

STAFF PROFILE

- 1) Name : **Dr. (Mrs.) Elizabeth. A**
- 2) Designation : Assistant Professor in Commerce
- 3) Department : Commerce (Aided)
- 4) Qualification : M.Com., M. Phil, B.Ed. MBA, PGDCA, Ph.D. UGC NET Cleared
- 5) Experience : Teaching: 31 years 5 months Research: 17 years
- 6) Area of Specialization (s) : Finance
- 7) E-mail : elizabeth@nirmalacollegeonline.ac.in
- 8) Academic Qualification:

EXAMINATION	YEAR OF PASSING	BOARD/UNIVERSITY	GRADE	INSTITUTION
X Std	1983	TN State Board	1 st Class	Holy Cross, Trichy
XII Std	1985	TN State Board	1 st Class	Holy Cross, Trichy
B.Com.	1988	Bharathidasan University, Trichy	1 st Class	Holy Cross, Trichy
M.Com.	1990	Bharathidasan University, Trichy	1 st Class	St. Joseph's College, Trichy
M.Phil.	1997	Bharathidasan University, Trichy	1 st Class	UDC, Trichy
B.Ed.,	1992	Annamalai University, Chidambaram	2 nd Class	Distance Education
P.G.D.C.A.,	2007	Bharathiar University, Coimbatore	2 nd Class	Nirmala College for Women, Coimbatore.
Ph.D.	2013	Bharathiar University, Coimbatore	-	SNR & Sons College
MBA	2013	Periyar University, Salem	1 st Class	Distance Education
NET	2013	UGC	-	-

9) Additional Qualifications:

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
PG Diploma	Computer Application- PGDCA	Nirmala College for Women	2007

10) Grants Received

Event Title	Agency	Amount	Date
Full time Ph.D. Scholar (STEGY V J)	TNSCST	Rs.3,00,000	23.4.2017

11) Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	1	3
M. Phil.	22	-

12) Research Publications

International:

1. N. Subhalakshmi, **Dr. A. Elizabeth**, A Study on Foreign Direct Equity Investment into India – Sectoral Level, *A Journal of Intercontinental Management Research Consortium*, (2015), Volume – 3, Pg. No: 428-434.
2. N. Subhalakshmi, **Dr. A. Elizabeth**, A Study on Foreign Direct Investment into India, *A Journal of Intercontinental Management Research Consortium*, (2016), Volume – 4, Pg. No: 64-66.
3. Stegy V J, **Dr. A. Elizabeth**, A study on non-performing assets of Indian Banks, *Journal of Intercontinental Management Research Consortium* (September 2016) Vol. 4, Pg.60- 63
4. J. Mary Immaculet Angelin, **Dr. A. Elizabeth**, Behavioural effect of investors preference towards mutual fund in Comparison to Investment avenues, *Journal of Intercontinental Management Research Consortium* (September 2016) Vol. 4, Pg. 44 - 48.
5. N. Subhalakshmi, **Dr. A. Elizabeth**, A Study on Foreign Direct Investment Inflows into India in Service Sector, *A Journal of Intercontinental Management Research Consortium*,(2017), Volume – 5, Pg. No: 136-139.

6. Amanda Maria D' Rosario **Dr. A. Elizabeth**, Impact of the Emerging Markets on Leading a successful Brand, *A Journal of Intercontinental Management Research Consortium* (September 2017) Volume 5, Pp10-14
7. Mary Immaculet Angeline, **Dr. A. Elizabeth**, Impact of Post Goods and Services Tax Act in Hotel Industry, *Journal of Intercontinental Management Research Consortium* (September 2017) Volume 5,, Pp116-120
8. N. Subhalakshmi, **Dr. A. Elizabeth**, An Analytical Study on FDI Equity Inflows into India – A Sectoral Overview, *Shanlax International Journal of Commerce*, (2018), Volume – 6, Pg. No. 81-84.
9. Stegy V J, **Dr. A. Elizabeth**, A Study on Schemes Provided to Micro, Small, Medium Enterprise in Tamilnadu, *RESEARCH REVIEW International Journal of Multidisciplinary*, ICIMP-2018, Pg. No. 429- 432
10. N. Subhalakshmi, **Dr. A. Elizabeth**, Foreign Direct Investment Equity Inflows into India's Services Sector and Its Impact on Indian Economy, *EPRA International Journal of Economic and Business Review*, (2019), Volume – 7, Pg. No. 61-63.
11. Stegy V J, **Dr. A. Elizabeth**, A Study on Problems Faced by the MSMEs in Availing Loans from Micro Finance Institutions: Henry Garrett Ranking Technique, (2019) *OnlineInternational Interdisciplinary Research Journal*, Volume-09, Pg. No. 67- 71
12. Stegy V J, **Dr. A. Elizabeth**, A study on marketing problem faced by the MSMEs availing micro finance: Henry Garrett Ranking Technique, *A Journal of Intercontinental Management Research Consortium*, (2019), Vol 7, Pg. No. 354-359.
13. N. Subhalakshmi, **Dr. A. Elizabeth**, A Study on Financial Performance of Standard Chartered Bank, *A Journal of Intercontinental Management Research Consortium*, (2019), Volume – 7, Pg. No. 348-353.
14. N. Subhalakshmi, **Dr. A. Elizabeth**, Customer Satisfaction towards Hero Honda Activa 4G, *A Journal of Intercontinental Management Research Consortium*, (2020), Volume – 8, Pg. No. 78-82.

