

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : DR.A.ANGELCHRISTINA

DESIGNATION : ASSISTANT PROFESSOR

DEPARTMENT : DEPARTMENT OF COMMERCE CA AND
PG DEPARTMENT OF COMMERCE

QUALIFICATION : M.COM., M.PHIL.,PGDCA.,PH.D.,

EXPERIENCE : 10 YEARS

AREAS OF SPECIALIZATION : MARKETING

E-MAIL : angelsmilin18@gmail.com

ACADEMIC QUALIFICATIONS : M.COM., M.PHIL.,PGDCA.,PH.D.,

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.COM	2012	NIRMALA COLLEGE FOR WOMEN	I CLASS
M.COM	2014	NIRMALA COLLEGE FOR WOMEN	I CLASS WITH DISTINCTION
M.PHIL	2015	NIRMALA COLLEGE FOR WOMEN	I CLASS WITH DISTINCTION
PH.D	2023	NIRMALA COLLEGE FOR WOMEN	HIGHLY COMMENDED

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
APG	COMPUTER PROGRAMME APPLICATION &	ICE TECH COMPUTER EDUCATION	2010
PGDCA	COMPUTER APPLICATION	NIRMALA COLLEGE FOR WOMEN	2013
AN INTRODUCTION TO DIGITAL ETHICS	DIGITAL ETHICS	ONLINE COURSE- Hong Kong University	2026

RESEARCH GUIDANCE:

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

RESEARCH PUBLICATIONS:**INTERNATIONAL:**

- [1] “ A study on Customer Satisfaction towards Mobile Banking” , A Journal of Intercontinental Management Research Consortium, September 2019, Vol 8, Special Issue 1, ISSN :2321-0354.Impact Factor 6.312
- [2] “A study of Preference towards the Mobile Wallets among the Students in Coimbatore City” , A Journal of Intercontinental Management Research Consortium, September 2019, Vol 8, Special Issue 1, ISSN :2321-0354.Impact Factor 6.312
- [3] A Study on Consumer Awareness and Problems While Using Mobile Banking”, A Journal of Intercontinental Management Research Consortium, January 2020, Vol 8, Special Issue 1, ISSN :2321-0354.Impact Factor 6.613.
- [4] “ E-learning and Communication Technology” A Journal of Intercontinental Management Research Consortium, vol.3,issue 3 September 2015, pgno.104, ISSN 2347-1654/2347-1670.
- [5] “A Study on Consumer Awareness and Usage of E-banking Transaction Through Mobile Phones” A Journal of Intercontinental Management Research Consortium, vol.4,issue 5 September 2016, pgno.84, ISSN 2347-1654/2347-1662/2347-1670.
- [6] “ A Study on Customer Perception Towards the Hindu Newspaper” A Journal of Intercontinental Management Research Consortium, vol.5,issue 10 September 2017, pgno.30, ISSN 2347-1670/2347-1662/2347-1654.
- [7] “A Study on Customers’ Satisfaction Towards Lakme Cosmetics with Special Reference to Women in Coimbatore city” Sustainable Business Strategy – Shaping the Future of India, 04 Feb 2015 pg.no.77 ISBN:978-93-80800-39-1
- [8] “A Study on Consumer Usage of E-Banking Services” , International journal of Humanities and Sciences March 2021, Vol 1, Special Issue 1, ISSN :-Impact Factor
- [9] “ A study on Consumer Satisfaction and usage of e-banking transactions through mobile phones”, Nirmala Annual Research Congress, November2019, ISBN :978-5391-196-6

