

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr. Eveline Vijaya
DESIGNATION : Assistant Professor & HOD
DEPARTMENT : Department Of MA HRM
QUALIFICATION : M.Com. MBA. M.Phil. Ph. D
EXPERIENCE : 23 years
AREAS OF SPECIALIZATION : Finance and Marketing
E-MAIL : evenlinevijaya@gmail.com

ACADEMIC QUALIFICATIONS

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Com	1993	Nirmala College for Women, Coimbatore	First
M.B.A.	2000	R.V.S College of Arts and Science, Suler.	First
M.Phil.	2005	R.V.S College of Arts and Science, Suler, Coimbatore	First
Ph. D	2015	Janson School of Business, Coimbatore	

RESEARCH GUIDANCE:

PROGRAMME	NO. OF SCHOLARS	
	COMPLETED	PURSUING
Ph.D		4

RESEARCH PUBLICATIONS:

INTERNATIONAL:

S.No.	Topic	Institute/Year	Details
1.	A Study on Students Perception Towards Using Digital Wallet	Nirmala College for Women,2025	ISSN 2249-9040
2.	Advancing Human Resource Management for a Transforming Workplace	Jai Shivani Educational Trust (JET)	ISBN- 978-81-989640-0-7

3.	A Study on Students Perception towards using Digital Wallet	Nirmala College for Women	ISSN 2249-9040
4.	A Study on Employees Preference and Challenges Towards Remote Working	Shinwathra-Metharath University, Thailand February- 2024	ISBN 978-93-90188-41-3
5.	Learning Organisations – An Overview	RVS College of Engineering & Technology, 2012	

NATIONAL:

S.No.	Topic	Institute/Year	Details
1.	Responsible AI Architecture for Risk, Credit and Insurance Decision Making	Sri Ramakrishna College of Arts and Science	ISBN- 978-81-9962229-9-9
2.	A Study to Inculcate Financial literacy to students of Higher Education.	Nirmala College for Women, 2024	ANVESAK, ISSN- 03784568
3.	A Study on Level of Awareness and Satisfaction Towards Investments Among Professionals in Coimbatore City.	National Conference on Emerging dimension in the Indian Business Scenario,2015	ISSN-2347-1654
4.	Performance Appraisal of Banking Employees Practice and Effectiveness	Loyola College , Chennai., 2012	ISSN-22491260
5.	A study on Behavioral Mapping of Individual Investors	RVS Institute on Management Studies & RVS College of Engineering & Technology,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	Resilience and Transformation in the Dynamic Business Environment	International	28/06/2025	St. Francis Institute of Management and Research - PGDM
2	World Record Event on Thirukkural	International	28/01/2025	World Thirukkural Association, Nirmala College for Women.
3	A Study on Employees Preference and Challenges Towards Remote Working Among Working Professionals.	International	26/02/2024	Shinwathra-Metharath University, Thailand
4	Agriculture & Food Security of India,	International	30/08/2023	Angappa College, Coimbatore

NATIONAL:

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1.	Performance of Automobile Industries.	National	14/09/2012	Sri Krishna College of Arts & Science.
2.	Performance Appraisal of Banking Employees Practice and Effectiveness	National	15/02/2012-16/02/2012	Loyola College, Chennai
3.	A Study on Behavioural Mapping of Individual Investors.	National	10/10/2011	RVS College of Engineering and Technology
4.	Retail Evolution	National	10/10/2011	RVS College of Arts and Science
5.	“Plastic Money -The Convenience of Modern Shopping,	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.	Advancing Human Resource Management for a Transforming Workplace	International	23.11.2025 – 26.11.2025	Jai Shivasni Educational Trust (JET)
2	World Record Event on Thirukkural	International	28/01/2025	World Thirukkural Association, Nirmala College for Women.
3	A Study on Employees Preference and Challenges Towards Remote Working Among Working Professionals.	International	26/02/2024	Shinwathra-Metharath University, Thailand
4	Agriculture & Food Security of India,	International	30/08/2023	Angappa College, Coimbatore

NATIONAL

S. No	Title of the paper	National/ International	Date	Organized by Department/ College
1	Smart Research Practices: AI, Online tools & Zotero for Academicians	National	10.12.2025	PG & Research department of Library and Information Science and IQAC
2	“Plastic Money -The Convenience of Modern Shopping,	National	22/08/2007	PSGR Krishnammal College for Women.
3	Performance of Automobile Industries.	National	14/09/2012	Sri Krishna College of Arts & Science.
4	Performance Appraisal of Banking Employees Practice and Effectiveness	National	15/02/2012-16/02/2012	Loyola College, Chennai

