

Commerce CA, PA and PG Department of Commerce

ACTIVITIES OF THE DEPARTMENT 2019-2020

(Association meetings, Guest Lectures, Celebration of Important days)

S. No	Date	Topic	Resource Person (designation with complete official address)	Event
1.	30.07.2019	“Capital Market”	K.Thangaraj Financial Trainer, Lotus Know wealth, Coimbatore.	Association Meeting
2.	30.08.2019	“Awareness on Advanced Excel”	Mr.Pathy Thangavelu, Manager, Business Development, Zillion Cubes, Coimbatore	Orientation Programme
3.	28.11.2019	“Women Empowerment”	Ms.Meysbri P.S Iiaya Kavibharathi, Radio Jockey in All India Radio Rainbow FM. Coimbatore	Association Meeting
4.	07.12.2019	Celebration	Mrs. Vasanthi Prasad Former Head of the Department of Commerce (SF), Nirmala College for Women, Dr. A. Elizabeth , Assistant Professor, Department of Commerce, Nirmala College for women, Dr. S. Leema Rosaline, Assistant Professor, Department of Commerce, Nirmala College for women, Coimbatore	Silver Jubilee
5.	12.12.2019	“SPSS package”	Dr.K.T.Geetha, Professor and Dean School of Arts and Social Science, Avinashilingam Institution for Home Science and Higher Education for Women, Coimbatore.	Guest Lecture
6.	12.12.2019	“ GST practices”	Mr. Rajesh, MSME technology, Coimbatore.	Awareness Program

**WORKSHOPS, SEMINARS, CONFERENCES, SYMPOSIUMS, HANDS ON TRAININGS
ORGANISED BY THE DEPARTMENT**

S.No	DATE	TOPIC	RESOURCE PERSON	EVENT
1.	26.09.2019	“Emerging Trends Shaping the Future of Indian Business”	Dr.K.Sankar Ganesh, Dean of Academics, Lead College of Management, Kerala. Dr. S.Deena Vice Principal, Sri Ramakrishna Arts and Science College, Coimbatore.	National Conference
2.	30.11.2019	“Emotional Intelligence”	Mr.Gandhi, Assistant Professor, Shri Dharmasthala Manjunatheswara Institute for Management Development. Mysore	WORKSHOP
3.	29.01.2020	“Global Marketing”	Nirmal Kumar, Regional Manager, Middle East and Africa, UAE.	Video Conference

MOU/LINKAGES WITH INDUSTRIES

S.No	Date	Department	Name of the Industry Institute	Purpose
1.	23.09.2019	Commerce (CA) & (PA)	CSC Computer Education	Advance Excel

EXPOSURE VISITS

S. No	DATE	CLASS	PLACE	No. of days	No of students	Type
1.	23.02.2020 to 24.02.2020	III B.Com CA & PA	KODAI DIARY CHOCALATE FACTORY KODAIKANAL	2	85	Industrial Visit

BEST PRACTICES OF THE DEPARTMENT

SL. No.	DATE	DEPT	ACTIVITY
1.	24.07.2019	Commerce (CA)	Sthree Needhi Association Meeting on the topic "Women Rights" by Advocate Ms. Renuga Devi, Coimbatore District Court, Coimbatore.
2.	30.09.2019	Commerce (CA)	Sthree Needhi Association Meeting on the topic "Cyber Security and Cyber Law" by CA. Manjula Narasimhan General Manager, Stanes Amalgamated Estates Ltd., and Poornima, Consultant in Deloitte-Risk Advisory, Program Chair For ISACA, Coimbatore.
3.	01.08.2019	Commerce (PA)	Consumer Club Meeting on the topic "Consumer Awareness" by Advocate Ms.Reena Saju, Coimbatore District Court, Coimbatore. Drawing Competition was conducted by the Consumer Club Dr. Malliga, Head of the Department, Department of History, Nirmala College for Women, Coimbatore was the judge of the competition.
4.	24.01.2020	Commerce (PA)	One day Expo cum colloquium on Food adulteration and Food wastage. Guest lecture related to consumer protection by Dr. Bharathi Prakash,

			assistant professor, Department of Tamil, PSG College of Arts and Science
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**ACTIVITIES RELATED TO FACULTY MEMBERS
FACULTY MEMBERS AWARDED Ph.D.,**

