

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : A. FIONA
DESIGNATION : Assistant Professor
DEPARTMENT : Commerce with Professional Accounting
QUALIFICATION : M. Com., (Ph. D)
EXPERIENCE : 3 YEARS 7 MONTHS
AREAS OF SPECIALIZATION : MARKETING
E-MAIL : fionaantochristopher2626@gmail.com
ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B. Com (CA),	2010-2013	KSR College of Arts and Science, Tiruchengode	First Class
M.Com.,	2016-2018	Bharathiar University, Coimbatore.	First Class

ADDITIONAL QUALIFICATIONS: NIL

RESEARCH GUIDANCE: NIL

RESEARCH PUBLICATIONS:

INTERNATIONAL: NIL

NATIONAL: “ A Study on Consumer Adoption Towards Digital Marketing Using Artificial Intelligence, Journal of the School of Language, Literature and Culture studies, ISSN: 0972-9682, Series: 22, Book No.31, Year:2024”

PRESENTATIONS IN CONFERENCE: NIL

- [1] A Paper titled “A Study on Generative AI and the circular economy in Marketing: Opportunities and Risks” in International Conference on Unlocking Green Growth: Sustainability as a Catalyst for Business Innovation in the Technology- Driven Era organised by Sri Ramakrishna College of Arts and Science, Vol No.1, Issue No. 1, Pg No:309, October 2025 ISBN: 978-81-994496-6-4

PARTICIPATION IN CONFERENCES: NIL

PARTICIPATION IN SEMINARS: NIL

PARTICIPATION IN WORKSHOPS: NIL

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

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

[1] “Online FDP on Teaching pedagogy and life skill” organised by Department of Commerce, Hindustan college of arts and science from 27.03.2023 to 30.3.2023.

[2] “Offline FDP on Digital age Pedagogy” organised by Nirmala College for Women on 16.06.2023.

[3] “Online FDP on Research Paper Writing and Publishing” organised by HI LEARN EDUTECH INSTUTUTE from 1.7.2023 to 7.7.2023.

[4] “Offline FDP on Data Analytics” organised by Nirmala College for Women on 07.10.2023.

[5] “Offline FDP on Faculty Enrichment Programme on “Boosting Engagement: Interactive and Digital Leaning Design” organised by Nirmala College for Women on 16.02.2024.

[6] “Online FDP on One Week National Level Virtual Faculty Development Programme on Future Scope of AI in Higher Education” organised by VLB Janakiammal College of Arts and Science, Kovaipudur, Coimbatore from 19.02.2024 to 23.02.2024.

[7] “Online FDP 5 Day National Level on Outcome Based Education, Binary Accreditation & Usage of AI” organised by IQAC-St. Mary’s Centenary Degree College from 2.6.2025-6.6.2025.

[8] “Online FDP on Python Programming for data Analysis” organised by Center for Development of Advance Computing from 20.11.2024 to 24.10.2024.

[9] “Online FDP on 5 Day National Level Online FDP on Outcome Based Education, Binary Accreditation & Usage of AI” organised by IQAC-St. Mary’s Centenary Degree College from 2.6.2025-6.6.2025.

[10] “Online NEP 2020 Orientation & Sensitization Programme” under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC), - MMTTC, Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, Wardha, Maharashtra – Online from 02.09.2025 to 10.09.2025.

[11] The Teacher as a Mentor: Shaping Minds Beyond the Classroom” organised by IQAC-Faculty Enrichment Programme at Nirmala College for Women on 12.10.2025.

[12] “State Level Faculty Development Programme on Holistic Professional Development Focus for Education” organised by Department of Zoology, Nimala College for Women in association with Department of Biotechnology, St. Joseph College, Trichy through Google Meet on 13.10.2025.

[13] “Online National Intellectual Property Awareness Mission” organised by Intellectual Property Office, India on 16.10.2025.

[14] “Teaching Methodologies” organised by Stella Martutina College of Education, Chennai through Hybrid Mode from 22.10.2025-29.10.2025.

[14] “Block chain and Digital Transformation” organised by Nirmala College for Women, Coimbatore & Digital South Trust through Hybrid Mode from 14.11.2025-20.11.2025.

[15] “4- day FDP on Research Paper Writing, Data Analytics & AI Tools in Research” organised by Shardha University, Uzbekistan through Online- Zoom Meeting from 24.11.2025-27.11.2025.

[16] “Offline FDP on Smart Research Practice: AI, Online Tools& Zotero for Academics” organised by Department of library and Information Science and IQAC - Nirmala College for Women on 10.12.2025.

[17] “Generative AI in Higher Education: Emerging Tools and Future Directions Online” organised by IQAC, Nirmala College for Women through Google Meet on 06.02.2026

CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:

[1] On 21.01.2026 International Conference was organized on the topic “The Artificial Intelligence Catalyst: Integrating Economic Performance with Sustainable Business Goals” by department of Commerce PA in collaboration with Shardha university.

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

BOOK PUBLICATIONS:

[1] INVESTMENT MANAGEMENT - ISBN: 978-81-984085-4-9

[2] MCQ ON MARKETING - ISBN: 978-81-985421-2-0

[3] MARKETING - ISBN: 978-81-992660-6-3

MEMBER IN BOARD OF STUDIES: NIL

EDITORIAL/ REVIEW BOARD MEMBER: NIL

MEMBERSHIP IN PROFESSIONAL BODIES: NIL