- [10] A Study on Customers Satisfaction Towards Mobile Wallet (With Special Reference to Coimbatore City) International Journal of Creative Research Thoughts IJCRT | Volume 12, Issue 3 March 2024 | ISSN: 2320-2882
- [11] A study on customer perception towards Chinese's smartphone Brand in Indian market with special reference to Coimbatore city International Journal of Creative Research Thoughts IJCRT | Volume 12, Issue 3 March 2024 | ISSN: 2320-2882
- [12] A Study on Customers' Preference Towards Reliance Jio Sim With Special Reference to Coimbatore City International Journal of Creative Research Thoughts IJCRT | Volume 12, Issue 3 March 2024 | ISSN: 2320-2882
- [13] A Study on Consumers' Experience Towards Online Shopping After Covid -19" with Special Reference to Coimbatore City The International journal of analytical and experimental modal analysis Volume XIV, Issue III, March/2022 ISSN NO: 0886-9367
- [14] A Study on Factor Influencing Consumer Usability and Adaptability Towards Preethi Zodiac With Special Reference to Coimbatore City International Journal of Creative Research Thoughts IJCRT Volume 11, Issue 4 April 2023 | ISSN: 2320-2882
- [15] Consumer's Perception and Satisfaction Towards Online Shopping Post Covid International Journal of Creative Research Thoughts IJCRT Volume 10, Issue 10 October 2022 | ISSN: 2320-2882
- [16] A Study On Customer Satisfaction Towards ITC Classmate Notebooks With Special Reference To Coimbatore City International Journal of Creative Research Thoughts IJCRT PAPER ID : IJCRT2304375
- [17] A Study on the Impact Of Radio Advertising Towards Marketing Consumer Products in Coimbatore City International Journal of Advanced Research in Science, Communication and Technology (IJARSCT) Volume 2, Issue 4, May 2022 ISSN No. : 2581-9429
- [18] Risk Management in Banking and Insurance Sector" Paper presented at the international conference Department of Commerce with Professional Accounting, SNR Sons College (Autonomous), Coimbatore.
- [19] "A Study on Customer Satisfaction Towards Lakme Cosmetics in Coimbatore City" Paper presented at the national conference. Department of Commerce with Computer Application, Kongunadu Arts and Science College (Autonomous), Coimbatore
- [20] "Role of E-Governance to Strengthen Higher Education System in India" Paper presented at the State Comercio Convention Department of Commerce and

Commerce CA, Sri Ramalinga Sowdambigai College of Science and Commerce, Coimbatore.

- [21] Parents Attitude towards Private Schools was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.1, Pg.No.157-162, ISBN: 978-93-49543-85-0.
- [22] A Study on Customer Preference and Satisfaction Towards Boat Lifestyle Products was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.1, Pg.No.197-202, ISBN: 978-93-49543-85-0.
- [23] Exploring Digital Behaviour of Young Adults: A Case Study on PhonePe was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.2, Pg.No.25-30, ISBN: 978-93-49543-17-1.
- [24] Role of Government Schemes in Uplifting Girl Child Education was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.2, Pg.No.51-55, ISBN: 978-93-49543-17-1.
- [25] A Study on Marketing Opportunities for Bottled Drinking Water in Coimbatore City was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.2, Pg.No.61-66, ISBN: 978-93-49543-17-1.

PRESENTATIONS IN CONFERENCE:

INTERNATIONAL:

- [1] A.Angelchristina “E-Payment System on E-Commerce in India” Proceedings of the International Conference on The Impact of E-Commerce in Modern Business. 12 Aug 2015 pg.no:97 ISBN NO:978-93-82570-67-7

PARTICIPATION IN CONFERENCES:

- [1] National Conference on “Emerging Dimensions in the Indian Business Scenario , Department of Commerce (CA) & (PA) and PG Department of Commerce,Nirmala College for Women, Coimbatore., 15-09-2015.
- [2] International Journal Release - “Innovations on Applied Research in Commerce, Economics, and Management.” Department of Commerce (CA) & (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore, 28-09-2016.
- [3] One Day National Conference on “Emerging Trends-Shaping the Future of Indian Business” . Department of Commerce (CA) & (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore, 26-09-2019.
- [4] International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India” , 07.01.2020, Department of Commerce, Nirmala College for Women, Nirmala College for Women, Coimbatore. 07.01.2020.

- [5] International Conference on “Women Equality, Protection and empowerment” Nirmala College for Women ,Coimbatore 24th August to 26th August 2024
- [6] A Concept of Digital Marketing Innovation In AI, International Conference on Artificial Intelligence in Business Management, Rathinam College of Arts and Science 7th March 2024

PARTICIPATION IN SEMINARS:

- [1] Attended two days programme on “Technology Changes in the Financial Sector” Department of Commerce, Nirmala College for Women,Coimbatore on 23rd & 24th Feb 2015
- [2] Webinar on “ Women’ s Health through Ayurveda” Old Students Association, Nirmala College for Women, Coimbatore Online 24.06.2020
- [3] NEP - Structural Changes on 21st Century Education Sankara College of Science and Commerce, Department of Commerce PA Online 05th & 06th August 2022
- [4] ICSSR Sponsored -One Day National Conference Level Symposium on - “ Exploration of Research Innovations Its Trends and Challenges” . Department of Library, Nirmala College for Women. 11.01.2020.