S. No	Name of the Staff	Date of Regn	Date of Viva-Voce	Title	Name of the Supervisor
1	Dr. Sagaya Anglien Mary	01.11.2014	13.09.2019	A Study on Customer Attitude, Perception and Service Quality of Organised Retail Textile Showrooms.	Dr. G. Kavitha
2.	Dr. Mily Williams	1.07.2016	26.07.2019	Earning, Risk-Taking and Financial Performance of Commercial Banks in India.	Dr. G. Kavitha

FACULTY WHO HAVE RECOGNITION FOR GUIDING M.Phil. & Ph. D

S.No	Dept	Name of the Staff	Date of Recognition	Name of the University	Official Communication
1.	Commerce (CA)	Dr.S.Jaculin Arockia Selvi	07.08.2017	Bharathiar University	14907/A2/2017 & 07.08.2017
2.	Commerce (PA)	Dr.B.Jayanthi	23.10.2017	Bharathiar University	17328/A2/2017 & 23.10.2017

M.Phil. PRODUCED BY THE FACULTY

S.No	Name of the Candidate	Supervisor	Part time/ Full time	Date of Completion
1.	S. Christy Monisha	Dr. S.Jaculin Arockia Selvi	Part time	10.02.2020
2.	I. Arthi Jone	Dr.B.Jayanthi	Part time	10.02.2020

Ph.D Produced By the Faculty

S.No	Name of the Candidate	Name of the Supervisor	Title of the Thesis	Date of Viva Voce
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REFRESHER, ORIENTATION COURSE, FDP AND TRAINING PROGRAMME ATTENDED BY THE FACULTY

S.No	Date	Name of the faculty	Title	Organized by
1	30.10.2019	Dr.Jaculin Arockia Selvi S.	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
2	30.10.2019	Dr.B.Jayanthi	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
3	30.10.2019	A. Revathy	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
4	30.10.2019	N.Subhalakshmi	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
5	30.10.2019	Dr. J.Sagaya Anglien Mary	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
6	30.10.2019	Jona Jenifer.P	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
7	30.10.2019	Suneka S.	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
8	30.10.2019	Mrs.Linda Silvy	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore

9	30.10.2019	A.Angelchristina	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
10	30.10.2019	Dr.R.Devi Prasanna	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
11	30.10.2019	L.Lovely Lourds Preethi	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
12	30.10.2019	Mrs.P.Anuncia Gabriela	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
13	30.10.2019	Dr. Mily Williams	“Faculty Development Programme on Innovative Teaching Strategies”	Nirmala College for Women, Coimbatore
14.	04.11.2019 to 16.11.2019	N.Subhalakshmi	AICTE Sponsored Two-Week-Faculty Development Programme on “Skill Development for Research in Finance”	GRG School of Management Studies PSGR Krishnammal College for Women, Coimbatore
15.	9.12.2019 to 11.12.2019	N.Subhalakshmi	Faculty Development Program for “Finance and Accounting”,	Infosys BPM Ltd, Mysore

PARTICIPATION OF THE FACULTY IN SEMINARS, CONFERENCES & WORKSHOPS

S. No	Date	Name of the faculty	Title of the Seminar Conference Workshop etc	Organizing Committee& Venue
1.	12.09.2019	N.Subhalakshmi	“New Gen Entrepreneur - Travel towards Digital Revolution”	School of Commerce, Rathinam College of Arts and Science, Coimbatore.

2.	07.01.2020	Dr.Jaculin Arockia Selvi S.	“Challenges and Opportunities for the Sustainable Growth of Business in India”	Nirmala College for Women, Coimbatore
3.	07.01.2020	Dr.B.Jayanthy	“Challenges and Opportunities for the Sustainable Growth of Business in India”	Nirmala College for Women, Coimbatore
4.	07.01.2020	N.Subhalakshmi	“Challenges and Opportunities for the Sustainable Growth of Business in India”	Nirmala College for Women, Coimbatore
5.	07.01.2020	Dr.J.Sagaya Anglien Mary	“Challenges and Opportunities for the Sustainable Growth of Business in India”	Nirmala College for Women, Coimbatore
6.	07.01.2020	Jona Jenifer.P	“Challenges and Opportunities for the Sustainable Growth of Business in India”	Nirmala College for Women, Coimbatore
7.	07.01.2020	Suneka S.	“Challenges and Opportunities for the Sustainable Growth of Business in India”	Nirmala College for Women, Coimbatore
8.	07.01.2020	A.Angelchristina	“Challenges and Opportunities for the Sustainable Growth of Business in India”	Nirmala College for Women, Coimbatore
9	07.01.2020	L.Lovely Lourds Preethi	“Challenges and Opportunities for the Sustainable Growth of Business in India”	Nirmala College for Women, Coimbatore
10.	11.01.2020	Dr.B.Jayanthy	“Exploration of Research Innovations: Its Trends and Challenges”	Nirmala College for Women, Coimbatore

