

FACULTY PROFILE

Name : **G.NIRMALA**

Qualification : **M.Com, M.Phil.,**

Designation : **Assistant Professor**
Department of corporate secretaryship

Years of Experience : **UG : 5 years 8 months**

Email Id : **nirmala.nimmi15@gmail.com**

Areas of Specialization : **Marketing**

Presentations

1. Presented a paper “A study on customer preference towards online shopping applications” in National Conference on success through synergy 18 on <February 2&3,2018> organized by department of management studies/corporate secretaryship/accounting & finance.
2. Presented a paper “Advertisement & sales promotion techniques with special reference to Big bazaar” in International Conference on contemporary practices in commerce, business and management <August 10&11 2017> organized by PG&Research department of commerce.
3. Presented a paper “Consumer perception on online shopping ” in International Conference on Native economy commerce and trade, <March 3&4 2016> organized by PG & Research department of commerce.

Conferences/Workshops/Seminar/Webinars Participated:

1. Participated in a webinar on “How to boost& sustain physical and emotional wellness through ayurveda” on <16/07/2020> organized by NSS forum.
2. Participated in a webinar on “Improve health through meditation” on <20/06/2020> organized by DRBCCC HINDU COLLEGE.
3. Participated in a state level webinar on “Covid-19 & consumer rights” on <11/06/2020> organized by citizen consumer club.

4. Participated in a National level webinar on “Career awareness program on CSEET” on <10/06/2020> organized by Department of corporate secretaryship.
5. Participated in a webinar on “How to become an IAS/IPS/IFS” on <8/06/2020> organized by placement cell.
6. Participated in a webinar on “future of finance” on <8/06/2020> organized by Department of ISM.
7. Participated in a webinar on “3Q’s for success” on <01/06/2020> organized by Department of Information system management
8. Participated in a webinar on “Importance of literature” on <30/05/2020> organized by Department of commerce.
9. Participated in a National webinar on “Relationship Enhancement” on <27/05/2020> organized by Brain & behaviour clinic
10. Participated in a webinar on “Humanoid robotics” on <23/05/2020> organized by department of computer applications and PG department of computer science
11. Participated in a workshop on “Mendeley reference manager” on 22/05/2020>
12. Participated in a workshop on “Capital market operations & online trading” on <15/02/2019>
13. Participated in a national level workshop on “Emerging trends in research and developing excellence” on <26&27 September 2019> organized by PG & Research department of commerce.
14. Participated in a workshop “A study on customer preference towards online shopping applications” in National Conference on success through synergy18 on <February 2&3,2018> organized by department of management studies/corporate secretaryship/accounting &finance.
15. Participated in a workshop “Advertisement & sales promotion techniques with special reference to Big bazaar” in International Conference on contemporary practices in commerce, business and management <August 10&11 2017> organized by PG & Research department of commerce.
16. Participated in a workshop on “Goods & service tax” on <15/02/2017>
17. Participated in a workshop “Consumer perception on online shopping ” in International Conference on Native economy commerce and trade, <March 3&4 2016> organized by PG & Research department of commerce.