

**NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)**  
**COIMBATORE**

**STAFF PROFILE**

**NAME** : Dr..J.Sagaya Anglien Mary  
**DESIGNATION** : Assistant Professor & Head  
**DEPARTMENT** : Commerce with International Business & Finance  
**QUALIFICATION** : M.Com.,M.Ed.,PGDCA.,M.Phil.,Ph.D  
**EXPERIENCE** : Industry : 13 Yrs Teaching : 12 Yrs  
**AREAS OF SPECIALIZATION** : Finance  
**E-MAIL** : anglien@gmail.com  
**ACADEMIC QUALIFICATIONS** :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Com.,	1994-1997	Nirmala College for Women, Coimbatore	II Class
M.Com.,	1999-2001	Annamalai University, Coimbatore.	II Class
B.Ed.,	2009-2010	Tamilnadu Teachers Education University, Chennai	I Class
M.Ed.,	2010-2011	Tamilnadu Teachers Education University, Chennai	I Class with Distinction
PGDCA	2011-2012	Bharathiar University, Coimbatore.	I Class
M.Phil.,	2012-2014	Bharathiar University, Coimbatore.	
Ph.D	2014-2019	Bharathiar University, Coimbatore.	

**ADDITIONAL QUALIFICATIONS:**

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
Internal Auditor Training Course	Educational Organizations Management System	Nature Science Foundation	December 2025

**RESEARCH GUIDANCE:**

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

**RESEARCH PUBLICATIONS:****INTERNATIONAL:**

- [1] Socio Economic Status of the Women Entrepreneurs in Self-help Group, International Journal of Exclusive Management Research. Volume 8, Special Issue 2, pp 62-66. ISSN : 2347- 1654 & ; 2347 – 1670, February – 2018.
- [2] A Study on Customers Satisfaction towards Service Quality of Retail Petrol Outlets, EPRA International Journal of Economic and Business Review. Volume – 7, Issue - 7. Pg.No: 11-16., e-ISSN : 2347 - 9671| p- ISSN : 2349 - 0187IC Value:61.33. July – 2018.
- [3] A Study on Customers Satisfaction towards Service Quality of Retail Petrol Outlets. International Journal of Scientific Research & Review. Volume 7, pp 119 –124. ISSN : 2347- 1654 & ; 2347 – 1670, May – 2018. Pg.No: 348-353.
- [4] Study on Customer Loyalty Towards Hindustan Unilever Products With Special Reference to Coimbatore City, International Journal of Advanced Research in Science, Communication and Technology, ISSN (Online) 2581-9429, Volume 2, Issue 5, May 2022, pp 290-295.
- [5] Study on Impact of Social Media Advertisement on Consumer Buying Behaviour With Special Reference to Coimbatore City, International Journal of Advanced Research in Science, Communication and Technology, ISSN (Online) 2581-9429, Volume 2, Issue 5, May 2022, pp 444-449.
- [6] A Study on Customer Perception Towards EMI Feature on Durable Goods With Special Reference to Coimbatore, International Journal of Creative Research Thoughts , ISSN : 2320 – 2882, Volume 11, Issue 4, April 2023 , pp 927-929.
- [7] Awareness on Cyber Security among Students in Women Colleges with Special Reference to Coimbatore City, International Journal of Creative Research Thoughts , ISSN : 2320 – 2882, Volume 11, Issue 4, April 2023 , pp 40-44.
- [8] The Economic Impact of Women's Education on Household Income, International Conference Proceedings on Women Equality, Protection and empowerment ISBN 978-81-969743-6-7.

