

NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

COIMBATORE

STAFF PROFILE

NAME : Dr. K. ESTHER PRINCY
DESIGNATION : Assistant Professor
DEPARTMENT : Department of Commerce CA
QUALIFICATION : M.Com., M.Phil., PGDCA., Ph.D.
EXPERIENCE : 7 Years 6 Months
AREAS OF SPECIALIZATION : Marketing
E-MAIL : estherprincy@nirmalacollegeonline.ac.in
ACADEMIC QUALIFICATIONS :

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
B.Com.	2016	Nirmala College for Women	I Class
M.Com.	2018	Maharaja Arts and Science College	I Class
M.Phil.	2021	Government Arts College, Coimbatore	
Ph.D.	2026	Government Arts College, Coimbatore	

ADDITIONAL QUALIFICATIONS:

DIPLOMA/ VOCATIONAL/ CERTIFICATION	AREA OF SPECIALIZATION	NAME OF THE INSTITUTION/ UNIVERSITY/ AGENCY	YEAR
PGDCA	Computer Application PGDCA	Nirmala College for Women	2024

RESEARCH PUBLICATIONS:

INTERNATIONAL:

- [1] International Journal of Research and Analytical Reviews – An Empirical Analysis on Growth of Digital Payment Services in India: E-ISSN:2348-4269, P-ISSN:2349-5138.

NATIONAL:

- [1] Journal of the Asiatic Society of Mumbai-A Study on Customer Perceptions and Attitudes towards Digital Coupons, ISSN:0972-0766, Vol. XCVI No.26,2023

PARTICIPATION IN SEMINARS:

- [1] International Webinar, “IMPACT OF CORONA ON INDIAN ECONOMY” at GOVERNMENT ARTS COLLEGE on 06.06.2020
- [2] INTERNATIONAL WEBINAR ON TECHHALE 2020 at NIRMALA COLLEGE FOR WOMEN on 18.07.2020
- [3] International Webinar on How to Future-Proof Your Business at Hindustan Business School & Zillion Cubes Learning Foundation on 29.07.2020
- [4] International Webinar on “Dream the Impossible at Zillion Cubes Learning Foundation on 12.08.2020
- [5] NATIONAL LEVEL WEBINAR ON DIGITAL REVOLUTION IN POST PANDEMIC WORLD at St. Joseph’s College arts and science on 26th May 2020
- [6] NATIONAL LEVEL ONLINE AWARENESS ON INCOME TAX at MANNANIYA COLLEGE OF ARTS AND SCIENCE on 19th May 2020
- [7] National webinar on the topic “The paradoxes of Entrepreneurial Thinking” at VIVEKANANDHAN INSTITUTE OF on 14.08.2020
- [8] Webinar on ECONOMIC IMPACT OF COVID-19 at PSG COLLEGE OF ARTS AND SCIENCE on 19th May 2020
- [9] GOBAL WEBINAR ON JOBS FOR THE NEXT FIVE YEARS at INTEGRAL UNIVERSITY on 6th June 2020
- [10] Webinar Series in Animal Sciences–I at NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS) on 15th Jul 2020

PARTICIPATION IN WORKSHOPS:

- [1] Workshop on Data Analytics at NIRMALA COLLEGE FOR WOMEN on 07.10.2023
- [2] National level Workshop on “APPLICATIONS OF ENZYME IN FOOD INDUSTRIES” at DHANALAKSHMI SRINIVASAN INSTITUTE OF RESEARCH AND TECHNOLOGY on 04th Jun 2020
- [3] Training of Trainer program on Big Data Technologies under FutureSkills PRIME Programme from August 08,2023 to August 17,2023.
- [4] Participated in IP Awareness/training Program under National Intellectual Property Awareness Mission on August 08,2023.

[5] ICSSR sponsored 12 days capacity building program on Advanced research methodology for young aspirants in social sciences and humanities organized by Department of English Rajarshi Shahu Mahavidyalaya, Latur from 12.12.2022 to 24.12.2022

[6] National level capacity building program on strategies for authoring impactful research articles on 15.06.2025, organized by ACT academy, Kerala.

PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:

[1] Faculty Development Program (FDP) webinar on “The Art of Debriefing in Simulation Based Learning” at HINDUSTHAN COLLEGE OF ARTS AND SCIENCE on 22.05.2020

[2] FDP ON EMERGING TRENDS IN ENGINEERING at CIET College – Coimbatore on 27th May 2020 – 01st Jun 2020

[3] International Online FDP on “Data Science Prerequisites" The Standard Fireworks at Rajaratnam College For Women, Sivakasi on 15th July 2020 to 18th July 2020

[4] FDP ON CAMPUS TO CORPORATE -THE ROLE OF TEACHERS at KSG COLLEGE OF ARTS AND SCIENCE on 2th June 2020

[5] Three days FDP on “Art of teaching philosophies” at BHARATHIDASAN COLLEGE OF ARTS AND SCIENCE on 23.07.2020

[6] NAAC AWARENESS PROGRAMME FOR FACULTY at Marathwada Mitra Mandal's Institute of Technology, Maharashtra on 14 May 2020

[7] Faculty Development Programme on “Challenges in Post COVID-19 from HR Perspective” at BISHOP AMBROSE COLLEGE on 26th May 2020

[8] Faculty Development program on UGC NET Paper II at UGC-NET WINNER ACADEMY on 5th to 9th July 2020

[9] Faculty Development Program on “Changing the way, you think” at MLR INSTITUTE OF TECHNOLOGY on 23.07.2020 – 24.07.2020

[10] Professional Ethics and Code of Conduct for Teachers, School of Education in collaboration with Council of Teacher Education Foundation (CTEF) on 10.11.2022

[11] 5 Daya International virtual "Professional Development Programme" on Developing your professional edge: strategies for career growth and financial success at PPG College of Arts and Science, Coimbatore. On 08.01.24-12.01.24

[12] FDP Topic: Exploring Cultures: Diversity in travel writing at FDP Topic: Exploring Cultures: Diversity in travel writing on 20.02.2024-27.02.2024

[13] FDP Topic: Boosting engagement: Interactive and digital learning design at Nirmala College for Women on 16.02.2024

[14] 5 days FDP Topic: Outcome Based Education at Mangalmay Institute of Management and Technology on 20.05.2024-25.05.2024

- [15] 5 Days National Level Faculty Development Programme on Empowering Educators for the digital age organised by the IQAC from 2nd June 2025 to 6th June 2025
- [16] International Virtual FDP on Personality Grooming-Handling stress and emotional intelligence organised by IQAC & Department of Commerce with IT of PPG College of arts and science, Coimbatore.

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

- [1] A Guest Lecture on the Topic: The Role of Law Enforcement in Promoting Road Safety on 16.09.2025
- [2] Conducted Competition: Business Connection on the title Networking for Future Success organized by Old Student Association & Department of Commerce on 21.02.2025

BOOK PUBLICATIONS:

- [1] DIGITAL MARKETING: ISBN: 978-81-981938-6-5
- [2] HUMAN RESOURCE MANGEMENT: ISBN: 978-93-342-3205-5
- [3] GENERAL COMMERCIAL KNOWLEDGE: ISBN: 978-81-993495-4-4