

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr. K. Princy Hebshibha
DESIGNATION : Assistant Professor
DEPARTMENT : Department of Commerce (CA) & PG
Department of Commerce
QUALIFICATION : Ph.D
EXPERIENCE : 6 yrs 7months
AREAS OF SPECIALIZATION : Marketing
E-MAIL : princy110994@gmail.com
ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Com (CA)	2015	Nirmala College For Women	I Class
M.Com (CA)	2017	Sri Ramakrishna College of Arts & Science for Women	I Class with Distinction
M.Phil	2019	Sri Ramakrishna College of Arts & Science for Women	Commented
Ph.D	2025	Sri Ramakrishna College of Arts & Science for Women	-

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
-	-	-	-

RESEARCH GUIDANCE:

PROGRAMME	NO. OF SCHOLARS	
	COMPLETED	PURSUING
Ph.D	-	-
M.Phil	-	-

RESEARCH PUBLICATIONS:

INTERNATIONAL:

- [1] "Talent Management Practices in India." IOSR Journal of Business and Management, on e- ISSN;2278-48X,p-ISSN:2319-7668,Pgs-80-83.

- [2] “Consumer Gratification on P&G Products.” “Contemporary Issues and Challenges of Indian Business in Global Scenario.” ISBN: 978-93-84743-40-6.
- [3] “A Study on Dealers’ Perception Towards ITC Products with Reference to Coimbatore City”. A Journal of Intercontinental Management Research Consortium, Vol 7, Issue 9, Special Edition 1, ISSN: 2347-1670. Impact Factor 6.613.
- [4] Strategies to Address the Soft Skill Gap. International Journal of Advance Study and Research Work, 27th April 2020 to 01st May 2020. ISSN :2581-5997.
- [5] “A Study on Perception of Students of Higher Education Institution towards Online Classes during COVID 19 Lockdown” An UGC Care Journal, The International Journal of Analytical and Experimental Modal Analysis, IJAEMA Journal, Volume XII, Issue VIII, August- 2020, Pg No:521-542. ISSN No. 0886-9367, Impact Factor 6.3, Pg No:521-542.
- [6] “A Study on Awareness of Crypto Currency with special reference to Coimbatore City.” An UGC Care Approved Group- II Journal, The International Journal of Analytical and Experimental Modal Analysis, IJAEMA Journal, Volume XIV, Issue II, February- 2022, Pg No:1054-1060, ISSN No. 0886-9367, Impact Factor 6.3.
- [7] A Study on Consumer Perception Towards Nykaa Products – Offline vs Online Shopping was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.1, Pg.No.61-68, ISBN: 978-93-49543-85-0.
- [8] A Study on Consumer Preferences Towards Online Shopping Sites was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.1, Pg.No.12-18, ISBN: 978-93-49543-85-0.
- [9] A Study on Consumer Satisfaction Towards Himalaya Products with Special Reference to Coimbatore City was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.1, Pg.No.112-116, ISBN: 978-93-49543-85-0.
- [10] A Study on Customers Satisfaction Towards E-Banking Service with Special Reference to Coimbatore City was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.2, Pg.No.5-8, ISBN: 978-93-49543-17-1.

NATIONAL:

- [1] National Level Conference on “India & Mauritius Relations : Futuristic Trade, Economic Synergies and Cultural Exchange, organised by Nehru Arts and Science College held on 16.09.25 to 17.09.25

PARTICIPATION IN CONFERENCES:

- [1] A Study on Consumer Perception Towards Nykaa Products – Offline vs Online Shopping” was published in *BODHI International Journal of Research in Humanities, Arts & Science*, Vol. 1, pp. 61–68, ISBN: 978-93-49543-85-0.
- [2] A Study on Consumer Preferences Towards Online Shopping Sites” was published in *BODHI International Journal of Research in Humanities, Arts & Science*, Vol. 1, pp. 12–18, ISBN: 978-93-49543-85-0.

- [3] A Study on Consumer Satisfaction Towards Himalaya Products with Special Reference to Coimbatore City” was published in BODHI International Journal of Research in Humanities, Arts & Science, Vol. 1, pp. 112–116, ISBN: 978-93-49543-85-0.
- [4] A Study on Customer Satisfaction Towards E-Banking Services with Special Reference to Coimbatore City” was published in BODHI International Journal of Research in Humanities, Arts & Science, Vol. 2, pp. 5–8, ISBN: 978-93-49543-17-1.
- [5] A Study on Trend Analysis of ITC Pvt. Ltd.” was published in *IJSREM*, March 2025, ISSN: 2582-3930.
- [6] A Study on Financial Performance Analysis of Tata Steel Limited” was published in *IJSREM*, March 2025, ISSN: 2582-3930.
- [7] A Study on Consumer Preference Analysis of Aavin Milk” was published in *IJSREM*, March 2025, ISSN: 2582-3930.

