

STAFF PROFILE

- 1) Name : C.A.ROLY GRACE
- 2) Designation : ASSISTANT PROFESSOR
- 3) Department : BUSINESS ADMINISTRATION (BBA)
- 4) Qualification : MBA., M.Phil., (Ph.D)
- 5) Experience : Teaching : 2 yrs Research :
- 6) Area of Specialization (s) : Marketing, Human Resource
- 7) E-mail : rolygrace@nirmalacollegeonline.ac.in
- 13) Research Publications

International

- **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**, Mrs.Kaavya.A & Mrs.C.A. Roly Grace, 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

17) Presentations 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.

19) Participation in Seminar

- 2020- “ Research Gateway” Department of Business Administration, Annai College of Arts & Science.

20) Participation in Workshop

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

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

ii) “Art of Writing Research Article in Hi-Indexed Journals”, Department of Business Administration, Nehru Arts and Science College

iii) “Building a Predictive Understanding of Microbial Communities”, Nirmala College for Women

iv) “Moodle Learning Management System”, JD College of Engineering & Management, Nagpur.

v) “Statistics for Data Science”, Department of Management Science, Hindustan Institute of Technology

- 2021 – “E-Content Skill Development”, Department of Mathematics, Nirmala College for Women, Coimbatore.

23) Conference/ Seminar/ Workshop Organized

- Organized two outbound training programmes to Kotagiri, in association with Outreach Foundation.
- Part of the team organizing Tally classes for the BBA students.
- Arranging for Seminars, workshops, conferences and guest lecturers for the department on various topics both National and Regional Level.