**NATIONAL:**

- [1] Consumers buying behaviour towards online shopping, A Journal of Intercontinental Management Research Consortium. Vol. 3, Issue 3, pp 69-80. Impact Factor: 0.882. ISSN : 2347-1654 & ; 2347 – 1670, September – 2015.
- [2] A Study on Customer Attitude and Satisfaction towards Khadi Products, A Journal of Intercontinental Management Research Consortium. Volume 4, Issue 5, pp 173-178. Impact Factor: 1.552. ISSN : 2347- 1654 & ; 2347 – 1670,. September– 2016.
- [3] An Overview of Retail Market Outlets, A Journal of Intercontinental Management Research Consortium. Volume 5, Special Issue 10, pp 58-61. Impact Factor: 4.236. ISSN : 2347-1654 & ; 2347 – 1670,.September – 2017.
- [4] A Study on Customer Satisfaction towards Electronic Chimney, A Journal of Intercontinental Management Research Consortium. Volume 7, Special Issue 9, pp 202-206, Impact Factor: 6.613, ISSN : 2347- 1654 & ; 2347 – 1670, Sept 2019.
- [5] A Study on Factors Influencing Customer Purchase Pattern In Select Organized Retail Textile Showrooms within Coimbatore City, Think India Journal, Volume 22, Special Issue 14, pp 6679-6687, ISSN : 0971 – 1260, December 2019.
- [6] Customers' Awareness Towards Swiggy with Special Reference to Coimbatore City, Intercontinental Journal of Marketing Research Review ISSN:2321-0346 - Online ISSN:2347-1670 - Print -Impact Factor :6.613 Volume 8, Special Issue 1, January 2020, pp 83-89.

#### **PRESENTATIONS IN CONFERENCE:**

##### **INTERNATIONAL:**

- [1]
- [2]
- [3]
- [4]

##### **NATIONAL:**

- [1]
- [2]
- [3]

#### **PARTICIPATION IN CONFERENCES:**

- [1] International Conference on “NewGen Entrepreneur - Travel towards Digital Revolution”, School of Commerce, Rathinam College of Arts and Science, Coimbatore.12.09.2019.
- [2] International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India” Department of Commerce, Nirmala College for Women., 07.01.2020.
- [3] ICSSR Sponsored - One Day National Level Conference on “Exploration of Research Innovations: Its Trends and Challenges”, Department of Library, Nirmala College for Women, Coimbatore., 11.01.2020.
- [4] International Conference on SHEROS, Nirmala College for Women, 24.08.2024 to 26.08.2024

#### **PARTICIPATION IN SEMINARS:**

- [1] Webinar on “Induction Training Programme for National Service Scheme Programme Officers on Handling Covid- 19 Era”, The American College, Madurai - Online 12.06.2020.
- [2] Webinar on “Significance, Impact and Imperatives of Accreditation and NBA Process”, Faculty of Management Studies, Noorul Islam Centre for Higher Education, Kumaracoil, Online 13.06.2020
- [3] Webinar on “Women’s Health through Ayurveda”, Old Students’ Association, Nirmala College for Women, Coimbatore., Online 24.06.2020
- [4] Webinar on “Educational Development Day Webinar on Kamarjar Valviyal”, Kondu Arts and Science College, Erode, Online 15.07.2020.
- [5] Skill Development Program on “People Analytics – An Overview”, Centre for Human Resource Management, SRIT Business School, Sri Ramakrishna Institute of Technology, Chennai., Online 14.10.2020.

#### **PARTICIPATION IN WORKSHOPS:**

- [1] Workshop on “Preparation of E- Content – Design, Editing and Production” Sponsored by DBT Star College Scheme., PG and Research Department of Zoology, Nirmala College for Women, Coimbatore., Nirmala College for Women, Coimbatore. 09-02-2016 & 10-02-2016.
- [2] Workshop on “Outcome Based Education” UGC Sponsored Programme, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore. Nirmala College for Women, Coimbatore, 24.03.2018.
- [3] Workshop on “Outcome Based Education (Programme Outcomes, Mapping, Question Paper Setting, Course Attainment)”. UGC Sponsored Programme. Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore., 22.06.2018 & 23.06.2018.