11.	11.01.2020.	A. Revathy	“Exploration of Research Innovations: Its Trends and Challenges”	Nirmala College for Women, Coimbatore
12.	11.01.2020.	N.Subhalakshmi	“Exploration of Research Innovations: Its Trends and Challenges”	Nirmala College for Women, Coimbatore
13.	11.01.2020.	Dr.J.Sagaya Anglien Mary	“Exploration of Research Innovations: Its Trends and Challenges”	Nirmala College for Women, Coimbatore
14.	11.01.2020.	Jona Jenifer.P	“Exploration of Research Innovations: Its Trends and Challenges”	Nirmala College for Women, Coimbatore
15.	11.01.2020.	Suneka S.	“Exploration of Research Innovations: Its Trends and Challenges”	Nirmala College for Women, Coimbatore
16.	11.01.2020.	A.Angelchristina	“Exploration of Research Innovations: Its Trends and Challenges”	Nirmala College for Women, Coimbatore
17.	11.01.2020.	L.Lovely Lourds Preethi	“Exploration of Research Innovations: Its Trends and Challenges”	Nirmala College for Women, Coimbatore

PUBLICATION BY THE FACULTY IN JOURNALS

S. No	Year	Name of the faculty	Topic	Name of the Journal	Vol No, Issue No, Pg No with ISSN	Impact factor	Indexing Details
1.	2019	Dr.Jaculin Arockia Selvi S.	An Analytical Study on Working Capital Management of Eicher Motors Limited	A Journal of Intercontinental Management Research Consortium	Vol.7, Issue 9, pp 308, 2321-0346 (O), 2347-1670(P)	6.312	
			A Study on solvency and Profitability position of Root way Hydraulics Pvt.Ltd.	A Journal of Intercontinental Management Research Consortium	Vol.7, Issue 9, pp 297, 2321-0346 (O), 2347-1670(P)	6.312	
			Role and Impact of Artificial Intelligence in Business	A Journal of Intercontinental Management Research Consortium	Vol.7, Issue 9, pp 38, 2321-0346 (O), 2347-1670(P)	6.613	
			A Study on Working Capital Management of Sakthi Sugars Limited	Nirmala Annual Research Congress	pp 570, ISBN : 978-93-5391-196-6		
			Study on Financial Performance of Sakthi Sugars Limited, Coimbatore	A Journal of Intercontinental Management Research Consortium	Vol.8, Spl. Issue 1, pp 124, 2321-0346 (O), 2347-1670(P)	6.312	
			Application of Select Technical Indicator in National Stock Exchange	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 305, 2321-0346 (O), 2347-1670(P)	6.312	

2	2019	Dr.B.Jayanthy	A Study on Consumers Attitude and Awareness towards Branded Mobile Phones (with special reference to Coimbatore City)	A Journal of Intercontinental Management Research Consortium	Vol.7, Issue 9, pp 137, 2321-0346 (O), 2347-1670(P)	6.613	
			The Impact of Human Resource Management Practices on Employee Productivity in Ave Maria Spinning Mill Pvt Ltd., Coimbatore District.	Nirmala Annual Research Congress.	pp 574, ISBN : 978-93-5391-196-6		
	The Impact of Select Social Networking Websites to Facilitate the Effectiveness of Viral Marketing (with special reference to Coimbatore city)		Think India Journal – UGC CARE	Vol.22, Issue 14, pp 6663, 0971-1260		Think Inida-UGC Care Journal	
2020	Brand Preference towards Mobile Phones (with special reference to Coimbatore City)		A Journal of Intercontinental Management Research Consortium.	Vol.8, Spl. Issue 1, pp 62, 2321-0346 (O), 2347-1670(P)	6.312		
		The Impact of Human Resource Management Practices and Training in Manufacturing Sector	A Journal of Intercontinental Management Research Consortium.	Vol.8, Spl. Issue 1, pp 156, 2321-0346 (O), 2347-1670(P)	6.312		
		Positive Effects of Students Learning in Higher	Proceedings – NAAC Sponsored National Seminar				

