

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr.P.Jona Jenifer

DESIGNATION : Assistant Professor

DEPARTMENT : Commerce (CA) & PG Department of Commerce

QUALIFICATION :M Com., M.Phil.,PGDCA .,Ph.D

EXPERIENCE : 10 years 8 months

AREAS OF SPECIALIZATION : Marketing

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ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Com (CA)	2008 -2011	Nirmala College for Women	I Class
M Com	2011 -2013	Nirmala College for Women	I Class
M.Phil.,	2014 -2015	Nirmala College for Women	
Ph.D	2016 - 2022	Nirmala College for Women	-

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
PGDCA	Computer Application – PGDCA	Nirmala College for Women	2012

RESEARCH GUIDANCE:

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

RESEARCH PUBLICATIONS:

INTERNATIONAL:

- [1] Study on Perception towards Smartphone among College Students in Coimbatore- A Journal of Intercontinental Management Research Consortium, (2017) Volume - 5, Issue 10 - Special Edition - Sep 2017, Page No. 76-80.
- [2] A study on customer satisfaction towards Smartphone with special reference to Coimbatore city - Online International interdisciplinary Research Journal, (2019) Volume -9, Feb 2019 Special Issue (02) Page No 313-317.
- [3] A study on customer attitude towards Smartphone with special reference to Coimbatore city - International Journal of Analytical and Experimental modal analysis, (2019) Volume–XI, Issue VIII August 2019 ,Page No 730-736.
- [4] A Study on consumer behavior towards Smartphone,- A Journal of Intercontinental Research Consortium,(2020), Volume-8, Page No:48-52.
- [5] Perception of Smartphone by customers in Coimbatore through technology acceptance model - Aegaeum journal, (2020) Volume – 8, Issue 8, 2020, Page No. 1266-1275.
- [6] A Study on customer satisfaction towards OLA cab with special reference to Coimbatore city - International Journal of Creative Research Thoughts (IJCRT) Volume – 11, Issue 4, April 2023, Page No. 1-6.
- [7] A Study on Customer perception and purchase intention towards smart watch- International Journal of Creative Research Thoughts (IJCRT) Volume – 11, Issue 4, April 2023, Page No. 1-5.
- [8] A Study on Consumer preference and satisfaction towards restaurant with special reference to Coimbatore city- International Journal of Creative Research Thoughts (IJCRT), Volume – 11, Issue 4, April 2023, Page No. 612-615
- [9] A Study on Consumer buying behaviour towards Revlon cosmetic products - International Journal of Creative Research Thoughts (IJCRT), Volume – 11, Issue 4, April 2023, Page No. 885-889
- [10] A study on customer preference towards Zudio special reference to Coimbatore city- International Journal of Creative Research Thoughts (IJCRT), Volume – 11, Issue 4, April 2023, Page No. 719-723
- [11] “A Study on Customers' Perception Towards Meesho with Special Reference to Coimbatore City” was published in International Journal of Scientific Research in Engineering and Management (IJSREM), Vol. 09, Issue 04, April 2025, ISSN: 2582-3930.
- [12] A Study on the Financial Performance of Titan Company Limited” was published in IJSREM, March 2025, ISSN: 2582-3930.
- [13] A Study on Customer Satisfaction and Service Quality in SETC Buses with Special Reference to Coimbatore City” was published in IJSREM, March 2025, ISSN: 2582-3930.

- [14] A Comparative Study of Online and Offline Classes with Special Reference to Coimbatore City” was published in *IJSREM*, March 2025, ISSN: 2582-3930.
- [15] A Study on the Influence of Price on Consumer Perception of Product Quality in Personal Gadgets and Accessories was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.1, Pg.No.129-137, ISBN: 978-93-49543-85-0.
- [16] A Study on Customer Awareness and Usage Patterns of Post Office Savings Account with Special Reference to Coimbatore City was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.1, Pg.No.170-176, ISBN: 978-93-49543-85-0.
- [17] A Study on Customer Satisfaction on Surf Excel Detergent Powder with Special Reference in Coimbatore City was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.1, Pg.No.218-225, ISBN: 978-93-49543-85-0.
- [18] A Study on Fear of Missing Out (FOMO) as a Marketing Tactic among Youth with Special Reference to Coimbatore City was published in *BODHI International Journal of Research in Humanities, Arts & Science*, October 2025, Vol.2, Pg.No.13-18, ISBN: 978-93-49543-17-1.