- [4] Workshop on “Outcome Based Education”. UGC Sponsored Programme. Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 13.10.2018.
- [5] Orientation Workshop in “Open Access E-Resources for Research and INFLIBNET-Resources”. Department of Library and Information Science, Nirmala College for Women, 09.11.2018.
- [6] Workshop on “Intellectual Property Rights, Patent and Copyrights”. UGC Funded. Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore. 02.02.2019.
- [7] Funded under the UGC Autonomous Grant - Workshop on “Revised Guidelines for the Accreditation Process of NAAC”, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore. 07.03.2020.
- [8] Workshop on Innovative Eco- Systems, Incubation Centres and Start-Ups for Higher Education Institutions, Under UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore. 19.03.2020.
- [9] One Day Online Workshop on “Discovering and Learning Statistics Using MS Excel”, Foundation for Innovation Research in Science and Technology, Nagercoil, Kanyakumari., 16.05.2020.
- [10] Two Days Workshop on “Advanced Excel with Statistical Tools”, Department of Mathematics (Under DBT Scheme), Nirmala College for Women, Coimbatore., Online 15.07.2021 & 16.07.2021.
- [11] State Level Workshop on Public Financial Management System with Special Reference to TSA, Internal Quality Assurance Cell in collaboration with Department of Commerce, St. Joseph College for Women, Tirupur., 15.12.2021 & 16.12.2021.
- [12] Big Data Technologies, Future Skills Prime Programme, 08.08.2023 to 17.08.2023.
- [13] Workshop on Data Analytics, Nirmala College for Women, 17.10.2023.
- [14] National Level Workshop on “Artificial Intelligence Tools for Educators”, IGNITE Life Skill Academy and IQAC, Sacred Heart College (Autonomous) Thevara, Kochi – 13 and IQAC, Nirmala College for Women. 27.10.2023.

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

- [1] Online Short Term Course on “Women’s Rights”, Department of Commerce, Thavathiru Santhalinga Adigalar Arts Science Tamil College, Coimbatore during 26.05.2020 – 11.06.2020.

## **PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:**

- [1] Faculty Development Programme on “Innovative Teaching Strategies”, Curriculum Development Cell, Nirmala College for Women, Coimbatore., 30.10.2019.
- [2] Online Faculty Development Programme on “Learning Through Gamification”, Department of Management Studies, PSNA College of Engineering and Technology, Dindigul., 30.04.2020.
- [3] Online Faculty Development Programme on “Advanced Data Analysis Using Spreadsheet”, School of Management, KristuJayanti College, Bengalur., Online 02.05.2020 – 09.05.2020.
- [4] Five Days National Level Online Faculty Development Programme on “Techniques in Enhancing Teaching and Learning Skills”. International Quality Assurance Cell (IQAC), Idhaya College for Women, Kumbakonam., 15.06.2020 to 19.06.2020.
- [5] Faculty Development Programme on “Scholarly Writing and Publishing Sources and Strategies”, Research Department of Library and Information Science, Nirmala College for Women, Coimbatore, 10.06.2020.
- [6] Faculty Development Programme on “Research Capacity Building”, UGC Scheme, STRIDE Component-1, V.O.Chidambaram College, Thoothukudi., 15.06.2020 to 17.06.2020.
- [7] Faculty Development Programme on “Latex”, Nirmala College for Women, Coimbatore, Training is offered by the Spoken Tutorial Project, IIT Bombay., 17.06.2020 to 21.06.2020.
- [8] Online Seven Day International Faculty Development Programme on “Research Methodology in Social Science”, Dr.G.Shankar Government Women’s First Grade College and P.G. Study Centre organized by IQAC, 27.07.2020 to 29.07.2020.
- [9] Online Faculty Development Programme on “Envision the Excellence in Teaching Online”, Department of Commerce (PA), Nirmala College for Women, Coimbatore., 03.08.2020 to 05.08.2020.
- [10] Online Seven Day International Faculty Development Programme on “Research Methodology & Innovation”, Institution’s Innovation Council, PPG College of Arts and Science, Coimbatore.05.07.2021 to 12.07.2021.
- [11] Online Faculty Development Programme on “Marching With Hope”, Department of Chemistry (Under DBT Scheme), Nirmala College for Women, Coimbatore., 13.07.2021.
- [12] Online Seven Day International Faculty Development Programme on “Recent Trends in Capital Market”, Institution’s Innovation Council, PPG College of Arts and Science, Coimbatore., 27.09.2021 to 04.10.2021.
- [13] Digital Teaching Techniques, ICT Academy, Online 25.10.2021 – 29.10.2021.
- [14] Bridging Human Resource Management and Corporate Sustainability, PSG College of Arts and Science, Online – 30.03.2022.