			Education through Social Interaction	on Quality Sustenance and Enhancement: Prospects for Attaining Global Standards			
3	2019	A.Revathy	Anti - Theft Security System for Vehicles	A Journal of Inter Continental Management Research Consortium	Vol.7, Issue 9, pp 173, 2321-0346 (O), 2347-1670(P)	6.613	
4	2019	N.Subhalakshmi	A Study on Financial Performance of Standard Chartered Bank.	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 348, 2321-0346 (O), 2347-1670(P)	6.312	
			Risk and Return Analysis of Asian Paints Ltd.	Nirmala Annual Research Congress.	pp 591, ISBN : 978-93-5391-196-6		
	2020		Customer Satisfaction towards Hero Honda Activa 4G	A Journal of Intercontinental Management Research Consortium.	Vol.8, Spl. Issue 1, pp 78, 2321-0346 (O), 2347-1670(P)	6.312	
5	2019	Dr.J.Sagaya Anglien Mary	A Study on Customers Satisfaction towards Electronic Chimney (with special reference to Coimbatore City)	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 202, 2321-0346 (O), 2347-1670(P)	6.613	
			A Study on Factors Influencing Customer Purchase Pattern in Select	Think India Journal – UGC CARE	Vol.22, Issue 14, pp 6679, 0971-1260		Think India - UGC Care Journal

			Organized Retail Textile Showrooms with Coimbatore City				
	2020		Customer Awareness towards Swiggy with Special Reference to Coimbatore City	A Journal of Intercontinental Management Research Consortium.	Vol.8, Spl. Issue 1, pp 83, 2321-0346 (O), 2347-1670(P)	6.312	
6	2019	Jona Jenifer.P	A Study on Customer Buying Behaviour Towards Smart Phone Among College Students In Coimbatore	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 88, 2321-0346 (O), 2347-1670(P)	6.613	
			A Study on Customer Attitude towards Smartphone with special reference to Coimbatore city	The International Journal of Analytical and experimental model Analysis-UGC CARE	Vol.9, Issue 8, pp 732, 0886 - 9367	6.3	UGC Care Journal
			A Study on Customer preference towards Smartphone with special reference to Coimbatore	Nirmala Annual Research Congress.	pp 565, ISBN : 978-93-5391-196-6		
	2020		A Study on Consumer Behaviour towards Smart phones	A Journal of Intercontinental Management Research Consortium.	Vol.8, Spl. Issue 1, pp 48, 2321-0346 (O), 2347-1670(P)	6.312	
7	2019	Linda Silvy.J	A Study on customer awareness about investment strategies in Real Estate with special	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 316, 2321-0346 (O), 2347-1670(P)	6.312	

			reference to Coimbatore City				
8	2019	Suneka S.	A Study on Quality of Work Life among Employees in Salzer Electronics Private Limited	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 286, 2321- 0346 (O), 2347- 1670(P)	6.312	
			A Study on Working Capital Management of Sakthi Sugars Limited	Nirmala Annual Research Congress.	pp 570, ISBN : 978-93- 5391- 196-6		
	2020		A Study on Financial Performance of Sakthi Sugars Limited	A Journal of Intercontinental Management Research Consortium.	Vol.8, Spl. Issue 1, pp 124, 2321- 0346 (O), 2347- 1670(P)	6.312	
9	2019	A.Angelchristina	A study on Customer Satisfaction towards Mobile Banking	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 251, 2321- 0346 (O), 2347- 1670(P)	6.613	
			A study of Preference towards the Mobile Wallets among the Students in Coimbatore City	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 8, 2321- 0346 (O), 2347- 1670(P)	6.613	
			A study on Consumer Satisfaction and usage of e-banking transactions through mobile phones	Nirmala Annual Research Congress.	pp 599, ISBN : 978-93- 5391- 196-6		
	2020		A Study on Consumer Awareness and Problems While	A Journal of Intercontinental Management	Vol.8, Spl. Issue 1, pp 42, 2321-	6.312	

			Using Mobile Banking	Research Consortium.	0346 (O), 2347-1670(P)		
10	2019	Dr.R.Devi Prasanna	A Comparative Study on Hindu Newspaper in Tamil and English version with special reference to Coimbatore City.	International Journal of Business Administration Research Review.	Vol 6, Issue 2, pp 12, 2347 – 856X(O), 2348 – 0653(P)	5.494	
			Customer Attitude towards Online Food Ordering Application with reference to Coimbatore City	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 58, 2321- 0346 (O), 2347- 1670(P)	6.613	
11	2019	Mrs.P.Anuncia Gabriela	A Study on Dealers' Perception Towards ITC Products With Reference to Coimbatore City	A Journal of Intercontinental Management Research Consortium	Vol.7, Issue 9, pp 22, 2321- 0346 (O), 2347- 1670(P)	6.613	
12	2019	Ms.L.Lovely Lourds Preethi	An Overview of Performance Appraisal in various Corporates	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 279, 2321- 0346 (O), 2347- 1670(P)	6.312	
			The Impact of Human Resource Management Practices on Employee Productivity in Ave Maria Spinning Mill Pvt Ltd., Coimbatore District.	Nirmala Annual Research Congress.	pp 574, ISBN : 978-93- 5391- 196-6		
	2020		The Impact of Human Resource Management Practices and	A Journal of Intercontinental Management	Vol.8, Spl. Issue 1, pp 156, 2321-	6.312	