PRESENTATIONS IN CONFERENCE:

INTERNATIONAL:

- [1] International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India”, 07.01.2020, Department of Commerce, Nirmala College for Women.
- [2] International Conference on “Women Equality, Protection and empowerment”, Nirmala College for Women , Coimbatore 24th August to 26th August 2024

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] ICSSR Sponsored –One Day National Conference Level Symposium on –“Exploration of Research Innovations Its Trends and Challenges”, IQAC, Nirmala College for Women, Nirmala College for Women, Coimbatore. 30.10.2015.
- [2] 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. Nirmala College for Women, Coimbatore. 15-09-2015.
- [3] 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, Nirmala College for Women, Coimbatore. 28-09-2016.

- [4] 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, Nirmala College for Women, Coimbatore. 26-09-2019.
- [5] A Study on the Influence of Price on Consumer Perception of Product Quality in Personal Gadgets and Accessories” was published in BODHI International Journal of Research in Humanities, Arts & Science, Vol. 1, pp. 129–137, ISBN: 978-93-49543-85-0.
- [6] A Study on Customer Awareness and Usage Patterns of Post Office Savings Account with Special Reference to Coimbatore City” was published in BODHI International Journal of Research in Humanities, Arts & Science, Vol. 1, pp. 170–176, ISBN: 978-93-49543-85-0.
- [7] A Study on Customer Satisfaction on Surf Excel Detergent Powder with Special Reference to Coimbatore City” was published in BODHI International Journal of Research in Humanities, Arts & Science, Vol. 1, pp. 218–225, ISBN: 978-93-49543-85-0.
- [8] A Study on Fear of Missing Out (FOMO) as a Marketing Tactic among Youth with Special Reference to Coimbatore City” was published in *BODHI International Journal of Research in Humanities, Arts & Science*, Vol. 2, pp. 13–18, ISBN: 978-93-49543-17-1.

PARTICIPATION IN WORKSHOPS:

- [1] Outcome Based Education, UGC Sponsored Programme. Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore 13.10.2018.
- [2] Open Access E-Resources for Research and INFLIBNET-Resources. Department of Library and Information Science, Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore. 09.11.2018.
- [3] Intellectual Property Rights, Patent and Copyrights, UGC Funded. Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore. 02.02.2019.
- [4] 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.
- [5] 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
- [6] “The Essential AI-powered tools for Researchers” FDP Division, A.C.T. Academy, Kerala unit Online 11.7.2024 to 13.7.2024
- [7] Artificial Intelligence tools for educators IGNITE Life Skill Academy & IQAC Sacred Heart College 27.10.2023

- [8] Learning Outcome Based Curriculum Framework in the Context of NEP IQAC
Nirmala College for Women 04.12.2024

