

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr.C. Goldbell Rachel
DESIGNATION : Assistant Professor and Head
DEPARTMENT : B.Com with Business Analytics
QUALIFICATION : M.Com.,M.Phil., PGDCA.,P.hD
EXPERIENCE : 14 Years
AREAS OF SPECIALIZATION : Human Resource and Marketing
E-MAIL : bell.3110@gmail.com
ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Com	2008	Madras Christian College	I
M.Com	2010	Madras Christian College	I
M.Phil	2011	Madras Christian College	I
PhD	2020	Sankara College of Science and Commerce	
PGDCA	2022	Bharathiar University	II

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
Tax Accounting In Tally 7.2	Tally	Genesis-VBSE Pvt.Ltd,	2005

RESEARCH GUIDANCE:

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



RESEARCH PUBLICATIONS:

INTERNATIONAL:

- [1] Students Attitude Towards Online Education During Covid-19: Empirical Study in Autonomous Arts and Science Colleges in Coimbatore District International Journal of Management and Social Science Research Review Vol-8 Issue -7 July 2012
- [2] Women leadership in corporate sector; an analysis of Indian context. Published by International journal of multi disciplinary research review January 2017 Volume- 1, Issue- 23, pp 60 – 65
- [3] Impact of HR Practices on Employee Productivity in Private Banks in Coimbatore District International Journal of Business Administration and Research reviews Vol3, Issue 22, April- June 2018
- [4] A Study on Measuring the Quality of Work Life (With special reference to employees in ACC Cement Ltd, Coimbatore) Published by Research review International Journal of Multidisciplinary ICIMP-2018 September 2018 (Special Issue), pp 311 - 314
- [5] A Study on stress and its effects among the employees among the public and private sector banks in Kanchipuram District. Published by Asia Pacific Journal of Research. March 2018 , Volume – 01 , pp 196 – 201
- [6] An impact of work life balance on women employees in banking sector an empirical study. Published by Journal of emerging technologies and innovative research. November 2018, Volume 5, Issue 11 , pp 164 – 168
- [7] Emerging Trends and Sustainable Growth in Digital Banking in India AEGAEUM Journal Volume 9 Issue-6 July 2021
- [8] A Study on The Impact of The Pandemic on Digital Banking Customers in Coimbatore City International journal of creative research thoughts Vol 11, Issue 11, October 2022
- [9] A study on overcoming consumer's scepticism towards organic products through effective sustainable marketing International Journal of Innovative Research in Science, Engineering and Technology (IJRSET) VOL13, Issue 11, Impact Factor 8.524

NATIONAL:

- [1] Impact on the upliftment of rural women through self-help groups in Coimbatore district. Published by Kalyan Bharati Journal on Indian History and Culture (UGC CARE List Group I). Volume 36, Issue No 8 (II) : 2021 pp 136 – 142
- [2] Measuring the Quality of Work life in Banking Sector Published by Journal of



PRESENTATIONS IN CONFERENCE:

INTERNATIONAL:

- [1] Performance Oriented culture among the weavers in kanchipuram at International Conference at Madras Christian College, Chennai
- [2] Stress at workplace at the International Conference at Hindustan College of Arts & Science, Chennai
- [3] E-Commerce and its importance in this 21st Century in the International Conference at Madras Christian College, Chennai
- [4] A study on Ethical and Social Issues in E-Commerce in the International Conference at Rathinam College of Arts & Science Pollachi Road, Eachanari, Coimbatore

NATIONAL:

- [1] Mergers and Acquisitions in National Conference at Madras Christian College, Chennai
- [2] Importance of E-Commerce in Life in a National Conference at Patrician College of Arts & Science, Chennai
- [3] Foreign Direct Investment and Infrastructure Development National Conference at Ramakrishna Mission Vivekananda College, Chennai
- [4] Risk and Risk Management in Banks National Conference at Vel Tech College, Chennai
- [5] Stress at Night shifts in the National Conference at MJV College, Bangalore
- [6] Corporate Social Responsibilities – Issues & Challenges National Conference at NGP College of Arts & Science, Coimbatore
- [7] Farmers Rights-An Overview National Seminar at Rathinam College of Arts & Science Pollachi Road, Coimbatore

PARTICIPATION IN WORKSHOPS:

- [1] UGC sponsored workshop on "Research Report Writing" held at Madras Christian College, Chennai on 27th February 2012
- [2] Faculty Development Workshop on "Leadership and Emotional Intelligence" held at Madras Christian College, 28th February 2012
- [3] UBCHEA sponsored workshop on "Transformational Roles of Women in Preserving Ecology through Sustainable Practices" held at Madras Christian College, Chennai on 8th and 9th April 2013



- [4] State level workshop on "SPSS" held at Sankara College of Arts & Science, Coimbatore, on 25th August 2014.
- [5] State level workshop on "Phonetics & Pronunciation" held at Sankara College of Arts & Science, Coimbatore, on 07th October 2015.
- [6] National level workshop on insights of GST held at Kongunadu arts and science college , Coimbatore on 2nd Aug 2017.
- [7] International Workshop on Organizational Effectiveness- Inspire, Innovate and Initiate held at Kongunadu arts and science college, Coimbatore on 17th Sep 2018.
- [8] National Workshop on Artificial Intelligence Tools for Educators organized by IGNITE Life Skill Academy& IQAC, Sacred Heart College (Autonomous), Thevara, Kochi on 27.10.2023