PARTICIPATION IN SEMINARS:

- [1] Seminar on “How to Explode your Mental Block”, PG and Research Department of Commerce (CA), Kamadhenu Arts and Science College, Sathyamangalam-638503.
- [2] National Seminar on Emerging Trends in Banking and Insurance Sectors P.G & Research Department of Commerce, Bharathidhasan University. Perambalur, 26.09. 2019.
- [3] Seminar on “How to Explode your Mental Block ” PG and Research Department of Commerce (CA), Kamadhenu Arts and Science College, Sathyamangalam-638503. Online 27/04/2020 to 28/04/2020.
- [4] Online Course on “Enhancing Soft Skills” Department of B.Com AF & BBA CA Sri Krishna Adithya College of Arts and Science, Coimbatore, on 10.05.2020.
- [5] Online Orientation programme on “Awareness on Women Health”. Department of Chemistry Nirmala College for Women Coimbatore, on 11.05.2020.
- [6] National Level Online Webinar on “Doctoral Thesis: Key Components and Research Skills” and “Research Funding Opportunities: In India and Abroad” Organized by IQAC & Research Cell Online 14.05.2020.
- [7] Online Test on Banking Awareness” Sri Malolan College Of Arts And Science (Affiliated to University of Madras) Department of Commerce on 13-05-2020
- [8] Webinar on “Personal Effectiveness – Need of the Hour” Sakthi Institute of Information and Management Studies. Pollachi, Online 14.05.2020
- [9] Challenges and Opportunities in student’s career after Covid’19 PG & Research Department of Chemistry Online 30.05.2020.
- [10] Webinar on “Third Eye on Education – Post Covid 19” Department of Commerce (CA), (PA) & PG Department of Commerce Nirmala College for Women, Coimbatore. 27-05-2020.

- [11] Webinar on “Advance Excel At Glance”. Department of Commerce With Computer Applications Angappa College Of Arts And Science. 02.06.2020.
- [12] Online Training Programme on Tally (GST) Department of Commerce (CA), (PA) & PG Department of Commerce Nirmala College for Women, Coimbatore 01.06.2020 to 03.06.2020.
- [13] National Webinar on “Business Opportunities and Challenges-COVID19” Department of Commerce (CA), Department of Commerce (PA) & PG Department of Commerce Nirmala College for Women, Coimbatore. 04-06-2020.
- [14] International Webinar on “Recruitment Trends- A Virtual Reality 2021” Department of Computer Technology SNMV College of Arts and Science. Online 14.06.2021 to 19.06.2021
- [15] Webinar on” Green Economy” Go Green Committee Nirmala College for Women, Coimbatore. 18-11-2021.
- [16] Webinar on “Effect and Control Measures on Chemical Pollution on Environment.” Go Green Committee Nirmala College for Women, Coimbatore. 27-11-2021.

PARTICIPATION IN WORKSHOPS:

- [1] Outcome Based Education, UGC Sponsored Programme. Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore 13.10.2018.
- [2] Intellectual Property Rights, Patent and Copyrights, UGC Funded. Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore. 02.02.2019.
- [3] Revised Guidelines for the Accreditation Process of NAAC, Funded under the UGC Autonomous Grant. The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore. 07.03.2020.

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

- [1] UGC - MALAVIYA MISSION TEACHER TRAINING CENTRE (MMTTC) 28th October 2025 – 25th November 2025
- [2] Online Diploma Program on Foundation of Block Chain Technology and application offered by Digital South Trust in collaboration with Nirmala College For Women (30 Hours)