			Training in Manufacturing Sector	Research Consortium.	0346 (O), 2347-1670(P)		
13	2019	Dr. Mily Williams	A study on profitability of select IT Companies in India	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 300, 2321-0346 (O), 2347-1670(P)	6.312	
			Impact of CRAMEL Ratios on Profitability of Select Banks in India	A Journal of Intercontinental Management Research Consortium.	Vol.7, Issue 9, pp 328, 2321-0346 (O), 2347-1670(P)		6.312
	2020		The Effect of Perceiving users of digital Banking	Our Heritage-UGC Care Listed, Multidisciplinary Journal For Research Publication	Vol-68, Issue-30, ISSN 0474-9030		

PAPER PRESENTATION BY THE FACULTY

S No	Date	Name of the faculty	Topic	Category	Organizing Committee
1		Dr.B.Jayathy	The Impact of Select Social Networking Websites to Facilitate the Effectiveness of Viral Marketing (with special reference to Coimbatore city)	International Conference	Lead College of Management
2		Dr.J.Sagaya Anglien Mary	A Study on Factors Influencing Customer Purchase Pattern in Select Organized Retail Textile Showrooms with Coimbatore City	International Conference	Lead College of Management

DETAILS RELATED TO STUDENTS

STUDENT'S PARTICIPATION IN SEMINARS/CONFERENCES/WORKSHOPS

S. No	Date	Name of student	Topic	Name of Conferences /Seminars /Workshops /Training and Organizing Committee	National/ International
1	26.09.2019	R.Ajitha	A Study on Financial Performance Using Ratio Analysis of Tata Steel Ltd	Emerging Trends-Shaping the Future of Indian business	National Conference
2	26.09.2019	Annie Patricia. A	A Study on Consumer Satisfaction Towards Shopping Online With Special Reference to Flipkart	Emerging Trends-Shaping the Future of Indian business	National Conference
3	26.09.2019	Anupriya P	A Study on Customer Awareness Towards Horlicks With Special Reference to Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
4	26.09.2019	Infant Emiliya.W	A Study on Consumer Perception Towards Phone Pe Special Reference With Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
5	26.09.2019	Jasmine Anitha.A	A Study on Consumer Satisfaction Towards Lakme	Emerging Trends-Shaping the Future of Indian business	National Conference
6	26.09.2019	A Karunya Jenifer	A Study on Consumer Satisfaction Towards Amul Icecream With	Emerging Trends-Shaping the Future of	National Conference

			Special Reference to Coimbatore District	Indian business	
7	26.09.2019	U.Madhu Bala	A Study on Customer Satisfaction Towards Reliance Jio	Emerging Trends-Shaping the Future of Indian business	National Conference
8	26.09.2019	D.Mancy Rabecca	A Study on Financial Position of TVS Motor Company Limited	Emerging Trends-Shaping the Future of Indian business	National Conference
9	26.09.2019	Marini V	A Study on Consumer Satisfaction Towards Green Tea With The Reference of Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
10	26.09.2019	Mariyamercy V	A Study on Customer Satisfaction Towards VKC Footwear With Special Reference to Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
11	26.09.2019	Pavithra.S	A Study on Customer Satisfaction Towards Boost With Special Reference to Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
12	26.09.2019	G.Rajasree	A Study on Consumer Awareness Towards Small Scale And Cottage Industry Products (With Special Reference to Coimbatore City)	Emerging Trends-Shaping the Future of Indian business	National Conference
13	26.09.2019	S.Mineefa	A Study on Consumer Satisfaction Towards HP Laptop With Special Reference to Coimbatore	Emerging Trends-Shaping the Future of Indian business	National Conference

