

STAFF PROFILE

- 1) Name : C.A. Roly Grace
- 2) Designation : Assistant Professor
- 3) Department : BBA
- 4) Qualification : MBA, M.Phil, (Ph.D)
- 5) Experience : 1 yr
- 6) Area of Specialization (s) : Human Resource Management and Marketing
- 7) E-mail : rolygrace.ca@gmail.com

8) Research Publications:

National:

Author Name	Co-author Name	Title of the Paper	Journal Name	Year	Volume
Dr.K.NithyaKala	Mrs.C.A.Roly Grace	A Study on Factors Influencing Store Format Choice in Organized Food and Grocery Retailing in Coimbatore City	International Journal of Basic and Applied Research	December 2017	Vol.7, Iss.12, Impact Factor:5.86, UGC listed
Dr.K.NithyaKala	Mrs.C.A.Roly Grace	An Empirical Study on Factors Influencing Customer Loyalty in Organized Food and Grocery Retail Store	Commonwealth Journal of Commerce & Management Research	August 2017	Vol.4, Iss.8, Impact Factor: 0.612, UGC & ISI Indexed
Dr.Evelyn Louisa.M, Assistant Professor, Department of Business Administration, Nirmala College for Women	Mrs.Kaavya.A & Mrs.C.A. Roly Grace Assistant Professor, Department of Business Administration	A Study on Quality Work Life in Teaching Field Among the Teaching Professionals during Pandemic Period with Special Reference to Coimbatore City	International Journal of Analytical and Experimental Modal Analysis	August 2020	Volume XII, Issue: VIII

9) Presentation in Conference:

International:

Attended and presented a paper on “A Study on Buying Behavior of Consumers in Digital Era” at an international conference organized by Hindustan College of Arts and Science, Coimbatore on February 2017.

10) Participation in Workshop

2020 - “Rural Entrepreneurship Development Action Plan” conducted by Mahatma Gandhi National Council of Rural Education, Hyderabad

11) Participation in Faculty Development Programme

2016 - “Skill Development on Business Research”, PSGR Krishnammal College for Women, Coimbatore.

2019 – “Innovation Teaching Strategies”, Curriculum Development Cell, Nirmala College for Women, Coimbatore.

2020 – “Revised Guidelines for the Accrediation Process of NAAC”, IQAC, Nirmala College for Women, Coimbatore.