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

- [1] FDP on “Statistical Analysis of Quantitative Data using Advance Excel for Research Scholars held on 3.06.2020 & 4.06.2020
- [2] 8th May 2020, organized by Department of Commerce - Shift II, Patrician College, "Online Faculty Development Programme on Examinations in wake of COVID-19". •
- [3] FDP on Digital Teaching For Digital Learners, organized by Niligris College of Arts and Science, 14th May 2020 and 15th May 2020, Organized by Department CS & IT in Rathinam College of Arts and Science "Pursing Academic Research ". FDP
- [4] 20 May 2020, Organized by Sri Amaraavathi college of arts and Science, " Uncovered Piazza for effective Teaching., FDP
- [5] 30 May 2020, Organized by Department of Computer Application in Nirmala College for Women, "Emerging Trends and Application in IoT", FDP.
- [6] 3rd June 2020, Organized by RIVI College," Statistical Analysis of Quantitative Data Using Advance Excel for Research Scholars".
- [7] FDP. 22.04.2020 to 28.4.2020, Organized by IARA," Entrepreneurship: Research, Critical thinking and Innovation".FDP
- [8] Online Faculty Development Programmes Digitalization in Accounting and Finance 08.11.2022 – 14.11.2022
- [9] Online Faculty Development Programmes "Ethics in Research & Research Methodology” 19.12.2022 to 26.12.2022
- [10] One day FDP on Artificial Intelligence Tools for Educators Organized by Sacred Heart College (Autonomous) on 27.10.2023
- [11] One day FDP on Implementation of Augmented Reality in Digital Learning organized by PG & Research Department of Mathematics, Nirmala College For Women on 16.09.2023
- [12] One day FDP on Data Analytics, organised by Nirmala College for Women ,on 07.10.2023
- [13] FDP on Digital Age Pedagogy on 16.06.2023, organized by Nirmala College for Women.
- [14] Five Days International Virtual “Professional Development Programme” on “Developing your Professional Edge: Strategies for Career Growth and Financial Success” organized by Department of Commerce with Information Technology & IQAC of PPG College of Arts and Science, on 08/01/2024 to 12/01/2024.
- [15] FDP on Boosting Engagement : Interactive and Digital Learning Design on 16.02.2024 organized by Nirmala college for Women

- [16] One week online Faculty development programme on Effective Teaching Pedagogy: Strategies For Engaging and Empowering Learners organized by Department of Humanities and Physical Education , CT University, Ludhiana,Punjab,on March 11-17,2024
- [17] FDP on Beyond Boundaries: Driving Innovation in Research 26.12.2024 to 30.12.2024
- [18] FDP on Adapting to AI Driven Industry 09-09-2024 to 13-09-2024
- [19] FDP on Holistic Development and Innovations for Sustainable Success 26.03.2025 to 02 .04 2025.
- [20] Transforming Higher Education : FDP on Institutional Autonomy and NEP 2020 Implementation 10-05-2025 to 15-05-2025.
- [21] IP Awareness/ training program under National Intellectual Property Awareness Mission on October 16,2025.
- [22] Faculty Enrichment Program on Teaching Methodologies was organized by IQAC, Stella Matutina College of Education, Chennai, and conducted online from 22.10.2025 to 29.10.2025.
- [23] Blockchain program was conducted by Nirmala College for Women in online mode on 16.11.2025.
- [24] The program on “Integrating Research and Innovation in Digital Transformation” was conducted by VLB Janakiammal College of Arts and Science in hybrid mode from 15.12.2025 to 19.12.2025.
- [25] Program on “Generative AI in Higher Education: Emerging Tools and Future Directions” was conducted by Nirmala College for Women in online mode.

CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:

- [1] A workshop on 'Intelliscribe: AI-Driven Research Writing and Analysis' was conducted on 10 February 2025 in hybrid mode. Dr. R. Devi Prasanna, Assistant Professor, School of Management, Kristu Jayanti College, Bengaluru, was the Resource Person."
- [2] A workshop on '*Strategies for Effective Preparation in Competitive Examinations*' was organized on 7 January 2025. Mrs. Satheesh K., Founder of Explore Academy, was the Resource Person
- [3] An awareness program on '*Women Rights*' was organized on 29 August 2025. Mrs. A. Gokila, Advocate, Coimbatore, served as the Resource Person. The programme was conducted in offline mode with 145 participants."
- [4] "An awareness program on '*Cyber Crime Against Women and Legal Protection*' was organized on 19 September 2025. Mrs. Prathiba Raja, Advocate, Associate at Krishna & Saurastri Associate LLP, Bengaluru, served as the Resource Person. The programme was conducted in offline mode with 110 participants."

- [5] "An awareness program on '*Right to Information Act 2005*' was organized on 14 October 2025. Mr. Deva, Faculty of Law, Government Law College, Coimbatore, served as the Resource Person. The programme was conducted in offline mode with 130 participants.
- [6] The Department of Commerce (CA) and the PG Department of Commerce jointly organized a Hands-on Training Programme on *Tally ERP 9* on 13 August 2025 at Rosary Lab. Mrs. Swarnalakshmi, Trainer at The Institute of Advanced Computing, served as the Resource Person.
- [7] The Department of Commerce (CA) and the PG Department of Commerce jointly organized a one-day workshop on *Applied Statistical Techniques for Research Using SPSS* on 12 February 2026 at Rosary Lab. Dr. V. Gokila, Assistant Professor, Department of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, served as the Resource Person.

BOOK PUBLICATIONS:

- [1] Internet and Web Design – Lecture: ISBN: 9788198291066
- [2] Software Development with Visual Basic – MCQ: ISBN: 9789334203103
- [3] Software Development with Visual Basic – lecture Material: ISBN : 9788199349513