- [15] Funded Research Project Proposal Preparation and Submission Protocol Organized by Centre for Research Development., CMS College of Science and Commerce, 31.03.2022.
- [16] Teaching Pedagogy and Life Skill Management, Hindustan College of Arts and Science, 27.03.2023 to 31.03.2023.
- [17] Program on Education 5.0, Dr.MGR Educational and Research Institute, 15.05.2023 to 19.05.2023.
- [18] Digital Age Pedagogy, Nirmala College for Women, 16.06.2023.
- [19] Global Business Foundation Skills, FDP programme on Corporate Social Responsibility Project Genesis, Infosys Project Genesis, Mangalore, 29.08.2023 to 06.09.2023.
- [20] Boosting Engagement : Interactive and Digital Learning Design, Nirmala College for Women, 16.02.2024.
- [21] Future Scope of AI in Higher Education, VLB Janakiammal College of Arts and Science, 19.02.2024 to 23.02.2024.
- [22] “Python Programming for Data Analysis”, Electronics & ICT Academy, CDAC, Hyderabad, 20.11.2024 to 24.11.2024.
- [23] Outcome Based Education, Binary Accreditation & Usage of AI, St. Mary’s Centenary Degree College, Secunderabad, Telangana, 02.06.2025 to 06.06.2025.
- [24] AI – Global Trends, Technologies and Ethical Transformation, Rajapalayam Raju’s College, 15.09.2025 to 19.09.2025.
- [25] Participated in 5 days national level FDP on “Empowering education foundation and business analytics” organized by Hindusthan college of arts and science, from 15<sup>th</sup> September 2025 to 19<sup>th</sup> September 2025.
- [26] Adapting To AI-Driven Industry, AKD Dharma Raja Women’s College, 15.12.2025 to 19.12.25.

**CONFERENCE/ SEMINAR/ WORKSHOP ORGANIZED:**

- [1] National Level Seminar – “Emerging Markets – New Challenges of the Contemporary, Society”., Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore., 30.09.2014.
- [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., 15.09.2014.
- [3] International Journal Release – “Innovation on Applied Research in Commerce, Economics and Management”. Department of Commerce (CA), (PA) and PG

Department of Commerce, Nirmala College for Women, Coimbatore., 28.09.2014.

[4] International Journal Release and Fest Comm – 2017 Symposium – “Opportunities and Challenges in the Emerging Markets of the Contemporary Society”. Department of Commerce (CA), (PA) and PG Department of Commerce, Nirmala College for Women, Coimbatore., 22.09.2017.

[5] 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.

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

[1] International Conference on “The Artificial Intelligence Catalyst : Integrating Economic Performance with Sustainable Business Goals on 21.01.2025- Session Chair. Conducted by Department of Commerce PA, Nirmala College for Women, Coimbatore.

**BOOK PUBLICATIONS:**

[1] Digital Marketing & Web Design, Nirmala College for Women, Coimbatore, ISBN: 978-81-983219-1-6.

[2] “A Textbook on “International Financial System”, , Nirmala College for Women, Coimbatore, ISBN: 978-81-985286-5-0.

[3] A Textbook on “Foreign Trade and Foreign Exchange”, Nirmala College for Women, Coimbatore, ISBN : 9-788199-337930

**MEMBER IN BOARD OF STUDIES:**

[1]

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**EDITORIAL/ REVIEW BOARD MEMBER:**

[1]

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**MEMBERSHIP IN PROFESSIONAL BODIES:**

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NIRMALA COLLEGE FOR WOMEN