

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : MS. JOKLIN ANNAM J
DESIGNATION : ASSISTANT PROFESSOR
DEPARTMENT : Department of Business Administration
QUALIFICATION : B.COM(IT), MBA
EXPERIENCE : 1 Year 7 Months
AREAS OF SPECIALIZATION : HRM & Marketing
E-MAIL : Joklinanu02@gmail.com
ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.COM(IT)	2020	VLB Jannikammal College of Arts and Science	First Class
MBA	2024	Sri Ramakrishna College of Arts and Science	First Class

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
PGDCA		Nirmala College For Women's (Autonomous)	Pursuing

PRESENTATIONS IN CONFERENCE:

INTERNATIONAL:

[1]

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1	The ROI Quantification Gap in Generative AI for Marketing	International	23.11.2025 to 26.11.2025	Jai Shivaasni Educational Trust (JET)

PARTICIPATION IN CONFERENCES:

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1	International Conference on Women's Equality, Protection & Empowerment	International Conference	24 & 25/08/2024	Nirmala College for Women, Coimbatore
2	National Conference on Connecting Users to Library Resources through Innovative Technologies (SALIS 2024)	National Conference	04/10/2024 & 05/10/2024	Department of Library and Information Sciences
3	Digital Payment on e-Commerce	International	24/01/2025	Nandha Arts and Science College (Autonomous), Erode

PARTICIPATION IN SEMINARS:

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1	International Conference on Women's Equality, Protection & Empowerment	International Conference	24 & 25/08/2024	Nirmala College for Women, Coimbatore.
2	National Conference on Connecting Users to Library Resources through Innovative Technologies (SALIS 2024)	National Conference	04/10/2024 & 05/10/2024	Department of Library and Information Sciences

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

S. No	Title of the program	Organized by	Date
1	Rise Beyond Boundaries in AI Era	Nirmala college for Women	2024
2	Journal Selection for Possible Publication of Research Work.	Research Committee, Nirmala College for Women, Coimbatore	18/10/2024
3	Mastering Research writing and Proposals for Funds,	Sri Nehru Maha Vidhyalaya College of Arts & Science (Autonomous)	01.09.2025 to 07.09.2025
4	Shaping Minds Beyond the Classroom	IQAC of Nirmala College for Women	12.10.2025
5	The Art of Patent Drafting and Documentation	IPR CELL of Nirmala College for Women	16.10.2025
6	Teaching Methodology	Stella Matituna College of Education	23.10.2025 and 24.10.2025
7	Teaching Methodology in Management	Stella Matituna College of Education	24.10.2025
8	Integrating Research and Innovation in Digital Transformation	IQAC of VLB Janakiammal of Arts and science	15.12.2025 to 19.12.2025

INVITED SPEAKER/ SESSION CHAIR- CONFERENCE/ SEMINAR/ WORKSHOP:

S. No	Title of Session	National/ International	Date	Organized by Department/ College
1	Psychological,cognitive and behavioural science and related issues CO-CHAIRING THE SESSION	International Conference	23-26 2025	Jai Shivaashi Educational Trust Malaysia

BOOK PUBLICATIONS:

- [1] MCQ For Financial Management Accounting, ISBN: 978-89334-24207, 2024
- [2] Question Bank of Marketing, ISBN: 978-8-198-3741189, 2025
- [3] Financial Management Accounting -Practice Problems with Solutions, ISBN: 978-81-994024-5-4, 2025

MEMBER IN BOARD OF STUDIES:

S.No.	Name of the College	Nature of contribution	Duration
1.	VLB Jannikammal College of Arts and Science	Alumini	2024-2025
2.	VLB Jannikammal College of Arts and Science	Alumini	2025-2026