14	26.09.2019	Saranya.S	A Study on Consumer Satisfaction Towards Dove	Emerging Trends-Shaping the Future of Indian business	National Conference
15	26.09.2019	D.Sathya Priya	An Analysis of Online Food Ordering Applications In India: Zomato And Swiggy	Emerging Trends-Shaping the Future of Indian business	National Conference
16	26.09.2019	Shravya.S	A Study on The Impact of Corporate Social Responsibility on Consumer Behaviour of ITC Brand	Emerging Trends-Shaping the Future of Indian business	National Conference
17	26.09.2019	Sruthi .M.R	A Study of Customer Satisfaction Towards Paytm	Emerging Trends-Shaping the Future of Indian business	National Conference
18	26.09.2019	Sruthy.P	A Study on Customer Satisfaction Towards Fastrack Watch to Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
19	26.09.2019	Subhiksha.K	A Study on Consumer Satisfaction Towards Hatsun Milk Products	Emerging Trends-Shaping the Future of Indian business	National Conference
20	26.09.2019	Vasantha Mani M	Consumer Satisfaction Towards Cadbury Chocolate With Special Reference to Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
21	26.09.2019	Triny Johnson	A Study on Financial Performance of Pricol Limited	Emerging Trends-Shaping the Future of	National Conference

				Indian business	
22	26.09.2019	S.Rohini	A Study on Customer Satisfaction Towards Colgate Toothpaste With Special Reference to Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
23	26.09.2019	Angeline Diana.M	A Study on Profitability of Select IT Companies In India	Emerging Trends-Shaping the Future of Indian business	National Conference
24	26.09.2019	Akkila. A	A Study on Customer Perception Towards E-Wallet with Reference to Coimbatore City	Emerging Trends-Shaping the Future of Indian business	National Conference
25	26.09.2019	Anshika. H	A Study on Consumer Satisfaction Towards Organic Food Products.	Emerging Trends-Shaping the Future of Indian business	National Conference
26	26.09.2019	V.Anusha	A Study on Students Perception Towards Competitive Exams In Shine School of Banking	Emerging Trends-Shaping the Future of Indian business	National Conference
27	26.09.2019	N. Cylladavis	A Study on Solvency And Profitability Position of Rootway Hydraulics Pvt Ltd	Emerging Trends-Shaping the Future of Indian business	National Conference
28	26.09.2019	T.Divya Priya	A Study on Impulse Buying Behaviour Through Online Purchase	Emerging Trends-Shaping the Future of Indian business	National Conference

29	26.09.2019	D.Immaculate Jaculine	A Study on The Impact of Mobile Commerce	Emerging Trends-Shaping the Future of Indian business	National Conference
30	26.09.2019	G.Kiruthika	A Study on Consumer's Satisfaction and Perception Towards Herbalife Nutrition Products	Emerging Trends-Shaping the Future of Indian business	National Conference
31	26.09.2019	A.Loraitta Jency	A Study on Consumer's Satisfaction Towards Ladies Boutique	Emerging Trends-Shaping the Future of Indian business	National Conference
32	26.09.2019	S.Mary Suja	A Study on Working Capital Management of Godrej Limited	Emerging Trends-Shaping the Future of Indian business	National Conference
33	26.09.2019	A. Maria	A Study on Consumer Buying Behaviour Towards Lakme Products	Emerging Trends-Shaping the Future of Indian business	National Conference
34	26.09.2019	D. Nikitha	A Study on Students Perceptions Towards Online Courses	Emerging Trends-Shaping the Future of Indian business	National Conference
35	26.09.2019	R.Mirunaalini	Impact of Advertisement on Consumer Buying Behaviour	Emerging Trends-Shaping the Future of Indian business	National Conference
36	26.09.2019	S. Dhanalakshmi	A Study on Customer Purchase Behaviour Towards Mobile Phone	Emerging Trends-Shaping the Future of Indian business	National Conference

			With Special Referance to Coimbatore City	Indian business	
37	26.09.2019	S. Jaisree	A Study on Investors Awareness Towards Various Investment Avenues	Emerging Trends-Shaping the Future of Indian business	National Conference
38	26.09.2019	E Susmitha	A Study on Customer Satisfaction Towards Online Shopping	Emerging Trends-Shaping the Future of Indian business	National Conference
39	26.09.2019	T J Sanualice	A Study on Student's Perceptive Towards E-Learning Application	Emerging Trends-Shaping the Future of Indian business	National Conference
40	26.09.2019	Victoriya.B	A Study on Consumer Awareness Towards Waste Management And Recycling With (Special Reference to Coimbatore City)	Emerging Trends-Shaping the Future of Indian business	National Conference
41	26.09.2019	A.Vinitha Mary	A Study on Customer Satisfaction Towards Mobile Banking (With Special Reference to Coimbatore City)	Emerging Trends-Shaping the Future of Indian business	National Conference
42	26.09.2019	Sai Priyadharshini .S	A Study on Consumer's Satisfaction Towards Fmcg Products With Reference To Coimbatore District	Emerging Trends-Shaping the Future of Indian business	National Conference
43	26.09.2019	A.Shiny Nirmala	A Study on Effectiveness of Celebrity Endorsement In Advertisement	Emerging Trends-Shaping the Future of Indian business	National Conference