National:

1. Amanda Maria D' Rosario **Dr. A. Elizabeth**, Impact of Inclusive Leadership in Business Administration and Global Business Ecosystem, *Nehru Journal of Management and Research* (September 2017) ISSN :2230-7974, Volume 1, Issue 17, September 2017, Pp 79-89

13. Other Publications:

Proceedings

1. Amanda Maria D' Rosario, **Dr. A. Elizabeth**, A Study on Impulse buying behaviour among customers with special reference to Coimbatore City, *Nirmala Annual Research Congress*, (2017) ISBN 978-93-5279-759-2, Pg. 272 -277
2. N. Subhalakshmi, **Dr. A. Elizabeth**, The Impact of Foreign Direct Investment Equity Inflows to India in Service Sector, *Nirmala Annual Research Congress*, (2018), ISBN: 978-93-5321-859-1, Pg. No. 335-337.
3. N. Subhalakshmi, **Dr. A. Elizabeth**, Risk and Return Analysis of Asian Paints Ltd, *Nirmala Annual Research Congress*, (2019), ISBN: 978-93-5321-196-6, Pg. No. 591-593.
4. Stegy V J, **Dr. A. Elizabeth**, A study on growth and performance of MSMEs in India, *Nirmala Annual Research Congress*, (2018), ISBN: 978-93-5321-859-1, Pg. No. 332-335.
5. Stegy V J, **Dr. A. Elizabeth**, Growth and performance of schemes provided for MSMES in Tamilnadu, *Proceedings of the International conference on New Gen Entrepreneurs Travel toward digital revolution*, September 2019, ISBN:9788194101567, Pg. No. 79- 87
6. Stegy V J, **Dr. A. Elizabeth**, Analysis of trend, growth and performance of MSMEs in Tamilnadu *Nirmala Annual Research Congress*, (2019), ISBN: 978-935391-196-6, Pg. No: 595-598

14) Book Publications “KNOW YOUR COMMERCE”

Authors: Mrs. J. Folentia Kamal, Dr. A Elizabeth, Dr. R.

Kavitha, Dr. S. Leema Rosaline

Publisher: Mithila Publications,

Erode ISBN Number: 978-93-

80506-20-3

15) Participation in Conference:

1. National Conference, Corporate Ethics and Business Sustainability on 30.9.2014 organized by Dr. N.G.P Arts & Science College, Coimbatore
2. National Confluence 2014, on 1.11.2014 at Taj Vivanta, Chennai, by Talent Sprints and NSDC.

3. National Conference, Sustainable Business Strategy-Shaping the future of India on 04.2.2015 organized by Kongunadu Arts and Science College, Coimbatore.
4. International Conference, Contemporary issues and challenges of Indian Business in global scenario on 20.2.2015 organized by SNR and Sons College, Coimbatore.
5. District Level Conference, As I Evolve-I Session, on 16.7.2015, organized by Chamber of Commerce, Coimbatore.
6. District Level Conference, As I Evolve-II Session, on 10.9.2015, organized by Chamber of Commerce, Coimbatore.
7. National Conference, Emerging Dimensions in the Business Scenario on 13.9.2015 organized by Nirmala College for Women, Coimbatore.
8. District Level Conference, Launch of Native Startup circle, on 27.1.2016, organized by PSG College of Technology, Coimbatore.
9. Faculty Knowledge Sharing Programme, Bridging the Gap on 20.8.2016, organized by ICFAI Business School.
10. Placement Officers Meet, on 21.10.2016 organized by Bharathiar University, Coimbatore