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

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

- [1] FacultyDevelopmentProgramme on "Outcome Based Education" conducted by Nirmala College, Muvattupuzha,Kerala from 10-05-23 to 15-05-23
- [2] Online Faculty DevelopmentProgramme on "Learning ThroughGamification" by Dr.M.G.REducationaland Research Institute from 15-05-23 to 19-05-23
- [3] Online Faculty DevelopmentProgramme on "NAAC Accreditation Framework" byIQAC GuruShree ShanthivijaiJain College for Women on 09.05.2023 to 16.05.2023
- [4] FiveDaysNationalLevelOnlineFacultyDevelopmentProgrammeon "Influence of AI in Teaching and Research". Department of B.Com CA HindusthanCollegeofArtsand Science, Coimbatore from 04.09.2023 - 09.09.2023
- [5] Faculty Development Programme "DataAnalytics"NirmalaCollegeforWomen, Coimbatore on 07.10.2023
- [6] FacultyDevelopmentProgramme on"EffectofGenerativeAlinModern Research and Industry" SisterNivedita University 27.05.24- 31.05.24
- [7] Faculty Development Programme on "Digital Marketing" MIT Arts Commerce and ;Science College from27.05.24- 31.05.24
- [8] Faculty Development Programme on "Out Come Based Education" Mangalmy Institute of Management and Technology from 20.05.24- 25.05.24
- [9] Faculty DevelopmentProgramme on "Adapting to AI Driven Industry"



Rajapalayam Rajus' College in Association with ECRIOINC USA from 09.09.24 - 13.09.24

- [10] Faculty Development Programme on "Innovative Pedagogical Techniques in Management Education" Ojha Publication and Research House, New Delhi from 21.10.24 -25.10.24
- [11] Faculty Development Programme on "Python Programming For Data Analysis" Centre For Development of Advanced Computing (C-DAC) Hyderabad from 20.11.24 -24.11.24
- [12] Faculty Development Programme on " Beyond Boundaries Driving Innovation in Research" Auxilium College Gandhi Nagar, Vellore 26.12.24 - 30.12.24
- [13] Faculty Development Programme on "Gen- AI and ChatGPT" Department of MBA & Research Center, SJC Institute of Technology, Chikkaballapur. Chaitanya Bharathi Institute of Technology Autonomous, Hyderabad
- [14] International Virtual Faculty Development Program on "Recent Advances in Teaching and Research on Sustainable Development in Commerce" Organized by School of Commerce, Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, Avadi, Chennai - 600062, from 11th to 17th December 2024.
- [15] Faculty Development Program on "Emergent Pedagogies for Instructional Innovation in Education" Organized by Department of MBA, PRATHYUSHA ENGINEERING COLLEGE from 24th to 30th March 2025
- [16] Faculty Development Program on Outcome Based Education, Binary Accreditation & Usage of AI" organized by IQAC ST. MARY'S CENTENARY DEGREE COLLEGE Secunderabad, Telangana, from 2nd to 6th June 2025
- [17] Faculty Development Program on "Augmented Reality / Virtual Reality "Organised by Dr. Vithalrao Vikhe Patil College of Engineering, Ahilyanagar, Maharashtra 25th August 2025 to 31st August 2025.
- [18] Faculty Development Program on " Smart Research and Publication "Organised by the Department of Computer Application in Association with IQAC of Avichi College of Arts and Science Chennai from October 6th to 10th 2025
- [19] Faculty Development Program on "Enhancing Teaching and Research Skills of Commerce Educators in the Backdrop of New-Age Technologies" Organised by the Department of PG Studies and Research in Commerce, under PM-USHA (MERU) Soft Component from November 10th to 14th, 2025.
- [20] Faculty Development Program on " Generative AI in Higher Education" Organised by the IQAC of Nirmala College for Women, Coimbatore on 6th February 2026.

CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:



- [1] National Webinar conducted on 15/10/2020/on the topic "I AM THE CHANGE" at Kongunadu Arts and Science College
- [2] National Webinar conducted on 31/10/2020/on the topic "Vigilant India – Prosperous India"at Kongunadu Arts and Science College
- [3] Workshop conducted on 08/11/2022 in the topic Entrepreneurship and Innovation at Nirmala College for Women
- [4] Workshop conducted on 11/01/2024in the topic R Programming at Nirmala College for Women
- [5] National Seminar conducted on 09/02/2024 on the topic "Big Data in Analytics" at Nirmala College for Women
- [6] International Seminar conducted on 26/07/2024 on the topic "Social Media Analytics in the Modern Era" at Nirmala College for Women
- [7] Workshop conducted on 21/07/2025 in the topic Financial Statements -An Overview at Nirmala College for Women
- [8] Workshop conducted on 10/01/2026 in the topic Accounting in Business at Nirmala College for Women

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

- [1] Resource Person at Kongunadu Arts and Science College, Coimbatore National Energy Conservation Day (IIC Program) on 31-01-2025
- [2] Resource person for the online course on Global Retail Logistics, scheduled as part of the Summer Term Micro Degree Programme, ACUCA from July 21, 2025 to August8, 2025.

BOOK PUBLICATIONS:

- [1] Commerce in the 21st CenturyISBN: 978-93-95515-45-0
- [2] Business Data Mining for BeginnersISBN:978-93- 93262-55-4
- [3] Business Data MiningQuestionnaire ISBN: 978-81-98291-02-8
- [4] Basics of BusinessAnalyticsISBN: 978-93-342-1783-4

MEMBER IN BOARD OF STUDIES:

- [1] Subject Expert in B.Com Corporate SecretaryshipSDNB Vaishnav College, Chennai
- [2] Chairman in B.Com Business Analytics Nirmala College for Women



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