

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr. Lydia Nikkolaus
DESIGNATION : Dean- School of Management
: Associate Professor & Head of the Department
DEPARTMENT : Business Administration
QUALIFICATION : B Sc, MBA, PhD.,
EXPERIENCE : Teaching: 27years and 9 months
AREAS OF SPECIALIZATION : Human Resource Management
E-MAIL : lydianikki1012@gmail.com

ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Sc.–Bio Chemistry	1994	PSG College of Arts and Science	First
MBA	2004	Bharathiar University	Second
PhD	2014	Jansons Institute of Management	

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
PGDBM.	Human Resource Management	Mount Carmel Institute of Management Bangalore	1994-1996

RESEARCH GUIDANCE:

PROGRAMME	NO. OF SCHOLARS	
	COMPLETED	PURSUING
Ph.D	Nil	4
M.Phil	1	Nil

RESEARCH PUBLICATIONS:**INTERNATIONAL:**

S.No.	Topic	Institute/Year	Details
1.	A Study on Employer Branding and Its Impact on Employment	Shinwathra-Metharath University, Thailand February- 2024	ISBN 978-93-90188-41-3
2.	Relationship between Motivational Practices and OCB with special reference to manufacturing industries in Coimbatore. District.	Asia Pacific University- Malaysia October -2018	ISSN:2278-3075.Vol-8 ,Issue 10S ,August 2019 SCOPUS Publication
3.	Challenges in Services Marketing	PKR Arts College for Women August-2016	IOSR Journal p-ISSN:2319-7668
4.	Learning Organisations – An Overview – International Level	RVS College of Engineering & Technology July-2012	ISBN-978-93-80716-96-1

NATIONAL:

S.No.	Topic	Institute/Year	Details
1.	Enhancing Customer Engagement in Banking and Insurance: The Role of AI Powered Chatbot in Personalization and Fraud prevention	Sri Ramakrishna College of Arts and Science February, 2026	ISBN 978-81-996229-9-9
2.	Role of Artificial Intelligence in Employee Training and Development	IPE Journal of Management	ISSN 2249-9040 Vol 14
3.	Business Digitalization through Digital Public Infrastructure Initiatives	Urban India - A Journal of National Institute of Urban Affairs, July, 2024, Vol 44	ISSN 0970-9045
4.	A Study to Analyse the Benefits and Challenges of Gig Workers	ANVESAK- A	ISSN 0378-4568

	towards Purchasing Insurance Policy		
5.	Tomatonomics: Finding the Fine Balance between Famine and Feast	SHODH PRABHA- July 2023	ISSN:0974-8946- UGC CARE LISTED
6.	Digital Commerce- An Overview	KPR College of Arts and Science – September 2023	ISBN: 978-93-93376-66-4
7.	A Study on the Impact of the Pandemic on Dropout, Learning Gap, Psychological and Socio-Economic Conditions of Rural Students with special reference to Palamalai	Journal of Education- Rabindra Bharathi University 2022	ISSN - 0972-7175 UGC CARE LISTED
8.	Talent Management –The Need of the hour, Corporate sector BPO	AUT AUT Research Journal- August 2020	ISSN No:0005-0601.Impact Factor-5.1
9.	Application of Modern Management thoughts-Digital Marketing	AUT AUT Research Journal- August 2020	ISSN No:0005-0601.Impact Factor-5.1
10.	Organisation Citizenship Behaviour	Nirmala College for Women- September 2016	ISSN:2347-1654 / 2347-1662 / 2347-1670 Impact Factor: 1.552/1.615/1.590
11.	Relationship between Motivational Practices and OCB with special reference to manufacturing industries in Coimbatore. District.	Nirmala College for Women- September 2015	ISSN-2347-1654 Impact factor 0.720&0.882
12.	Performance Appraisal of Banking Employees Practice and Effectiveness – National Level	Loyola College, Chennai- February 2012	ISSN 22491260-printed 22591819-online
13.	A Study on behavioral mapping of individual investors	RVS Institute of Management Studies& RVS College of Engineering & Technology. September 2011	ISBN-978-93-81537-00-8