16) Participation in Seminar

1. National Seminar, "Lay Leadership" between 24.12.1992 and 30.12.1992 organized by NBCLC, Bangalore.
2. National Seminar, "Interpersonal Relationship" between 7.10.1994 and 12.10.1994 organized by AIACHE, Sacred Heart College, Kodaikanal.
3. State Level Seminar, "Information Technology and Commerce" on 6.2.2002 organized by Sri Ramakrishna College of Arts & Science, Coimbatore
4. National Seminar, "Emerging Trends in Banking and Finance" on 13.1.2004 organized by Providence College For Women, Coonoor.
5. State level Seminar, "Renaissance in Corporate Sector" on 11.2.2004 organized by Bishop Ambrose College, Coimbatore.
6. National Seminar, "Business Ethics" on 30.7.2008 and 31.7.2008 organized by Nirmala College for Women, Coimbatore.
7. National Seminar, "Financial Literacy" on 22.2.2013 organized by Nirmala College for Women, Coimbatore.
8. Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibilities by IQAC, Nirmala College for Women on 30-10-2015
9. Quality Sustenance and Enhancement: Prospects for attaining global standards by IQAC, Nirmala College for Women on 09.01.2020

17) Participation in Workshop:

1. State Level Workshop & Exhibition, "Flora- The Manna" on 18.2.2002 & 19.2.2002 organized by Nirmala College for Women, Coimbatore.
2. University Level Workshop, "Career Guidance and Placement Assistance" between 19.6.2006 & 21.6.2006 organized by, Bharathiar University Coimbatore.
3. State Level Workshop, "Entrepreneurship and Skill Development Programme" on 27.1.2014 & 28.1.2014 organized by Nirmala College for Women, Coimbatore.
4. Participated in the "Training and Placement Officers Summit " organized by IBS, on 22.8.2014.
5. One day Training Programme on "Tuning Academic Research for Potential Funding Opportunities" organized by the Department of Chemistry on 19.01.2019.

6. UGC Funded workshop on Intellectual Property Rights, Patents and Copy Rights organized by IQAC, Nirmala College for Women (Autonomous), Coimbatore 02.02.2019
7. Workshop on “ Innovative Eco-Systems, Incubation Centres and Start ups for higher Education “ organized by IQAC, Nirmala College for Women (Autonomous), Coimbatore on 19.03.2020.
8. Online Hands-on Training on “E-Content Preparation -Nearpod, Quizmo, Kahoot” organized by Department of Commerce, Nirmala College for Women, Coimbatore on 04.06.2020
9. National level Online Workshop on “E-Content Development “organized by St. Ann’s College, Kokrajhar, Assam from 07.06.2021 to 12.6.2021.
10. Virtual Workshop on Academic Publications and Biometrics organized by Department of Library, Nirmala College for Women, 19.5.2021.
11. Workshop on “ A venture into incubation centers and start ups for life sciences” organized by Innovation cell of Nirmala College for Women, funded by Star college scheme DBT, Government of India on 4.6.2021.
12. Workshop on Online Submission of Data towards NAAC- an Overview organized by IQAC , Nirmala College For Women, Coimbatore on 23.9.2021.
13. FDP Workshop on e- Content skill Development organized by the Department of Commerce, Nirmala College For Women, Coimbatore from 14.6.2021 to 19.6.2021.

18) Participation in Orientation Programme/ Induction Programme/ Short term Courses

1. 41st Orientation-UGC during the period 26.5.2000 to 22.6.2000, organized by Academic Staff College, Bharathiar University.
2. 118th Orientation-UGC-MHRD during the period 17.11.2017 to 14.12.2017, organized by Academic Staff College, Bharathiar University.
3. Refresher Course in Commerce and Management conducted by HRDC Bharathidasan University, Tiruchirappalli, from 20.09.2019 to 03.10.2019.
4. Online Short- term Course on “Self -Promotion on Social Media” conducted by Department of Commerce, Nirmala College for Women, Coimbatore from 01.06.2020 – 03.06.2020.
5. Moodle Learning management system Training organized by Nirmala College for women, training offered by Spoken Tutorial Project, IIT, Mumbai, funded by MHRD, Government of India during January 2020

19) Participation in Faculty Development Programme:

1. Placement Officers Summit on 22.8.2014 organized by ICFAI Business School at GrandRathna Regent, Coimbatore.
2. Placement Officers Summit on the topic Campus to Corporate on 7.8.2015 organized by ICFAI Business School at Grand Rathna Regent, Coimbatore.
3. Placement Officers Summit on 20.8.2016 organized by ICFAI Business School at Grand Rathna Regent, Coimbatore.
4. FDP-Environment Audit of Infrastructure, Extension Activity and Institutional social