44	19.02.2020	Thomasin Jasmin Jiji. S	Cyber Crime and Security in Social Media Apps	Multidisciplinary Innovative Strategies in Commerce and Management	International Conference
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STUDENT PRESENTATION IN SEMINARS AND CONFERENCES

S. No	Date	Name of student	Topic	Seminar/ Conference	Organized by
1	26.09.2019	R.Ajitha	A Study on Financial Performance Using Ratio Analysis of Tata Steel Ltd	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
2	26.09.2019	Annie Patricia. A	A Study on Consumer Satisfaction Towards Shopping Online With Special Reference to Flipkart	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
3	26.09.2019	Anupriya P	A Study on Customer Awareness Towards Horlicks With Special Reference to Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
4	26.09.2019	Infant Emiliya.W	A Study on Consumer Perception Towards Phone Pe Special Reference With Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
5	26.09.2019	Jasmine Anitha.A	A Study on Consumer Satisfaction Towards Lakme	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
6	26.09.2019	A Karunya Jenifer	A Study on Consumer Satisfaction Towards Amul Icecream With Special	National Conference	Department of Commerce (CA), (PA)

			Reference to Coimbatore District		and PG Department of Commerce
7	26.09.2019	U.Madhu Bala	A Study on Customer Satisfaction Towards Reliance Jio	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
8	26.09.2019	D.Mancy Rabecca	A Study on Financial Position of TVS Motor Company Limited	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
9	26.09.2019	Marini V	A Study on Consumer Satisfaction Towards Green Tea With The Reference of Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
10	26.09.2019	Mariyamercy V	A Study on Customer Satisfaction Towards VKC Footwear With Special Reference to Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
11	26.09.2019	Pavithra.S	A Study on Customer Satisfaction Towards Boost With Special Reference to Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
12	26.09.2019	G.Rajasree	A Study on Consumer Awareness Towards Small Scale And Cottage Industry Products (With Special Reference to Coimbatore City)	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
13	26.09.2019	S.Mineefa	A Study on Consumer Satisfaction Towards HP Laptop With Special Reference to Coimbatore	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce

14	26.09.2019	Saranya.S	A Study on Consumer Satisfaction Towards Dove	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
15	26.09.2019	D.Sathya Priya	An Analysis of Online Food Ordering Applications In India: Zomato And Swiggy	National Conference	Department of Commerce (CA)
16	26.09.2019	Shravya.S	A Study on The Impact of Corporate Social Responsibility on Consumer Behaviour of ITC Brand	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
17	26.09.2019	Sruthi .M.R	A Study of Customer Satisfaction Towards Paytm	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
18	26.09.2019	Sruthy.P	A Study on Customer Satisfaction Towards Fastrack Watch to Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
19	26.09.2019	Subhiksha.K	A Study on Consumer Satisfaction Towards Hatsun Milk Products	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
20	26.09.2019	Vasantha Mani M	Consumer Satisfaction Towards Cadbury Chocolate With Special Reference to Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
21	26.09.2019	Triny Johnson	A Study on Financial Performance of Pricol Limited	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce

22	26.09.2019	S.Rohini	A Study on Customer Satisfaction Towards Colgate Toothpaste With Special Reference to Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
23	26.09.2019	Angeline Diana.M	A Study on Profitability of Select IT Companies In India	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
24	26.09.2019	Akkila. A	A Study on Customer Perception Towards E-Wallet with Reference to Coimbatore City	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
25	26.09.2019	Anshika. H	A Study on Consumer Satisfaction Towards Organic Food Products.	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
26	26.09.2019	V.Anusha	A Study on Students Perception Towards Competitive Exams In Shine School of Banking	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
27	26.09.2019	N. Cylladavis	A Study on Solvency And Profitability Position of Rootway Hydraulics Pvt Ltd	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
28	26.09.2019	T.Divya Priya	A Study on Impulse Buying Behaviour Through Online Purchase	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
29	26.09.2019	D.Immaculate Jaculine	A Study on The Impact of Mobile Commerce	National Conference	Department of Commerce (CA), (PA) and PG