PRESENTATIONS IN CONFERENCE:**INTERNATIONAL:**

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1.	A Study to Empower Women – LED Start Ups through Digital Public Infrastructure	International	04/02/2026 – 05/02/2026	Kristu Jayanti University & University American College SKOPJE
2.	A Study on Employer Branding and Its Impact on Employment	International	26/02/2024	Shinwathra-Metharath University, Thailand
3.	Fair and Effective Integration of Migrant Workers into Labour Market	International	10/08/2023	Department of Management Studies Angappa College of Arts and Science
4.	Relationship between Motivational Practices and OCB with special reference to manufacturing industries in Coimbatore. District.	International	19/10/2018	Asia Pacific University- Malaysia
5.	Learning Organization – An Overview	International	14/07/2012	RVS College of Engineering and Technology

NATIONAL:

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1.	Training and Development of Employees	National	14/09/2012	Sri Krishna Arts and Science College
2.	Training and development of banking sector employee	National	17/03/2012	SNR Institute of Management studies
3.	Performance appraisal of banking employees practice and effectiveness	National	16/02/2012	Loyola College Chennai

4.	Performance Management	National	15/02/2012	Kongu Nadu arts and science College
5.	A Study on Behavioural Mapping of Individual Investors	National	10/09/2011	RVS College of Engineering and Technology
6.	Stay Interview	National	19/02/2010	RVS Institute of Management Studies
7.	Performance Management	National	30/10/2009	Department of Management Studies and Research Karpagam University
8.	Retail Evolution	National	22/08/2007	PSGR Krishnammal College for Women

PARTICIPATION IN CONFERENCES:

INTERNATIONAL:

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1.	A Study to Empower Women – LED Start Ups through Digital Public Infrastructure	International	04/02/2026 – 05/02/2026	Kristu Jayanti University & University American College SKOPJE
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3.	Fair and Effective Integration of Migrant Workers into Labour Market	International	10/08/2023	Department of Management Studies Angappa College of Arts and Science
4.	Relationship between Motivational Practices and OCB with special	International	19/10/2018	Asia Pacific University- Malaysia

	reference to manufacturing industries in Coimbatore. District.			
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5.	A Study on Behavioural Mapping of Individual Investors	National	10/09/2011	RVS College of Engineering and Technology
6.	Stay Interview	National	19/02/2010	RVS Institute of Management Studies
7.	Performance Management	National	30/10/2009	Department of Management Studies and Research Karpagam University
8.	Retail Evolution	National	22/08/2007	PSGR Krishnammal College for Women

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

- [1] NPTEL Online Certification-Managerial Skills for Interpersonal Dynamics.
(Jan- Apr 2020-12 week course)
- [2] Internal Auditors Training Course for ISO- EMOS 21001:2018, Nature Science
Foundation, December 2025

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

NIRMALA COLLEGE FOR WOMEN

S. No	Topic	Institute	Month/Year
1	Faculty Enrichment Programme on Teaching Methodologies	Stella Matutina College of Education, Chennai	Nirmala College for Women, Coimbatore October 2025
2	FDP on Cyber Security on Ethical Hacking Tools	Nirmala College for Women, Red Fields, Coimbatore	2025
3	National Conference on Connecting Users to Library Resources through Innovative Technologies (SALIS 2024)	Department of Library and Information Sciences, Nirmala College for Women	October 2024
4	Workshop on Power BI	Nirmala College for Women, Red Fields, Coimbatore	2024
5	Journal Selection for Possible Publication of Research Work	Nirmala College for Women, Red Fields, Coimbatore	2024
6	FDP on Rise Beyond Boundaries in AI Era	Nirmala College for Women, Red Fields, Coimbatore	October 2024
7	AI Tools for Higher Education: Possibilities and Challenges	Nirmala College for Women, Red Fields, Coimbatore	June 2024
8	NAAC Accreditation- Adapting to the Dynamic Landscape	Nirmala College for Women, Red Fields, Coimbatore	June 2024
9	Ethics Model of Excellence Framework	Rani Anna Government College for Women, Tirunelveli & Globethics, South Asia Centre, Bangalore	April 2024
10	Yukthi Vetri-	Hindusthan College of Arts and Science	December 2023
11	Artificial Intelligence tool for Educators	Sacred Heart College, Thevara	October 2023
12	Assessing Journal Credibility and Citation Information in Research	Nirmala College for Women	October 2023
13	Digital Era Pedagogy	IQAC, Nirmala College for Women, Coimbatore	June 2023
14	Opportunities for Financial Assistance from funding organizations by Understanding and Applying Research Paradigms	Nirmala College for Women	September 2022

