

STAFF PROFILE

- 1) Name : **Dr.R. Devi Prasanna**
- 2) Designation : Assistant Professor
- 3) Department : Commerce (CA) & PG Department of Commerce
- 4) Qualification : M.Com., M.Phil., MBA., PGDCA., PhD, NET(Qualified)
- 5) Experience : Teaching: 13Yrs Research: 2Yrs
- 6) Area of Specialization (s) : Financial Management
- 7) E-mail : deviprasana@nirmalacollegeonline.ac.in
- 8) Academic Qualifications: M.Com., M.Phil., MBA., PGDCA., PhD, NET (Qualified)
- 9) Additional Qualifications:

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
Diploma in Computerized Office Management & Account Maintenance	Computer Application	Indian Computer Academy	1999
PGDCA	Computer Application	Allagappa University Karaikudi	2004
Tally	Accounting software	Genesis Institute of Accountant	2007
NSE Certification in Financial Markets	Financial Markets	Genesis Institute of Accountant	2008
Training Course	ISO9001:2000 Internal Audit	ZANDIG TQM Solutions Pvt Ltd	2010.

10) Grants Received

Event Title	Agency	Amount	Date
-	-	-	-

11) Projects

Completed

Project Title	Agency	Amount	Duration
-	-	-	-

Ongoing

Project Title	Agency	Amount	Duration
-	-	-	-

12) Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-
M. Phil.	1	-

13) Research Publications

International

Author Name, Co-author Name, Title of the Paper, *Journal Name* (Year) Volume, Page No.

- **R. DeviPrasanna, “A Study on the Prediction of Financial Distress of selected Cement companies in India”, International Journal of Business and Administration Research Review Volume-2, Issue -10,2015, pp.102-108, ISSN No.:2348-0653 Impact Factor: 4.729.**
- **Devi Prasanna “A Study on Financial Health of Selected Software Companies in India”, International Journal of Research in Computer Applications &Management, Volume No.5, 2015, Issue No.6, ISSN No.:2231-1009.**
- **Dr.R. DeviPrasanna, J. MargariteNikitha “A Study on Working Capital Management of Siemens India Limited”, International Journal of Management and Social Science Research Review, Volume-1, Issue-41, November2017, pp.123-133,18ISSN No.:23491-6738.Impact Factor: 4.695.**
- **Dr.R. DeviPrasanna, S. Jincy, “A Comparative Study on Hindu Newspaper in Tamil and English version with special reference to Coimbatore City”, International Journal of Business Administration Research Review April-June 2019, Volume 6, Issue-2, pp.12-16, ISSN:2347-856X, Impact Factor 5.494.**
- **Dr.R. DeviPrasanna, “Customer Attitude towards Online Food Ordering Application with reference to Coimbatore City”, A Journal of Intercontinental Management Research Consortium, September 2019, Vol 8, Special Issue 1, ISSN :2321-0354.Impact Factor 6.613.**

- **Dr.R. Devi Prasanna “A Study On satisfaction of Users towards Google Pay with special reference to Coimbatore City”**, Studies in Indian Place Names, UGC Care Listed Journal, ISSN: 2394-3114, March 2020, Vol-40-Issue 20-2020, pp85-90.
- **Dr.R. Devi Prasanna, Sabeena Mary. A, Anuncia Gabriela “A Study on Perception of students of Higher Education Institutions towards online classes during Covid-19 Lockdown”**, The International Journal of Analytical and Experimental Modal Analysis-An UGC-Care approved Group-II Journal, An ISO:7021-2008 Certified Journal, August 2020 ISSN NO:08886-9367, Vol-12,Issue -8 pp 521-542, /Web: <http://ijaema.com>.
- **Dr.R. Devi Prasanna, “Impact of Capital Structure on Profitability of the Select Pharmaceutical Companies in India”**, International Journal of Humanities and Sciences, March 2021, Vol-1-Issue -1, pp-327-328.
- **Dr.R. Devi Prasanna, Mancy Rebecca .D “A Study on Awareness of Gold Sovereign Bonds with special reference to Coimbatore City”**, International Journal of Humanities and Sciences, September 2021, Vol-1-Issue -2, pp-27-29.
- **Dr.R. Devi Prasanna, S.Mineefa “A study on effect of Advertisement on Confectionery Products with Special Reference to Coimbatore City”**, International Journal of Humanities and Sciences, September 2021, Vol-1-Issue -2, pp-41-46.

NationalNIL

Author Name, Co-author Name, Title of the Paper, *Journal Name* (Year) Volume, Page No.

