

STAFF PROFILE

- 1) Name : **Dr. J.JACINTHA MARIA FLORENCE**
- 2) Designation : ASSISTANT PROFESSOR
- 3) Department : ECONOMICS
- 4) Qualification : M.A., M.Phil.,Ph.D.,B.Ed.
- 5) Teaching Experience: UG: 8 yrs PG: 3 yrs
- 6) Area of Specialization: Development Economics
- 7) E-mail : jacinthamaria2020@gmail.com
- 8) No. of NPTEL Courses completed: 3
- 9) Research Publications :

International

1. “Environmental Degradation – A looming Crisis in India”, The International Journal for Research and Development in Environmental Education, Volume – 1, Issue – 2
September 2012, ISSN No. 2277-7571 Page No. 216 -220

2. “Impact of Advertisement on Consumer Behaviour,” Intercontinental Journal of Marketing Research Review, September 2019, ISSN 2321-0346(O) ISSN 2347-1670(P), Impact Factor: 6.613

National

1. “Agrarian Distress, Suicides and Alleviatory Measures” , Peninsular Economist, Journal of the Association of Economist of Tamilnadu Vol.XXV(No.1), Annual Conference of Association 976-8270 Page No. 79-8
2. “Prevalence of Cardiovascular Disease among Women and Need for Health”, Peninsular Economist,Journal of the Association of Economist of Tamilnadu Vol. XXVI (No.1), Annual Conference of Association of Economists of Tamilnadu-XXXVI, November 2014 , ISSN No.0976-8270 , Page No . 109-111

10) Other Publications (Proceedings)

ISBN:

1. “The Causes of Mergers and Acquisitions” , Impact of Mergers And acquisitions on Indian Industries, UGC Sponsored- Department of Economics, Bharathiar University, Coimbatore . April 2012, ISBN No.978-93-80657-75-2, Page no.273-277
2. “Trends in Mergers and Acquisitions in Indian Industry during the post Liberalization period”, Brand India-Achievements and Challenges Brand India- National Conference, Department of Business Administration, Nirmala College for Women, Coimbatore. October 2012,ISBN No.978-81-910472-4-0 Page No. 356 -360
- 3.“The Awareness And Enrolment Of Health Insurance Schemes Among Cardiovascular Patients InCoimbatore City” , Financial Literacy – The Present Trend and Future Challenges Department of Commerce, Nirmala College For Women, Coimbatore. , February 2013, ISBN No.978-81-909890-0-8 Page No. 51-55
- 4.“Determinates of Choice of Health Care Services among Cardiovascular Patients in Coimbatore City:An Econometric Analysis”, Commonly Used Econometric Techniques in Empirical Research-Bharathiar University, Coimbatore. April 2013, ISBN No. 978-93-80686-35-6 Page No. 131-137
5. “Inflation – Its Impact and need for capital formation in India”, Economics of Inflation Dynamics- Thiagarajar College, Madurai, August 2014 ISBN No. 978-93-80686-35-6 Page No. 306-309
6. “Role of Television Commercials and Consumer Behaviour”, Emerging trends in Consumer Behaviour”, GRD Academy of Management, February 2016, ISBN No. 978-81-927985-7-8 Page No.65

11) Book Publications

Growth of Indian E Commerce Market, Web based Library Services, ISBN, First Edition 2020, Tamilsuvadi Publications, Tirunelveli. (page No. 196-206)

12) Presentations in Conference

International

S.No.	Date	Title	Topic	Institution

1.	07.02.14	Trends in Global Economy and Economic Reforms in India	International Seminar Hi-com- 2014	Hindustan College of Arts and Science, Coimbatore.
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National

S.No.	Date	Title	Topic	Institution
1.	14.12.06	Agrarian Distress and Alleviatory Measures	Dimensions of Agriculture Development in India	Department of Economics, Periyar University, Salem
2.	14.03.07	Human Development and Economic Growth Through Child Development	National Seminar on Health Economics – Issues and Challenges	PG and Research Department of Economics, Ethiraj College For Women, Chennai.
3.	28.02.07	Negative Externalities On Human Health Owing To Consumption Of Unsafe Water	National Seminar on Drinking Water Management in India	Department of Economics, Bharathiar University, Coimbatore
4.	16.02.07	Health Insurance in India- Realities and Challenges	National Seminar on Health Insurance – Dimensions and Challenges	Department of Economics, Bharathiar University, Coimbatore.
5.	16.02.07	Need for Health Insurance	National Seminar on Health Insurance – Dimensions and Challenges	Department of Economics, Bharathiar University, Coimbatore.
6.	04.10.12	Trends in Mergers and Acquisitions in Indian Industry during the post	Brand India- Achievements and Challenges, Brand India-	Department of Business Administration, Nirmala College for Women, Coimbatore