					Department of Commerce
30	26.09.2019	G.Kiruthika	A Study on Consumer's Satisfaction and Perception Towards Herbalife Nutrition Products	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
31	26.09.2019	A.Loraitta Jency	A Study on Consumer's Satisfaction Towards Ladies Boutique	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
32	26.09.2019	S.Mary Suja	A Study on Working Capital Management of Godrej Limited	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
33	26.09.2019	A. Maria	A Study on Consumer Buying Behaviour Towards Lakme Products	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
34	26.09.2019	D. Nikitha	A Study on Students Perceptions Towards Online Courses	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
35	26.09.2019	R.Mirunaalini	Impact of Advertisement on Consumer Buying Behaviour	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce
36	26.09.2019	S. Dhanalakshmi	A Study on Customer Purchase Behaviour Towards Mobile Phone With Special Reference to Coimbatore City	National Conference	Department of Commerce (CA), (PA) and PG Department of Commerce

37	26.09.2019	S. Jaisree	A Study on Investors Awareness Towards Various Investment Avenues	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
38	26.09.2019	E Susmitha	A Study on Customer Satisfaction Towards Online Shopping	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
39	26.09.2019	T J Sanualice	A Study on Student's Perceptive Towards E-Learning Application	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
40	26.09.2019	Victoriya.B	A Study on Consumer Awareness Towards Waste Management And Recycling With (Special Reference to Coimbatore City)	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
41	26.09.2019	A.Vinitha Mary	A Study on Customer Satisfaction Towards Mobile Banking (With Special Reference to Coimbatore City)	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
42	26.09.2019	Sai Priyadharshini. S	A Study on Consumer's Satisfaction Towards Fmcg Products With Reference To Coimbatore District	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
43	26.09.2019	A.Shiny Nirmala	A Study on Effectiveness of Celebrity Endorsement In Advertisement	National Conference	Department of Commerce (CA) , (PA) and PG Department of Commerce
44	19.02.2020	Thomasin Jasmin Jiji. S	Cyber Crime and Security in Social Media Apps	International Conference	Sankara College of Science and Commerce

CO-CURRICULAR AND EXTRA CURRICULAR ACTIVITIES

STUDENT PARTICIPATION IN INTERCOLLEGIATE COMPETITIONS

S. No	Event	Organized by	Students Name	Participated / Won
1	Mehandi	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	V. Abina	Participated
2	Rangoli	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	Sharon Jenita.	Participated
3	Rangoli	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	Keerthana.	Participated
4	Meme Creation	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	S. Afrin	Participated
5	Facial Painting	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	Sharon Jenita.	Participated
6	Facial Painting	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	J.Swetha.	Participated
7	Solo singing	Department of Management	S. Afrin	Participated

		Studies, Nehru Institute of Technology, Coimbatore.		
8	Mehandi	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	R.J. Joselin Sneha	Participated
9	Treasure hunt	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	U. Evangelin Kethsiya	Participated
10	Treasure hunt	Department of Management Studies, Nehru Institute of Technology, Coimbatore.	E. Shanmuga Priya	Participated
11	Treasure hunt	Department of Management Studies, Nehru Institute of Technology, Coimbatore	A. Keerthana.	Participated
12	Treasure hunt	Department of Management Studies, Nehru Institute of Technology, Coimbatore	R. Parkavi	Participated
13	Treasure hunt	Rathinam College of Arts and Science	Swetha George	I Prize
14	Treasure hunt	Rathinam College of Arts and Science	Philomina	I Prize
15	Treasure hunt	Rathinam College of Arts and Science	Keerthana A	I Prize
16	Treasure hunt	Rathinam College of Arts and Science	Parkavi	I Prize
17	Treasure hunt	Rathinam College of Arts and Science	Sneha Josmin	I Prize
18	Meme Creation	Rathinam College of Arts and Science	Afsha Fathima	II Prize

19	GAB Fest	Sri Ramakrishna College of Arts and Science	Estherin Joseph Fernadez	II Prize
20	GAB Fest	Sri Ramakrishna College of Arts and Science	Charlet Shana T	II Prize
21	Wealth out of Waste	Sri Ramakrishna College of Arts and Science	Estherin Joseph Fernadez	II Prize
22	Wealth out of Waste	Sri Ramakrishna College of Arts and Science	Swetha K	II Prize
23	Go Between	Sri Ramakrishna College of Arts and Science	Afrin S	I Prize