14) Other Publications NIL

(Proceedings)

15) Book Publications NIL

16) Consultancy

Nature of Consultancy	Client	Amount	Completion Status
-	-	-	-

17) Presentations in Conference-NIL

International

National

18) Participation in Conference

- International Conference on “Challenges and Opportunities for the Sustainable Growth of Business in India” Department of Commerce, Nirmala College for Women, 07.01.2020.
- One Day Online International Conference on Modern Techniques and Practices in Commerce and Management organized by Department of Commerce and Management Tapti Educational Society’s Bhusawal Arts , Science and P.O.Nahata Commerce College,Bhusawal,P.O.Nahata Commerce College,Bhusawal on 4.09.2021.

19) Participation in Seminar

- Presented paper titled “Need for commodity Market in an Agrarian Economy” in Two days National Level workshop and seminar on “Indian Commodity Market, Derivatives & Risk Management-The Road Ahead”, organized by Department of commerce, School of Management, Pondicherry University, Puducherry, 11.09.2009&12.09.2009.
- Participated in Online Seminar “How to Explode your Mental Block “organized by Kaamadhenu Arts and Science College, Sathyamangalam from 27.04.2020-28.04.2020
- Participated in National Seminar on “Digitalization” Department of Commerce with E-Commerce Nirmala College for Women on 27.05.2021.
- Participated in the International Seminar series on the topic “Digitalization”, organized by the Department of Commerce with E - Commerce, Nirmala College for Women, on 28.05.2021.
- Participated in National Seminar on “Digital Transformation in Education” Department of Commerce Nirmala College for Women on 28.07.2021.

20) Participation in Workshop

1. Intellectual Property Rights, Patent and Copyrights, UGC Funded, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, and 02.02.2019.
2. DBT sponsored workshop on LATEX, organised by Department of Computer Science, Computer Applications and Information Technology, Nirmala College for Women, Coimbatore, on 21.02.2019.
3. Revised Guidelines for the Accreditation Process of NAAC, Funded under the UGC Autonomous Grant, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 07.03.2020.
4. 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.
5. Outcome based, NBA Approach organised by Dr.Vithalroa Vikhe Pati College of Engineering, Ahemednagar, Maharastra, 11.06.2020 & 12.06.2020.

6. “Application of Econometric tools for Management Research” Department of Management ,Central University of Tamil Nadu,29.07.2020&30.07.2020
 7. Five Days National Workshop on “GST and its Implications on Business by Chengalpattu District Branch of SIRC of ICAI from 9.06.2021 to 15.06.2021.
 8. “Best Practices and Evolving Benchmarks in Higher Education Institutions”, IQAC Cell, Nirmala College for Women on 28.06.2021.
 9. “Pedagogy on Project Report –An Overview”, Department of Commerce with E-Commerce, Nirmala College for Women on 29.06.2021
 10. Two days workshop on“Adavnced Excel with Statistical Tools” organized by the Department of Mathematics(Under DBT scheme), Nirmala College for Women on15.7.2021&16.7.2021.
 11. Two days National online workshop on Research for Academic Excellence, organised by Department of English and other Foreign Languages ,SRM Institute of Science and Technology,Ramapuram Campus, Chennai on 22.07.2021 &23.07.2021.
 12. Best Practices in Teaching, Learning and Evaluation”, IQAC Cell, Nirmala College for Women on 30.07.2021.
 13. Placement Officers Workshop for Excellence in Recruitment, organized by NSE Academy Ltd, 03.09.2021.
- 21) Participation in Orientation Programme/ Induction Programme/ Short term Courses-NIL

22) Participation in Faculty Development Programme

- Faculty Development Programme on “Google Doc’s KAHOOT Apps and online book Publishing” Department of mathematics, Nirmala college for women, on 27.11.2018.
- Faculty Development Programme on “Statistical Anaysis using SPSS”Department of Botany, Nirmala college for women on 14.12.2018.
- Faculty Development Programme on video Lesson Making for MOOCs, organized by the Internal Quality Assurance Cell, Sankara college of Science and Commerce, Coimbatore.
- Faculty Development Program on “Innovative Teaching Strategies” Curriculum Development Cell, Nirmala College for Women, Coimbatore, 30.10.2019.
- Faculty Development Program on” Recent Trends in Artificial Intelligence and Impact on Teaching Professionals” organized by the School of Business Management Rathinavel Subramaniam College of Arts and Science,Sulur,Coimbatore from 22.04.2020 to 24.04.2020
- Faculty Development Program on “Entrepreneurship:Research,Critical Thinking and Innovation” organized by the Indian Academic Researchers Association from 22.04.2020 to28.04.2020
- Faculty Development Program on “The Art of Storytelling in Academic Writing” organized by the Dept. of Business Administration, Cauvery College for Women,Trichy,on 09.05.2020
- Faculty Development Program on “Outcome Based Education”, organized by the InPods Ed-tech on19.05.2020
- Faculty Development Program on “E Content Development”, organized by the Department of Economics, Nirmala College for Women, on 05.06.2020