15	Transformations and Changing Perspectives In Indian Higher Education	Centre For Education Beyond Curriculum-Christ University, Bengaluru	September 2022
16	Re-imagining Women Leaders-Global Perspective	PSGR Krishnammal College for Women	March 2021
17	Preparing e-content	Nirmala College for Women	June 2021
18	Youth and Nation Building	Annai Women's College	May 2020
19	Practicality and Realism in HR-Post Covid Challenges for Employees & Employees	KPR College of Arts and Science	May 2020
20	Post Covid-10 Rejuvenation	Nirmala College For Women	May 2020
21	Effective Use of Digital Technology to enhance Teaching- Learning	Avinashi lingam School of Engineering and Shiksha Sanskriti Utthan Niyas	May 2020
22	ICT Tools for Effective teaching	Nirmala College for Women	June 2020
23	Outcome Based Education	IQAC-Nirmala College	June-2018
24	Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibility	IQAC-Nirmala College	Oct-2015
25	Motivation towards research – FDP	RVS Institute of Management Studies and Research	Mar-2010
26	Cultivating character	Character builders India	Feb -2010
27	Managing Education for Business and Commerce in a Globalized world – International Conference	GRG School of Management Studies	Dec-2009

28	Developing consulting skills of Business School Faculty	RVS Institute of Management Studies and Research	Dec-2007
29	State Level Workshop on Goals & Roles	P.S.G.R Krishnammal College for Women	Sep-2007
30	Intel –teach to the Future beginner’s course	Microsoft	Oct-2002

CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:

- International Seminar on Empowering Students for Peace- The Role of Higher Education in Fostering Global Citizenship, September 2025
- International Workshop on Research Methods, September 2025
- Member of the team to plan and launch SEON ONLINE DIGITAL PLATFORM in 2024.
- SEON’ 08, SEON’11, SEON’ 13, SEON’16, SEON’19, SEON’ 23 and SEON ’24 Marketing Mela organized to make students know more about practicalities of marketing, planning, organizing, costing and event management skills. This event marked the creation of SEON Endowment Fund, that provides financial assistance to three needy BBA students.
- Member of the Organising Committee – “HR Conclave on Recruitment Trends” (2018)
- Was instrumental in organizing “Brand India” (2011)-A seminar and Paper Presentation. The best papers were published as a book with ISBN number
- Was part of the organizing team of “Re- Engineering” Calibers’ and PLEXUS- Intercollegiate Seminars and Competitions for 7 years.
- Arranging for Industrial Visits to Britannia Industries-Bangalore and Perundurai, Ford ltd, Indo Shell Moulds Pvt.ltd., LGB Pasur, HMT Limited, Jesmajo, Pepsico India Holdings, Shanti Gears and Pricol ltd.
- Organised two outbound training programmes to Kotagiri, in association with Outreach Foundation.
- Part of the team organizing Tally classes for the BBA students.
- Arranging for Seminars, workshops, conferences and guest lecturers for the department on various topics both National and Regional Level.

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

- Session’s Chair for International Conference on Innovative Research and Development (February 2024), Shinwathra-Metharath University, Thailand
- Resource Person for Webinar on “Stress Management”- Sri Ramakrishna College of Arts and Science – July 14th 2020
- Resource Person for Webinar on “Stress and Time Management”-EASA college of Technology and Management- 10th June 2020
- Chief Guest for Inauguration of Women’s development cell at PSG Institute of Technology-2014
- Resource Person for Seminar organized by Sri Ramakrishna College of Nursing and Paramedical Sciences-2006

BOOK PUBLICATIONS:

- [1] Lecture Notes on Research Methodology, ISBN : 978-81-994024-8-5, 2025
- [2] Lecture Notes on Human Resource Management, ISBN: 978-81-984287-1-4, 2025
- [3] Business Communication for Managers, ISBN: 978-81-969743-8-1, 2024

MEMBER IN BOARD OF STUDIES:

S.No.	Name of the College	Nature of contribution	Duration
1.	GVG Vishalakshi College, Udumalpet	Subject Expert	2025-2028
2.	Sri Ramakrishna College for Women	University Representative	2024-2027
3.	CMS College of Science and Commerce	University Representative	2022-2025
4.	AJK College of Arts and Science	University Representative	2023 - 2026
5.	Bharathiar University and affiliated colleges –BBA Board	Subject Expert	Jan 2020 – Dec 2022
6.	PSG College of Arts and Science-BBA Board	Subject Expert	2015-2017

EDITORIAL/ REVIEW BOARD MEMBER:

- [1] Member of the Editorial Board College Magazine-2004-2009
- [2] Chief Editor of the College Magazine- 2010-2011