E-Commerce - getting business on the Web	September 28 th 2006	State level Seminar	
8.	V.H.N.S.N College Virudhunagar	"Solar Energy Potential of India"	March 3 rd & 4 th 2011	National Level Seminar	ISBN:978-81-910426-6PP-73- 74

9.	V.H.N.S.N College Virudhunagar	“Renewable Energy for sustainable Development”	March 3 rd & 4 th 2011	National Level Seminar	ISBN:978-81-910426-6 PP:82-93
10.	Annamalai University	“Future Prospective for renewable Energy”	March 24 th 25 th 2011	National Symposium	ISBN:81-86771-70 PP:130-132
11.	Manonmaniam Sundaranar University	Green Marketing and Consumer Awareness	February 24 th & 25 th 2012	National Seminar	
12.	ANJAC College, Sivakasi	“SME’s Prosperous steps towards E-Commerce in Developing Countries	December 14 th & 15 th 2012	National Level Seminar	ISBN:978-93805-819-9 PP:259-261
13.	ANJAC College, Sivakasi	Problems related to backyard poultry farming faced by poultry farmers in Tenkasi Taluk.	December 14 th & 15 th 2012	National Level Seminar	ISBN:978-93805-819-9 PP:262-264
14.	Sri Vasan College, Erode	Product Innovation in Banking	December 21 st 2012	National Conference	
15.	Sri Ganesh School of Management Salem	Green Marketing challenges and opportunities	February 22 nd 2013	International Conference	
16.	Sri Ganesh School of Management Salem	A Study on Tourism in Tirunelveli District	February 22 nd 2013	International Conference	
17.	Sri Ganesh School of Management Salem	A study on Stress Management Among Bank employees at Sivakasi	February 22 nd 2013	International Conference	
18.	MDT Hindu College Tirunelveli	Importance of Women Enterpreneccers in the Economic Development of the Country.	March 12 th & 13 th 2015	National Conference	
19.	JP College of Arts and Science, Tenkasi	A study on customers Brand preference towards TVS two Wheelers in Tirunelveli	January 20 th 2016	National Conference	
20.	Manonmaniam	“Corporate Governance	March 18 th	Regional Level	

	Sundaranar University	and Cooperate Social Responsibilities	2016	Seminar	
21.	Manonmaniam Sundaranar University	“Orientation Programme for the UG-Courses on Computers for digital Era	April 13th 2018	Regional Level.	

11) POSITION HELD/ ROLE IN ORGANIZATIONS LIKE NSS, NCC, YRC

NSS Programme Officer from 16.08.2017 to till date

12) PARTICIPATION IN CORPORATE LIFE :

❖ programme on 4th March 2014 organized by the IQAC of SRNM College, Sattur.
 Attented Retraining programme on fostering Research Competencies in Teachers
 organized by IQAC **Contribution to**

A) College:

- a) Hostel
- b) Sports - in - charge:
- c) Admission committee members:
- d) Placement cell:
- e) Antiragging:
- f) Womens empowerment:

B) Membership/Participation in bodies/Committee on Education & National Development.

- a) Member, Board of studies for commerce – Sarah Tucker College, Tirunelveli (Autonomous) During the Academic years 2007 – 09 and 2012 – 14.

- b) Member of Board of studies for commerce – SRNM College, Sattur During the Academic years 2017 – 19.**
- c) Served as resource person in colloquium to the ph.D Scholars conducted by post graduate and research department of commerce S.R.N.M college, Sattur on 11.01.2016**
- d) Served as a resource person on consumer protection & Right to Healthy Environment for consumer club meeting organized by Consumer Club., G.V.N College. Kovilpatti. On 28th March 2019**
- e) Member Board of studies for commerce - SRNM College, Sattur from 2018 to 2019 to till date**

D) Any other information.

- ❖ Received Best lecture award for producing 100% results in five subjects during the academic year 2000 – 2001 from vivekanandha college of Arts and science for women.
- ❖ Organized state level seminar on “Managing in the Digital Era” (SSMDE – 2006) at G.Venkatasamy Naidu College (SF) Kovilpatti on September 28th 2006.
- ❖ Attended Retraining of SRNM College Sattur on 12th February 2015.
- ❖ Resource person in pre-submission presentation on 11.01.16 (Colloquium) to the Ph.D Scholars conducted by PG Department of Commerce at SRNM College Sattur.
- ❖ Secretarial principles and practices course material written for diploma in personal secretary ship Manonmaniam Sundaranar University, Tirunelveli.
- ❖ Author of Advanced Accountancy Book for B.com & B.A degrees.
- ❖ Incharge for consumer club during 2016-17
- ❖ Incharge for prevention of sexual harassment – complaints committee during 2017-18
- ❖ Passed Account Test for Executive officers Departmental Examination May – 2018