5	A Study on Behavioural Mapping of Individual Investors.	National	10/10/2011	RVS College of Engineering and Technology
6	Retail Evolution	National	10/10/2011	RVS College of Arts and Science

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

S.No.	Programme	Institution
1.	Orientation Programme for NSS Coordinators	Sri Ramakrishna College of Technology.
2.	Covid Care Course	Kauvery Hospital
3.	Project Management Fundamentals	IBM Skills Build

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

S. No	Topic	Institute	Month/Year
1.	AI Tools for Higher Education : Possibilities and Challenges	Nirmala College for Women, Red Fields, Coimbatore	June 2024
2.	NAAC Accreditation- Adapting to the Dynamic Landscape	Nirmala College for Women, Red Fields, Coimbatore	June 2024
3.	Ethics Model of Excellence Framework	Rani Anna Government College for Women, Tirunelveli &	April 2024
4.	BRIDGE '23,	ICT Academy of Tamilnadu	December 2023
5.	Yukthi Vetri	Hindusthan College of Arts and Science	December 2023
6.	Artificial Intelligence tool for Educators	Sacred Heart College, Thevara	October 2023

S. No	Topic	Institute	Month/Year
7.	Assessing Journal Credibility and Citation Information in Research	Nirmala College for Women	October 2023
8.	Digital Era Pedagogy	IQAC, Nirmala College for Women, Coimbatore	June 2023
9.	Implementation of Augmented Reality in Digital Learning, PG and Research Department of Mathematics	Nirmala College for Women	June 2023
10.	Outcome Based Education	IQAC-Nirmala College	June 2018
11.	Environment Audit of Infrastructure, Extension Activity and Institutional Social Responsibility	IQAC-Nirmala College	Oct 2015
12.	Motivation towards research – FDP	RVS Institute of Management Studies and Research	Mar 2010
13.	Cultivating character	Character builders India	Feb 2010
14.	Managing Education for Business and Commerce in a Globalized world – International Conference	GRG School of Management Studies	Dec 2009
15.	Developing consulting skills of Business School Faculty	RVS Institute of Management Studies and Research	Dec 2007
16.	State Level Workshop on Goals & Roles	P.S.G.R Krishnammal College for Women	Sep 2007
17.	Intel –teach to the Future beginners course	Microsoft	Oct 2002

CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:

- Organised Food Mela /OSA - 05.12.2025 & 21.02.2026
- Question Paper Setting for Gobi Arts and Science, RVS College of Arts and Science
- Organised Student Exchange Program as part of Academic Collaborative activities under Xavier Board of Higher Studies with St. Claret's College, Bengaluru

- Organised State Level Carol Singing Competition “Sing For Joy” in 2023
- Arranging for guest lecturers to enlighten the students on the current trends.
- Organizing Management Games.
- Organized 7 editions of SEON Marketing Mela organized to make students know more about practicalities of marketing, planning, organizing, Budgeting and event management skills.
- Arranged for Industrial Visits to Ford Ltd. Chennai, LGB Coimbatore. Athikidavu Water Reservation Plant, Indo Shell Moulds Pvt.ltd., LGB Pasur, ,Jesmajo ,Pepsico India Holdings, Shanti Gears ,Pricol ltd.
- Arranging National level Seminars and Workshops
- Conducting competitions-poster making, painting and Quiz
- Organized four outbound training programmes to Kotagiri, MoU with Outreach Foundation.
- Part of the team organizing Tally classes for the BBA students, MoU with CADD Technologies, MOU with Vedha Milk Co.Ltd , DIGITT ONLINE SEON.(Online Platform)
- Was part of the organizing team of “Re- Engineering” Calibers’ and PLEXUS- Intercollegiate Seminars and Competitions for 7 years.
- Was instrumental in organizing “Brand India”-A seminar and Paper Presentation. The best papers were published as a book with ISBN number.
- Part of organising Collaborative Learning with Industrial Experts.

BOOK PUBLICATIONS:

- [1]Lecture Notes on Principles of Management, ISBN: 978-81-994024-2-3
- [2]MCQ on Theories of Taxation, ISBN:978-81-984287-8-3
- [3]Business Communication for Managers, ISBN: 978-81-969743-8-1

EDITORIAL BOARD MEMBER:

- [1] Chairperson for 2nd Global Summit on Science and Social Science 23-26 November, 2025 Penang, Malaysia

PATENT:

TITLE: An Automated and Secure Computing Frame- Work for Real -Time Analysis and Optimization of Distributed Digital System

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