- Responsibility organized by IQAC of Nirmala College for Women on 30.10.2015.
5. FDP-Computerized Accounting Using Tally ERP-9 jointly organized by TALLY EDUCATION & Commerce Department, Bharathiar University, Coimbatore on 8.1.2016.
 6. FDP- Outcome Based Education (**Programme outcomes, Mapping, Question Paper setting, Course Attainment**) organized by IQAC of Nirmala College for Women on 22.6.2018 and 23.6.2018.
 7. FDP- Outcome Based Education organized by IQAC of Nirmala College for Women on 13.10.2018.
 8. FDP on Statistical Analysis using SPSS organized by the Department of Botany , Nirmala College for Women, Coimbatore on 14.12.2018.
 9. FDP-SPSS organized by Department of Botany, Nirmala College for Women under DBTSTAR SCHEME on 14.1.2019.
 10. FDP on Innovative Teaching Strategies sponsored by CDC, Nirmala College for Women, Coimbatore on 30.10.2019.
 11. FDP on Statistical Research in Finance organized by PSGR Krishnammal college for women funded by AICET from 04.11.2019 to 16.11.2019.
 12. Faculty Development Program on “Accounting and Finance” sponsored by Infosys BPM Ltd, Mysore from 09.12.2019 to 11.12.2019.
 13. Faculty Development Webinar on “Post Covid - 19 Rejuvenation” by Department of Commerce, Nirmala College for Women, Coimbatore from 18.05.2020 – 21.05.2020
 14. Faculty Development Programme on Recent innovations on Herbal Cosmetics, organized by NGM College, Pollachi on 12.05.2020.
 15. FDP on Covid 19 Pandemic- Socio, Economic and Cultural Impact on the Society organized by Department of History, Nirmala College on 29.5.2020 & 30.5.2020.
 16. FDP on “Designing and Developing Commerce Curriculum in the Digital Era” organized by Sacred Heart College, Thirupattur on 12.06.2020.
 17. FDP on Covid 19- Resilience and Recovery Strategies organized by Department of Commerce (PA) & Department of Accounting and Finance, Hindustan College of Arts & Science, Coimbatore on 15.05.2020.
 18. FDP on Challenges in Financial Management – Covid 19 Scenario organized by Kovai Kalaimagal College of Arts & Science, Coimbatore from 14.05.2020- 19.05.2020
 19. FDP on Current Research Trends in Social Science organized by Krishnammal College for Women, Coimbatore from 03.05.2020-05.05.2020
 20. FDP on Evolution from Offline to Online Teaching jointly organized by Satish Pradhan Dnyanasadhana College, Thane University of Mumbai and Microsoft from 30.05.2020-03.06.2020
 21. FDP on Advanced Data Analysis using Spread sheet organized by school of Management, Kristu Jayanti College (Autonomous), Bangaluru from 02.05.2020- 09.05.2020
 22. FDP on Educational Analytics organized by school of Management , Kristu Jayanti College , (Autonomous) Bangaluru from 02.05.2020-09.05.2020
 23. FDP on “Need of universal value in each stage of life span organized by Department of Computer Science, PSGR Kri+shnammal College For Women, Coimbatore on 30.05.2020

24. National level FDP on “E-Content Development “organized by Servite Arts & Science College, Karur, from 22.06.2020 to 26.6.2020.
25. FDP on ‘Research funding Projects and IPR (Part II) organized by KC College Engineering and Management Studies and Research , Thane, from 07.6.2021 to 9.6.2021.

20) Conference/ Seminar/ Workshop Organized

1. Organized workshop on the title Transaction Analysis on 4.3.2008 & 5.3.2008.
2. Organized workshop on the title Managerial aspects on 9.9.2008 & 11.9.2008
3. Organized workshop on the title Motivation on 10.9.2008
4. Organized workshop on the title Sock Market on 20.2.2010
5. Organized workshop on the title Communication and interview skills on 7.1.2011.
6. Organized workshop on the title Stock Market and Online Trading on 11.2.2011.
7. Organized workshop on the title Personality Development on 14.12.2011
8. Organized workshop on the title Online Trading on 21.1.2012
9. Organized workshop on the title Enhancing human resources for industrial needs on 19.2.2013.
10. Organized workshop on the title Soft skills Development on 4.3.2013
11. Organized workshop on the title Financial Literacy on 22.2.2013.
12. Organized workshop on the title Hardware and Networks on 20.2.2015.
13. Organized symposium on the title Technology Transfer in Financial Sectors on 23.2.2015 & 24.2.2015.
14. Organized workshop on the title Group discussion and personal interview on 25.2.2015 & 26.2.2015
15. National Conference on Recent Advancements in Business Practices jointly organized by Department of Commerce and Nehru Institute of Management studies - 01.02.2018
16. Webinar on Business Practices - 14.02.2019
17. International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India” – 07.01.2020.

21) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop

1. Spoke on Capital Budgeting Techniques organized by EDP, Government Arts College, Coimbatore, 2015.
2. Presided over School Annual Day and spoke on ‘Students are the Pillars of Future India, Stawa Nursery and Primary School, Coimbatore, 2012
3. Gave awareness on Violence against Women for Self Help Groups, organized by Rhythm Social Service Society, Nirmala college for Women, Coimbatore, 2011.
4. Gave awareness on Women Rights for the members of Sthree Needhi, organized by Nirmala college for Women, Coimbatore, 2010.
5. Spoke on Career options for Commerce Graduates through All India Radio, 2019.

22) Member in Board of Studies:

1. University Nominee, for Board of Studies, Sree Saraswathy Thiyagaraja college,

- Pollachi, 2014-2016.
2. University Nominee, for Board of Studies, NGM College Pollachi (B. Com. PA Dept.),2015-2017.
 3. University Nominee, for Board of Studies, VLB Janakiammal College of Arts & Science,Coimbatore, 2017-2018.
 4. Subject expert for Board of Studies, Bharathiar University, Coimbatore, 2017-2018.
 5. University Nominee, for Board of Studies, Sree Saraswathy Thiyagaraja college, Pollachi, 2018-2019.
 6. Subject expert for Board of Studies, PSG College of Arts &Science, Coimbatore 2018-2021.
 7. University Nominee, for Board of Studies, Hindustan College of Arts and Science B.Com. (PA) 2021-2023.
 8. Subject expert for Board of Studies, PSGR Krishnammal College for women, Coimbatore 2021-2022.

23) Editorial/ Review Board Member

Name of Professional Body	Nature of Membership	Duration
Dr. NGP College of Arts & Science	External Audit Member Academic Audit	2019-2020
Dr. NGP College of Arts & Science	External Audit Member Academic Audit	2020-2021

24) Membership in Professional Bodies:

1. Moderator, UGC Sponsored National Seminar, Dept. of Commerce, Nirmala College forWomen, 2012-2013.
2. Member of Inspection commission for Provisional Affiliation of B.Com. Course, SANInternational College of Arts & Science, Coimbatore , 30.4.2012.
3. Member of Inspection commission for Provisional Affiliation of B.Com. (CA)Course,AJK College, Coimbatore, 30.5.2013.
4. Member of Inspection commission for Starting Additional Section for B.com, SankaraCollege of Arts and Science, Coimbatore, 30.4.2014.
5. Member of Inspection commission for Provisional Affiliation of B.Com. (PA)Course,Kongunadu College of Arts and Science, Coimbatore , May, 2015.
6. Member of Inspection commission for Provisional Affiliation of M.Com. Course, BishopAmbrose College of Arts & Science, Coimbatore, April 2016.
7. Member of Inspection commission for Ph.D. Additional seats, SNR & Sons College ofArts and Science, Coimbatore, 2016.
8. Member of Inspection commission for Provisional Affiliation of B.Com. (CA)Course,TERF ACADEMY, Tirupur, 17.4.2017.
9. Member of Inspection commission for Provisional Affiliation of B.Com. (CA) Course, A. G. Arts & Science College, Tirupur, 30.4.2018.
10. Member of Inspection commission for Provisional Affiliation of B.Com. (PA)Course, SriVasavi College, Erode, 12.4.2019.
11. Member of Inspection commission for Provisional Affiliation of B.B.A Course, BishopAppaswamy College of Arts & Science, Coimbatore, 16.6.2020.

12. Doctoral Committee member for a Ph.D. Scholar in Hindustan College of Arts & Science, Coimbatore, 8.11.2018,
13. Doctoral Committee member for a Ph.D. Scholar in LRG Govt. Arts College for Women, Tripur, 8.11.2020.
14. Doctoral Committee member for a Ph.D. Scholar in Hindustan College of Arts & Science Coimbatore, .2021.
15. Member of Inspection commission for Provisional Affiliation of B.B.A. (CA) Course, Sree Narayana Guru College of Arts & Science, K.K.Chavadi 2021.

25) Awards & Recognitions:

Awarded **BEST TEACHER AWARD** by Akshaya Institute of Management Studies on 5th September 2013.