PARTICIPATION IN WORKSHOPS:

- [1] Revised Guidelines for the Accreditation Process of NAAC, Funded under the UGC Autonomous Grant. The Internal Quality Assurance Cell,Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore. 07.03.2020.
- [2] Intellectual Property Rights (IPR) Centre for Research and Development, CMS College of Science and Commerce, CMS College of Science and Commerce, Coimbatore 04th & 05th April 2022
- [3] The Essential AI-powered tools for Researchers” FDP Division, A.C.T. Academy, Kerala unit Online 11.7.2024 to 13.7.2024
- [4] Artificial Intelligence tools for educators, IGNITE Life Skill Academy & IQAC, Sacred Heart College 27.10.2023 IQAC Nirmala College for Women 04.12.2024
- [5] Intellectual property Rights, Centre for research and development, CMS College of Science and Commerce 4th & 5th April 2022

- [6] Research Project Proposal Writing & Report Writing, HI LEARN EDUTECH INSTITUTE, HI LEARN EDUTECH INSTITUTE 18, 19 & 20 October 2023
- [7] Innovation Eco-System, Incubation Centres and Start-ups for Higher Education Institutions UGC IQAC Nirmala College for Women 19.3.2020
- [8] Online Workshop on “Khagol Vijnana (Indian Astronomy): Scientific Approach of India Knowledge System” Organized by IKS Celle, Mangalmai Institute of Management Technology, Greater Noida.

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

- [1] 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. Faculty Development Program on “Effective Learning and Teaching Practices in Digital Era” *Nirmala College for Women*, Coimbatore, 08th and 9th June 2020
2. Online Faculty Development Program on “Application of Statistical Tools in SPSS” *Sri Kanyaka Parameswari Arts & Science College for Women*, Chennai, 06th -12th July 2020
3. Online Faculty Development Program on “E-Content Making” *Servite Arts & Science College for Women*, Karur, 22th -26th June 2020
4. Online Faculty Development Program on “Advanced Data Analysis Using Spreadsheet” *Kristu Jayanti College*, Bengaluru, 02th & 09th May 2020
5. Online Faculty Development Program on “Publications in Scopus Indexed Journals” *Sree Narayana Guru College*, Coimbatore, 08th September 2021
6. Online One week Faculty Development Program Webinar on “Digital Skills for Smart Teaching” *Don Bosco College*, Manipal, 14th June to 19th June 2021
7. Online Faculty Development Program on Digitalization in Accounting and Finance, Department of Commerce PA, KG College of Arts and Science and Department of Commerce, Pioneer College of Arts and Science 08.11.2022 – 14.11.2022
8. Faculty Development Program on 07.10.2023- Data Analytics Nirmala College for Women, Coimbatore
9. Online Five Days International Virtual “Professional Development Programme” Department of Commerce with Information Technology & IQAC of PPG College of Arts and Science, Coimbatore from 08.01.2024 to 12.01.2024
10. one week Faculty Development Program on Microsoft Power BI Data Analyst Associate conducted by ICT Academy on 18 Mar 2024 to 22 Mar 2024 at Akshaya College of Engineering & Technology, Coimbatore

