

STAFF PROFILE

- 1) Name :Mrs.P.ANUNCIA GABRIELA
- 2) Designation : Assistant Professor
- 3) Department :Commerce (CA) & PG Department of Commerce
- 4) Qualification :M.Com.,M.Phil.,PGDCA.
- 5) Experience : Teaching: 6 Years 10 Months Research : Nil
- 6) Area of Specialization (s) :Marketing
- 7) E-mail : anunciagabrielap@gmail.com
- 8) Academic Qualifications :M.Com.,M.Phil.,PGDCA.
- 9) Additional Qualifications :

Diploma/ Vocational/ Certification	Area of Specialization	Institution/ University/ Agency Name	Year
PGDCA	Computer Application	Tamilnadu Computer Education Development Scheme	2012-2013

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.	-	-

13) Research Publications

International

- Anuncia Gabriela.P, International Conference conducted by Erode Sengunthar Engineering College, Erode-57. – Titled “Talent Management Practices in India”, IOSR Journal of Business and Management; on 25th October 2013; e- ISSN;2278-48X,p- ISSN:2319-7668,Pgs-80-83.
- Anuncia Gabriela.P, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario -20th Feb 2015 conducted by Department of Commerce under the topic “Consumer Gratification on P&G Products, in SNR Sons College, Coimbatore.ISBN: 978-93-84743-40-6.

National

- P.Anuncia Gabriela, National Seminar on Emerging Trends in Banking and Insurance Sectors, -26th Sep 2015 conducted by P.G & Research Department of Commerce under the topic “Health Tourism and Leisure Travel, in Bharathidhasan University, Perambalur.ISBN 978-93-83213-05-4
- Mrs.P.Anuncia Gabriela “A Study on Dealers’ Perception Towards ITC Products With Reference to Coimbatore City”, A Journal of Intercontinental Management Research Consortium, September 2019, Vol 7, Issue 9, Special Edition 1, ISSN: 2347-1670. Impact Factor 6.613.
- Mrs.P.Anuncia Gabriela “Dealers’ Perception towards ITC Products with reference to Coimbatore City”, Nirmala Annual Research Congress, (NARC-2019) 27th November 2019, ISBN: 978-5391-196-6, Pgs:583-588.

14) Other Publications:

- An UGC Care Journal, Dr.R.Devi Prasanna & Mrs.P.Anuncia Gabriela “A Study on Perception of Students of Higher Education Institution towards Online Classes during COVID 19 Lockdown” The International Journal of Analytical and Experimental Modal Analysis, IJAEMA Journal Volume XII, Issue VIII, August- 2020.ISSN No. 0886-9367,Impact Factor 6.3,Pg No:521-542.

15) Book Publications

Nil

16) Consultancy

Nature of Consultancy	Client	Amount	Completion Status
-	-	-	-

17) Presentations in Conference

International

- P.Anuncia Gabriela, “E-Mail Marketing Challenges and Opportunities”- International Conference on “E-Marketing- Roads Ahead of India” Organized by, Department of Commerce(UG), Kongunadu Arts and Science College, Coimbatore on 22nd August, 2013 .
- P.Anuncia Gabriela, International Conference conducted by Anna University, Salem-636. – Titled “Service Marketing ”, on 25th February 2014.

National

- Presented a paper on “Job Stress of Married Working Women ,a National Level Seminar on “Business Today” Bharathiar University, 4th October 2013.
- Presented a paper in National Level Seminar under the heading “Quality of Work life of Professors in Tamil Nadu,” in St. Joseph’s College, Bangalore, Dr. Ambedkar Law University, on 18th and 19th September 2014.

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.*

19) Participation in Seminar

- Two Days Online Seminar on “How to Explode Your Mental Block” from PG and Research Department of Commerce CA, Kaamadhenu Arts and Science College, Sathyamangalam-638503, 27th and 28th April 2020.

20) Participation in Workshop

- Intellectual Property Rights, Patent and Copyrights, UGC Funded, Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 02.02.2019.
- 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.
- Workshop on “Innovative Eco-Systems, Incubation Centres and Start- Ups for Higher Education Institutions”, Under UGC Autonomous Grant organised by, The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore, 19.03.2020.
- Virtual Workshop on “ An Effective

21) Participation in Orientation Programme/ Induction Programme/ Short term Courses

- Online Orientation Programme on “Awareness on Women Health” Organised by Department of Chemistry, Nirmala College for Women, Coimbatore, on 11th May 2020.

22) Participation in Faculty Development Programme

- FDP on “Finance and Accounting for BPS” 9th to 13th June 2014, Sri Krishna Arts and Science College, Coimbatore.
- FDP on “Banking for Business Process Services” 17th to 21st November 2014, PSGR Krishnammal College.
- FDP on “Managing Business Process -I” 17th to 19th June 2015, Sri Krishna Arts and Science College, Coimbatore.
- Faculty Development Program on “Innovative Teaching Strategies” *Curriculum Development Cell*, Nirmala College for Women, Coimbatore, 30.10.2019.
- Online Faculty Development Programme on Examinations in wake of COVID-19, Organised by Department of Commerce, Patrician College of Arts and Science, on 8th May 2020.
- Faculty Development Program on “Publications in Scopus Indexed Journals” Organized by, Department of Commerce (International Business), Sree Narayana Guru College on 8th September 2021.

23) Conference/ Seminar/ Workshop Organized

Nil

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

Nil

25) Member in Board of Study

Nil

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