

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr. Chitra Isac
DESIGNATION : Assistant Professor & HOD
DEPARTMENT : Dept. of BBA- Retail Management
QUALIFICATION : MBA., M. Phil., SET., Ph. D.,
EXPERIENCE : 16 years
AREAS OF SPECIALIZATION : Human Resource Management
E-MAIL : chitraisac2020@gmail.com
ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B. Com	1995	Fatima College, Madurai	67%
MBA	1998	Madurai Kamaraj University	56%
M. Phil in Management	2006	Bharathiar University, Coimbatore	59%
Ph. D	2015	Bharathiar University, Coimbatore	Highly Commendable

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
SET	Management	Bharathiar University, Coimbatore	2012

RESEARCH PUBLICATIONS:

NATIONAL:

- [1] A Study to Analyse the Use of AI by Young Entrepreneurs for Management Practices in Tier 2 Towns of Tamil Nadu (14th February 2026) ISSN: 2394-4404
<https://www.ijiras.com/special-issue-2025/>

- [2] A Study to Analyse the Organizational Culture among Silk Weavers using the OCTAPACE model, with Special Reference to Thanjavur District- Arimaa Nooku/ ISBN: 2320-4842/ October 2024
- [3] A Study to Inculcate Financial Literacy among Students of Higher Education Institutions- Sardar Patel Institute of Economic and Social Research/ ISBN: 0378-4568/ June 2024
- [4] Case Analyzing the Leadership Qualities of Dr. A. P. J. Abdul Kalam through Thirukkural- Journal of Modern Thamizh Research/ ISSN: 2321-984N/ January – March 2020
- [5] A Study to analyse the level of Self Awareness among Women Students in Kumbakonam Town- Our Heritage/ ISSN: 0474-9030 Vol-68, Special Issue-28/ January 2020 (<https://archives.ourheritagejournal.com/index.php/oh/issue/view/39>)
- [6] A Study to Rank the Element of Human Capital Perceived to be Significant in Contributing to the Organizational/ International Journal of Research in for Research in Engineering Application & Management (IJREAM)/ ISSN : 2454-9150 Special Issue - ICIIPM – 2019/ June 2019 (<http://ijream.org/ICIIPM-2019.html>)
- [7] A Study to Analyze the Dominating Values which are Contributing to the Success of the Women Administrators, with special reference to Coimbatore District- Shanlax International Journal of Management/ Vol. 5 Special Issue 2/ Impact Factor: 2.082/ UGC Approval No: 44278/ ISSN: 2321-4643 / March, 2018 https://drive.google.com/file/d/1mLeb5tCfOloCt_qKJGso_ydC7S26f9uj/view?usp=sharing

PRESENTATIONS IN CONFERENCE:

NATIONAL:

- [1] A Study to Analyse the Use of AI by Young Entrepreneurs for Management Practices in Tier 2 Towns of Tamil Nadu – One Day National Conference on AI Driven Commerce: Innovation, Automation and Growth, Vivekanada College of Arts & Science for Women, Sirkali – February 2026

PARTICIPATION IN CONFERENCES:

- [1] One Day National Conference on AI-Driven Commerce: Innovation, Automation and Growth, Vivekanada College of Arts & Science for Women, Sirkali – February 2026

PARTICIPATION IN WORKSHOPS:

- [1] One Day National Level Online Workshop on Techniques to Reduce Plagiarism/ 27th October, 2025, Hi Learn Edutech Institute, Bijapur, Karnataka

PARTICIPATION IN ORIENTATION PROGRAMME/ INDUCTION PROGRAMME/ SHORT TERM COURSES:

- [1] Diploma in Operation Management Production Management, Alison (June 2020)
- [2] MS Excel for Data Analysis, Business Analytics, Udemy (June 2020)
- [3] Business and Sustainable Development, Management Studie, NPTEL (October 2022)
- [4] HR Analytics Using Excel, Business Analytics, NPTEL (December 2024)
- [5] Internal Auditors Training Course for ISO- EMOS 21001:2018, Nature Science Foundation (December 2025)

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

- [1] Five-Day International Level Online Faculty Development of Programme on Transformative Business Education Through AI and Sustainability, St. Claret College Autonomous, Bengaluru, 23rd March to 27th March, 2026
- [2] Faculty Enrichment Programme on Teaching Methodologies, Stella Matutina College of Education, Chennai, Nirmala College for Women, Coimbatore October 2025
- [3] FDP on Cyber Security on Ethical Hacking Tools, Nirmala College for Women, Red Fields, Coimbatore, 2025
- [4] 5 Day National Level Online FDP on Outcome Based Education, Binary Accreditation & Usage of AI, ST. MARY'S CENTENARY DEGREE COLLEGE, Secunderabad, Telangana

CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:

- [1] International Seminar on Empowering Students for Peace- The Role of Higher Education in Fostering Global Citizenship/ September 2025
- [2] International Workshop on Empirical Research/ September 2025
- [3] Reengineering Calibers Students' Leadership Workshop/ February 2026

BOOK PUBLICATIONS:

- [1] A Textbook on Fundamentals of Retail Management (2024) -
https://drive.google.com/file/d/1Wyfv5XhWgHoH7-KecpfpXu1C4iwviUZ3/view?usp=drive_link
- [2] Introduction to Human Resource Metrics & Analytics
https://drive.google.com/file/d/1aRsChMy4INwr2QSm7nakDATj-PejYrhU/view?usp=drive_link