11. Online Six-Days Online Faculty Development Program on "Outcome Based Education" organized by Mangalmay Institute of Management and Technology, Greater Noida, Uttar Pradesh on 20.5.2024 to 25.5.2024
12. DST Sponsored Two Weeks Faculty Development Programme on "Development of Entrepreneurship and Innovation" from 29th May – 9th June 2023 Organized by Academy of Maritime Education and Training Deemed to be University, Chennai.
13. FDP on Digital Age Pedagogy on 6.06.2023 One Week Faculty Development Programme on "UPSKILL YOUR RESOURCES" organized by the Department of Business Administration (SF), Ayya Nadar Janaki Ammal College, (Autonomous), Sivakasi from 07.07.2023 to 13.07.2023
14. One Week Faculty Development Programme on "Effective Teaching pedagogy: strategies for Engaging and Empowering Learners" Organised by Department of Humanities and Physical Education CT University, Ludhiana, Punjab
15. Five-Day Virtual International Faculty Development Programme on Research Paper Drafting and Refinement: From Idea to Publication, organized by the Department of Corporate Secretaryship, St. Joseph College (Arts and Science), Kovur, Chennai, from 10.11.2025 to 14.11.2025.
16. Five-Day Faculty Development Programme held from 10.05.2025 to 15.05.2025, organized by the IQAC of Mazharul Uloom College (Autonomous) on "Transforming Higher Education: Faculty Development Programme on Institutional Autonomy and NEP 2020 Implementation."
17. Five-Day Faculty Development Program on Education 5.0 held from 15.05.2023 to 19.05.2023, organized by the Department of Information Technology in association with the Academic Staff College, Dr. M.G.R. Educational and Research Institute.
18. One week faculty development programme on Upskill Your Resources Organized by the Department of Business Administration (SF) Ayya Nadar Janaki Ammal College, (Autonomous), Sivakasi from 07.07.2023 to 13.07.2023
19. National level virtual one day online FDP on AI Tools for Research and Teaching Organized by Department of Artificial Intelligence, St. Xavier's College (Autonomous) on March 9th, 2025
20. National Level Online Faculty Development Program on "Enhancing Teaching @ Learning Competencies of HEI Teachers" from 3.05.2024 to 09.05.2024 . St. Ann's Degree College for Women & St. Ann's P.G. College for Women NFC Road, Mallapur, Hyderabad.
21. One Week Faculty Development Program on Microsoft Power BI Data Analyst Associate Conducted by ICT Academy on 18 March 2024 to 22 March 2024 at Akshaya College of Engineering & Technology.
22. A Five Day National Level Online FDP on Beyond Boundaries: Driving Innovation in Research from 26.12.2024 to 30.12.2024 Organized by Committee for Research Ethics, Publication & IPR, Auxilium College (Autonomous), Gandhi Nagar,
23. Online Faculty Development Programme on "Adapting to AI Driven Industry" Organized by P.G. Department of Computer Science, Rajapalayam Rajus' College in Association with Ecio Inc, USA from 09.09.2024 to 13.09.2024.

CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:

- [1] The Department of Commerce (CA) and the PG Department of Commerce jointly organized a workshop on '*A Marketing Platform for Startups*' on 6 February 2025 at Catherine Hall. Mrs. R. Sofiya Roselin, Professional Makeup Artist, was invited as the Resource Person to share her expertise.
- [2] A guest lecture on '*The Entrepreneur's Mindset: From Vision to Reality*' was conducted on 15 April 2025 through Google Meet. Ms. Deena Roshini (Alumna), Proprietor, Talent Hunt, Coimbatore, was the Resource Person.
- [3] A guest lecture on '*Startups for Young Minds*' was conducted on 22 August 2025 through Google Meet. Ms. A.S. Kuralarasi, Co-Founder of Anithi Designer Studio, was the Resource Person.
- [4] A guest lecture on '*Women Entrepreneurship in Makeup*' was organized on 22 September 2025. Ms. Rithanya, Beauty Mentor, served as the Resource Person
- [5] 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."
- [6] 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
- [7] 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."
- [8] "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."
- [9] "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."
- [10] 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.
- [11] The Department of Commerce (CA) and the PG Department of Commerce jointly organized a Hands-on Training Programme on *Generative AI* on 25 February 2026 at Rosary Lab. Mrs. Zeno Angeline S., Assistant Professor, B.Com E-Commerce, was the Resource Person.
- [12] 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.

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

- [1] I was invited as a Resource Person by the Department of E-Commerce to deliver a seminar on '*Where Passion Meets Innovation*' on 17 February 2025, sharing insights on innovation and passion-driven entrepreneurship.
- [2] Nirmala Uyir Club proudly organized a guest lecture on the topic '*My Road, My Responsibility*' on 10 December 2025.

BOOK PUBLICATIONS:

- [1] The Handbook of Enterprise Resource Planning -2023
- [2] Soft Skill (for B.Com CA Course)-2024
- [3] Business Environment – Lecture Material-2025
- [4] Business Environment – MCQ 2025
- [5] Data Base Management System – Lecture Material -2025