		Liberalization period	National Conference	
7.	07.09.12	Environmental Degradation- A loomingCrisis in India	National Seminar Environmental Challenge towards Waste Management in India	P.A.College of Education, Pollachi, Coimbatore.
8.	03.04.12	The Causes of Mergers and Acquisitions	Impact of Mergers And acquisitions on Indian Industries,	UGC Sponsored- Department of Economics, Bharathiar University, Coimbatore.
9.	27.10.12	Agrarian Distress, Suicides and Alleviatory measures	Annual Conference of Association of Economics of Tamilnadu-XXXIII	Department of Economics, Periyar University, Salem.
10.	14.02.13	Determinates of Choice of Health Care Services among Cardiovascular Patients in Coimbatore City: An Econometric Analysis	National Seminar Commonly Used Econometric Techniques in Empirical Research	Department of Economics, Bharathiar University, Coimbatore.
11.	22.02.13	The Awareness and enrolment of Health Insurance Schemes among Cardiovascular Patients in Coimbatore City	National Seminar on Financial Literacy- The Present trend and Future Challenges	Department of Commerce, Nirmala College For Women, Coimbatore.

12.	14.12.13	Prevalence of Cardiovascular Disease Among Women and Need for Health Education	Annual Conference of Association of Economists of Tamilnadu – XXXIV	VIT –University Chennai.
13.	21.08.14	Inflation- Its impact and need for capital formation in India	National Seminar Economics of Inflation Dynamics	PG and Research Department of Economics, Thiagarajar College , Madurai.
14.	28.11.15	Economic Reforms and Health sector of India	Annual Conference of Association of Economists of Tamilnadu – XXXVI	PG and Research Department of Economics, KandaswamiKandar's college, Velur-Namakkal.
15.	27.09.19	Awareness and Enrolment of Health Insurance	National Level Conference on Insurance and Technology Emerging Challenges	Department of Commerce with Business Process Services, Sri Ramakrishna College of Arts and Science, Coimbatore
16.	22.11.19	A study on the Choice of Health Care Services and Cost incurred for Treatment of Cardiovascular Patients	Growth with Stability – Economic Prospects and Challenges in India	Department of Economics, Madras Christian College, Chennai & The Indian Econometric Society

13) Participation in Conference

S.No.	Date	Topic	Institution
1.	26.09.19	One day National Conference on Emerging Trends- Shaping the Future of Indian Business	Department of Commerce (CA) and (PA) , Nirmala College for Women, Coimbatore

14) Participation in Seminar/ Symposium

S.No.	Date	Topic	Institution
1.	21.03.03	Second Generation Economic Reforms in India	Department of Economics, Bharathiar University, Coimbatore.
2.	22.01.19	Research Methodology and Funding Agencies- Recent Trends	PG and Research Department of History, Nirmala College for Women, Coimbatore

15) Participation in Workshop

S.No.	Date	Topic	Institution
1.	26.09.01	Youth and Opportunities Self-Employment	Department of Economics, Nirmala College for Women, Coimbatore
2.	30.10.15	Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibility	IQAC, Nirmala College for Women, Coimbatore
3.	09.02.16	Preparation of E-Content- Design, Editing and Production	Department of Zoology, Nirmala College for Women, Coimbatore
4.	22.03.18	Out Come Based Education	IQAC, Nirmala College for Women, Coimbatore
5.	24.03.18	Out Come Based Education	IQAC, Nirmala College for Women, Coimbatore
6.	17.03.18	Statistics and Econometrics for Researchers in Social Sciences, Commerce and Management	Department of Social Sciences, VIT, Vellore

7.	09.11.18	Open Access E-Resources for Research and INFLIBNET Resources	Department of Library and Information Science, Nirmala College for Women, Coimbatore
8.	13.10.18	Out Come Based Education	IQAC, Nirmala College for Women, Coimbatore
9.	07.03.20	Revised Guidelines for the Accreditation Process of NAAC	IQAC, Nirmala College for Women, Coimbatore
10.	19.03.20	Innovative Eco-System, Incubation Centres and Start-ups for Higher Education Institutions	IQAC, Nirmala College for Women, Coimbatore

16) Participation in Orientation Programme/ Induction Programme/ Short term Courses

UGC sponsored 119th Orientation Programme-conducted by UGC HRDC, Bharathiar University from 17.05.2018 to 13.06.2018 (28 days)

17) Participation in Faculty Development Programme

S.No.	Date	Topic	Institution
1.	19.01.2019	Tuning Academic Research for Political Funding opportunities	PG and Research Department of Chemistry Nirmala College for Women, Coimbatore
2.	26.02.2019	Testing and Evaluation	IQAC and Department of Tamil, Kongunadu Arts and Science College, Coimbatore
3.	30.10.2019	Innovative Teaching Strategies	Curriculum Development Cell, Nirmala College for Women, Coimbatore