**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 Programme on “Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibility” IQAC, Nirmala College for Women, Nirmala College for Women, Coimbatore. 30.10.2015.
- [2] Faculty Development Programme on “Google Doc’s KAHOOT Apps and online book Publishing” Department of mathematics, Nirmala college for Women, Coimbatore. Nirmala college for Women, Coimbatore. 27.11.2018.
- [3] Faculty Development Programme on “ Tuning Academic Research for potential Funding Opportunities” Department of Chemistry, Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore 19.1.2019.
- [4] Faculty Development Programme on “Content Development Using Joomla Department of computer science, computer applications, information technology, Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore 9.4.2019.
- [5] Faculty Development Programme on “Innovative Teaching Strategies” Curriculum Development Cell, Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore. 30.10.2019.
- [6] Faculty Development Programme in Online mode on “ Academic Enhancement Through Quality Research ”Department of Management Studies, BSAITM. Faridabad, 15.06.2020-19.06.2020
- [7] Faculty Development Programme on “ E-Content Preparation –Finding copyright free images and sounds” Loyala College of Education ,Chennai Online 13.05.2020
- [8] Two days International Faculty Development Programme on “The Role of teachers in Buildings up Human Capital after Covid-19 Lockdown ”Department of Management Idhaya College for Women,Kumbakonam Online 14.05.2020-15.05.2020
- [9] Faculty Development Programme on “ Higher Education In the Vuca World” Nirmala College for Women, Coimbatore. Online 28.05.2020.
- [10] Online Seven days Faculty Development Programme on “ Research Methodology In Social Sciences” Dr.G.Shankar Government Women’s First Grade College & P.G.Study Centre Ajjarkadu,Udupi Online 22.09.2021-28.09.2021
- [11] Faculty Development Programme on “How to Publish Research Articles in SCI Journals” Department of Botany , Nirmala College for Women, Coimbatore. Online 18.10.2021

- [12] Digitalization in Accounting and Finance KG College of Arts and Science and Pioneer College of Arts and Science KG College of Arts and Science and Pioneer College of Arts and Science Online 08.11.2022 to 14.11.2022
- [13] Digital Age Pedagogy Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore Nirmala College for Women, Coimbatore. 16.6.2023
- [14] Big Data Technologies Future Skill prime Nirmala College for Women August 8th 2023 to August 17th 2023
- [15] Data Analytics Nirmala College For Women Nirmala College For Women 7.10.2023
- [16] Faculty forward: Navigating roles and responsibilities in higher education IQAC Dr. M.G.R. Educational and Research institute 29.12.2023 to 30.12.2023
- [17] Effective teaching Pedagogy: Strategies for Engaging and empowering learners Department of humanities and Physical Education CT University, Punjab 11.3.2024 to 17.03.2024
- [18] Five days Faculty Development Program on “Education 5.0” Department of Information Technology, Dr.M.G.R Educational and Research Institute, Chennai. Online 15.5.2023 to 19.5.2023
- [19] “Development of Entrepreneurship and Innovation” Academy of Maritime Education and Training, Chennai. Online 29.5.2023 to 09.3.2023
- [20] A five day National level online FDP on Beyond boundaries: Driving innovation in research Auxilium College Auxilium College, Gandhinagar, Vellore. 26.12.2024 to 30.12.2024
- [21] “Enhancing Teaching and Learning Competencies of HEI Teachers” St. Ann’s P.G. College for Women, NFC Road, Mallapur, Hyderabad Online 03.5.2024 to 09.5.2024
- [22] Five days Faculty Development Program on “Education 5.0” Department of Information Technology, Dr.M.G.R Educational and Research Institute, Chennai. Online 15.5.2023 to 19.5.2023
- [23] FDP on Beyond Boundaries: Driving Innovation in Research 26.12.2024 to 30.12.2024
- [24] FDP on Adapting to AI Driven Industry 09-09-2024 to 13-09-2024
- [25] FDP on Holistic Development and Innovations for Sustainable Success 26.03.2025 to 02 .04 2025.
- [26] Transforming Higher Education : FDP on Institutional Autonomy and NEP 2020 Implementation 10-05-2025 to 15-05-2025.
- [27] IP Awareness/ training program under National Intellectual Property Awareness Mission on October 16,2025.
- [28] 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.
- [29] Blockchain program was conducted by Nirmala College for Women in online mode on 16.11.2025.
- [30] 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.

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

- [1] Awareness Program on the topic Cyber Law Organized by Department of Cyber Security & AI on 27.2.26

BOOK PUBLICATIONS:

- [1] Business Organisation: ISBN: 9788196861926
- [2] Security Analysis and Portfolio Management – Lecture Material: ISBN: 9788198291080
- [3] Database Management System MCQ: ISBN :9789334201116
- [4] Fundamentals of Information Technology : ISBN: :9788199349506

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