

# Dr. EVELINE VIJAYA

Assistant Professor & Head of the Department  
Department of MA Human Resource Management  
Nirmala College for Women  
Red Fields, Coimbatore – 641018



## Curriculum Vitae

**Name** : DR. EVELINE VIJAYA

**Designation** : ASSISTANT PROFESSOR

**Department** : M.A. HUMAN RESOURCE MANAGEMENT

**Qualification** : M.Com. MBA. M.Phil. Ph. D

**Area of Specialization** : Finance and Marketing

**Years of Experience** : Academic experience: UG - 20 years PG - 1 yr  
Industrial experience -3 years (Manager in Birdy export house)

**E-mail** : [evenlinevijaya@gmail.com](mailto:evenlinevijaya@gmail.com)

## Academic Qualifications:

Exam Passed	Name of the Institution	Board/ University	Subjects
Bachelor's Degree	Nirmala College for Women	Bharathiar University	B.Com
Master's Degree	Annamalai University	Annamalai University	M.Com
Master's Degree	RVS College of Arts and Science	Bharathiar University	MBA
Master of Philosophy	R.V.S College of Arts and Science	Bharathiar University	M.Phil
Research Degree	Jansons School of Management	Bharathiar University	PhD

## Grants Received

Event Title	Agency	Amount	Date
Seed Money	Nirmala College for Women	10,000	01.08.2023

## Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.		1

## RESEARCH PUBLICATIONS:

### International & National:

- A Study to Inculcate Financial literacy to students of Higher Education (*June 2024*), *ANVESAK*, 54, No 1(III), Pg. No. 6-11, ISSN 03784568

- A Study on Employees Preference and Challenges Towards Remote Working Among Working Professionals, *Innovative Research and Development (February 2024), Volume II, ISBN 978-93-90188-41-3. Thailand*
- 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 (August 2015), ISSN-2347-1654, Impact factor 0.720&0.882*
- Performance Appraisal of Banking Employees Practice and Effectiveness – National Level, *Loyola College, Chennai. 15.02.2012 & 16.02.2012, ISSN-22491260-printed 22591819*
- Learning Organisations – An Overview – International Level, *RVS College of Engineering & Technology 13.07.2012*
- A study on Behavioural Mapping of Individual Investors – National Level, *RVS Institute on Management Studies & RVS College of Engineering & Technology, 10.09.2011*

### **Paper Presentation:**

- A Study on Employees Preference and Challenges Towards Remote Working Among Working Professionals, *Innovative Research and Development (February 2024),*
- Agriculture & Food Security of India, *One Day 2<sup>nd</sup> International Conference on G-20- Its Impact on Indian Industries, Angappa College, Coimbatore, (August 2023)*
- State level Seminar on Marketing Research, paper presented on topic “Plastic Money -The Convenience of Modern Shopping, Sep.2006. PSGR Krishnammal College for Women. Aug.2007. PSGR Krishnammal College for Women.
- National level Seminar on Retail Internationalization, paper presented on topic “Retail Evolution”
- Performance of Automobile Industries, *Sri Krishna College of Arts & Science, 14.09.2012*
- Performance Appraisal of Banking Employees Practice and Effectiveness - National Level, *Loyola College, Chennai 15.02.2012-16.02.2012*
- A study on Behavioural Mapping of Individual Investors – National Level, *RVS College of Engineering and Technology 10.10.2011*

### Participation in Faculty Development Program:

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 & Globethics, South Asia Centre, Bangalore	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
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

S. No	Topic	Institute	Month/Year
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

#### **ORIENTATION PROGRAMME:**

S.No.	Programme	Institution
1.	Orientation Programme for NSS Coordinators	Sri Ramakrishna College of Technology.

#### **Project Exposure:**

- Financial and export performance of Birdy Exports Pvt Ltd
- Activity based costing –Rufila Ltd
- Behavioral finance-behavioral mapping of investors in Coimbatore city

#### **Responsibilities in the College:**

- Member in Grievance Redressal committee.
- NSS coordinator in the Year 2004-2005-Self-financing In-charge
- Member of the Fine Arts Committee from 2001 – 2007
- Member of the Students Affairs Committee from 2007 – 2019, 2023 – till date
- Member - Designing of the College Magazine- 2010-2011.
- Coordinator for Bharathi Cultural fest-Bharathiar University
- Committee member in organizing ‘attam pattam konadatam’ associated with Mangai Malar
- Have conducted National and state level seminar
- Coordinator for Marketing Mela
- Tutorship for 22 years.
- Member of the first Moral Instruction and Catechism Committee and was instrumental in organizing the first Intercollegiate competition DUNAMIS- THE WORD OF GOD.
- In charge of drafting official correspondence from 2016-2021
- Member of Newsletter committee-2018

- Was Judge for Paper Presentation Competitions Organized by the Consumer Club and Department of Commerce CA .
- Was Judge for Cooking Competition and Flower arrangement organized by B.Com Aided, Nirmala College for Women.
- Was Judge for ADZAP and DANCE COMPETITION organized by Fine Arts, Nirmala College for Women.
- Was Judge for the Video Presentation Competition organized by the Xavier Board, Nirmala College for Women and Claret College, Bengaluru.

### **Other Academic Contribution Details:**

**CHIEF EXAMINER** for BBA board Bharathiar University past 15 years.

#### **MEMBER OF INSPECTION COMMISSION**

<b>S.No.</b>	<b>Name of the College</b>	<b>Year</b>
1.	Hindustan College of Arts and Science	2019

#### **EXTERNAL QUESTION PAPER SETTER**

<b>S.No.</b>	<b>Name of the College</b>
1.	Gobi Arts and Science College
2.	RVS College of Arts and Science
3.	NGM College, Pollachi

#### **OTHER DETAILS:**

- Judge for Tamil Nadu Youth Award-2005-2006 (By State Government)
- Judge for various competitions in schools.
- University Player and championship in athletics
- Won several prizes for sports and Dance Competition
- Vice President - School and Games Secretary -College

**Editorial/ Review Board Member**

- Layout Designer for Collège Magazine 2009-2010

**Facilitator for signing MOU**

- Outreach Foundation
- CADD Technologies
- DIGIT Technologies

**Awards and Achievements**

- Best Paper Award at International Conference on Innovation and Development in Research and Technology at Shinwathra-Metharath University, Thailand February- 2024

**Other Contributions:**

- Sowed the idea for organizing the first student exhibition SEON'08.
- Initiated the online voting system for the student election.
- Was instrumental in designing curriculum and conducting the first online examination for the course Theories of Taxation.
- Was part of the team in designing curriculum for new programme BBA (Retail Management)