- Faculty Enrichment Program on “Errors are Inevitable part of Learning”, organized by the PG and Research Department of English, Bharathidasan College of Arts and Science, Erode on 10.06.2020.
- Faculty Development Program on “Resurgence of Business-During and Post Covid-19” , organized by the Dept. of Commerce, Stella Maris College(Autonomous) Chennai from 10.06.2020 to 16.06.2020.
- International Level Online Faculty Development Program “Hands on Training on SPSS” organized by PG and Research Department of Economics from 05.07.20 to 31.07.20.
- International Online Faculty Development Program on “Digital Tools for Researchers and ICT Online Tools in Teaching” organized by Hindusthan College of Arts and Science, Coimbatore, Tamilnadu, from 20.07.2020 to 24.07.2020.
- Faculty Development Program on “Research Funding Projects & IPR (Part II) organized by R&D Cell IQAC and Department of EXTC, Computers & IT from 07.06.2021 to 9.6.2021.
- Faculty Development Program on “Capital Markets” jointly organized by NSE Academy Ltd and School of Commerce, Bharathiar University from 22.07.2021 to 23.06.2021.
- Five days International Level Faculty Development Program on “Experimental Teaching-Corporate Cognizance” organized by Department of Commerce with Business Process Services in Association Tata Consultancy Services from 09.08.2021 to 13.08.2021.
- National Level Faculty Development Program entitled “From Research to Publication” organized by Guru Shree Shantivijai Jain College for Women from 10.08.2021 to 25.08.2021.
- Faculty Development Program on “Publications in Scopus Indexed Journals “organized by Department of Commerce (International Business), Sree Narayana Guru College, Coimbatore on 8.09.2021.
- Faculty Development Program under DBT STAR Scheme on the topic “How to Publish Research Articles in SCI Journals” organized by Nirmala College for Women, Coimbatore on 18.10.2021.

23) Conference/ Seminar/ Workshop Organized

- Organized one day State Level Seminar on “Recent Trends in E-Commerce”- Feb 2015.
- Organized one day National Conference on “Digital Era in Marketing” Feb 2018.
- On 14.12.2018, Workshop was organized for the final year students on the topic “Personality Development Programme” by Mr. Sugumar.
- On 26.09.2019, National Conference was organized for the students on the topic “Emerging Trends Shaping the Future of Indian Business” by Dr.K. Sankar Ganesh, Dean of Academics, Lead College of Management, Kerala. And Dr. S. Deena Vice Principal, Sri Ramakrishna Arts and Science College, Coimbatore.
- On 30.11.2019, Workshop was organized for the students on the topic “Emotional Intelligence” by Mr. Gandhi, Assistant Professor, Shri Dharmasthala Manjunatheswara Institute for Management Development, Mysore.

- On 29.01.2020, Video Conference was organized for the students on the topic “Global Marketing” by Nirmal Kumar, Regional Manager, Middle East and Africa, UAE.
- On 10.7.2020, organized a State level Programme on “Women’s Health” by Dr.K.Surekha, Physiotherapist & Women’s Health Coach, Coimbatore.
- Organized the State level Programme on Human Excellence our Life Breath, from 05.8.2020 to 07.8.2020 by
 1. Dr.G.Srividhya, BMYS, MBA, PGDIP (ACCU) Naturopathy and Yoga Consultant Coimbatore.
 2. V.Elluswami, DNYS, MD (Yoga) Founder, Anandam Yoga National Health Centre, Coimbatore.
 3. Dr.G.Raghupathi, DNYS, Chief Medical Officer, Anandam Yoga National Health Centre, Naturopathy and Yoga Consultant Coimbatore.
- On 15.10.2020 organized National seminar on “Embrace the Near Win” by John Benedict, Managing Director, Marian Management Consulting & DYHS , Bangalore.
- On 25.11.2020 organized a National; seminar on Capital Markets Introduction to Mutual Funds and Financial Planning by Pankaj Mathkar, Investment Executive, Lotus Knowlwealth Pvt Ltd.,Mumbai.
- On 25.02.2021 organized a state level program on Digital Banking by Mr.Veeraraghavan, Indian Overseas Bank, Senior Manager (Retd) & Vice President , IOBOA

24) Invited Speaker/ Session Chair – Conference/ Seminar/ Workshop- NIL

25) Member in Board of Study/Member of Board of Studies in Nirmala College for Women.

26) Editorial/ Review Board Member- NIL

27) Membership in Professional Bodies

Name of Professional Body	Nature of Membership	Duration
-	-	-

28) Awards and Achievements

29) Any Other