

STAFF PROFILE

- 1) Name : Dr.P.Keerthika
- 2) Designation : Assistant Professor
- 3) Department : Department of Commerce CA & PG Department of Commerce
- 4) Qualification : M.Com, M.Phil, PGDCA.,PhD.
- 5) Experience : Teaching: 7 Years Research: NIL
- 6) Area of Specialization (s) : Marketing
- 7) E-mail: keerthika@nirmalacollegeonline.ac.in
- 8) Academic Qualifications: M.Com, M.Phil, PGDCA.,PhD.
- 9) Additional Qualifications:

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
PGDCA	Computer Application	Bharathiar University	2010-2012

10) Research Publications

International

- Post-Pre purchase Behaviour of Consumers in White Goods with Special reference to Coimbatore City, *A Journal of Intercontinental Management Research Consortium*(2020) Volume 8, 97(pp).
- A Study on Change in Consumers Brand Preference with respect to Consumer Durables goods, **Turkish Online Journal of Qualitative Inquiry (ISSN Online 1309-6591) (SCOPUS JOURNAL) May 2021** Vol.12, Issue.5, pp 4733-4739.

National

- A Study On brand preference and Brand extension towards Home appliances of MNC's With special reference to Coimbatore City, *Nirmala Annual Research Congress (NARC-2019)*, ISBN-978-93-5321-859-1, 4th December 2019.
- A study on Customers' Decision Making of Durable Products with special Reference to Coimbatore City, *UGC Care Listed, Multidisciplinary journal for Research Publication,*

VOL-98-PP 3490-3496.

Other Publications

- Paper about ***“Innovation Management Global Competitiveness on Advertisement”*** is published in ***National Level Conference*** at Sri Vasavi Arts & Science College, Erode on 21th December 2012.
- Paper about ***“A Study on Impact of Celebrity Advertisement”*** is published in ***National Level Conference*** at Padmavani Arts & Science College for Women, Salem on 12th October 2012.
- Paper about ***“Financial Planning for Retirement”*** is published in UGC Sponsored in ***National Level Conference*** at Nirmala College for women, Coimbatore on 22nd & 23rd of February 2013.

11) Presentations in Conference

International:-

- Paper presented in ***“Women Entrepreneurs in India”*** at GR Damodran Academy of Management, Coimbatore on 2nd of February 2013.
- Paper presented in ***“Corporate Social Responsibility on Tupperware”*** at Vellalar Arts & Science College for Women, Erode on 18th of September 2012.
- Technologies in Banking Sectors-Mobile Banking, International Conference on Re-inventing Business Practices, Startups and Sustainability at SRM Institute of Science and Technology, Vadapalani, Chennai on 29 and 30, September 2022

National:-

- Paper presented in ***“Financial Planning for Retirement”*** at Nirmala College for Women, Coimbatore on 22nd & 23rd of February 2013.
- Paper presented in ***“Education & Women Empowerment in India”*** at PSGR Krishnammal College for Women, Coimbatore on 20th of February 2013.
- Paper presented in ***“Innovation Management Global Competitiveness on Advertisement”*** at Sri vasavi Arts & Science, Erode on 21th of December 2012.
- Impact of Modern Technology in Education, ICSSR Sponsored Two Day National Level Seminar on New Education Policy 2020 at Sankara College of Science & Commerce, Coimbatore on 5th & 6th August 2022.

12) Participation in Conference

International:-

- Participated in “*Contemporary Issues and Challenges before Indian Managers and Entrepreneurs- A Global Perspectives*” at GRD Academy of Management on 6th February 2013.

National:-

- Participated in “*Financial Planning for Retirement*” at Nirmala College for Women, Coimbatore on 22nd & 23rd of February 2013.
- Participated in “*Education & Women Empowerment in India*” at PSGR Krishnammal College for Women, Coimbatore on 20th of February 2013.
- Participated in “*Innovation Management Global Competitiveness on Advertisement*” at Sri vasavi Arts & Science, Erode on 21th of December 2012.
- Participated in “*Corporate Social Responsibility on Tupperware*” at Vellalar Arts & Science College for Women, Erode on 18th of September 2012.

13) Participation in Seminar:-

International:-

- Attended workshop on “*Economics Recession and Strategies of Co-Operatives*” at Tirupur Kumaran College for Women, Coimbatore.

14) Participation in Workshop:-

National:-

- Attended workshop on “*Strategies Management of Intellectual Property on Rights*” at PSGR Krishnammal College for Women, Coimbatore.

15) Participation in Orientation Programme/ Induction Programmed/ Short term

Courses:-

- Completed *Advanced Communication Skills* Course in 2010 at *Cols Calibre*, Coimbatore.

16) Participation in Faculty Development Programme

- Participated in Faculty Development Programme on “*Entrepreneurship*” I organized by the Innovation & Entrepreneurship Development Centre, PSGR Krishnammal College for Women, Coimbatore, during 3rd - 15th November 2014.
- Participated in Faculty Development Programme on “*Teacher Skill Enhancement*” from 11th to 13th June 2015 which is held at Karl Kube Institute, Mankarai, Coimbatore.
- Participated in Faculty Development Programme on “*Innovative Teaching Strategies*” on 30.10.2019, Nirmala College for Women(autonomous),Coimbatore.