

Name	Dr.G.NITHYA
Designation	Assistant Professor
Educational Qualification	M.COM(IB),M.Phil.,PGDCA., Ph.D.
DOB	30.05.1988
Department	Commerce
Date of Joining	16.05.2013
Teaching Experience	13 years
E-Mail	tmgnithya@gmail.com
Area of Interest	Finance

FDP

- Participated in One week Faculty Development Programme on “Nurturing Entrepreneurship- Law and ICT Perspectives” organized by Department of E-Commerce, Nallamuthu Gounder Mahalingam College from 16.05.2020 to 22.05.2020.
- Participated in Faculty Development Programme on “Dream, Struggle and Victory” held on 11.07.2020, Organised by department of Commerce with CA & BPS, Rathinam College of Arts and Science, Coimbatore, Tamilnadu.
- Participated in the two day online Faculty Development Programme on “Emotional intelligence and Educator’s Mental Health” Organised by Department of Information Technology and Management, Arul Anandar College, Madurai on 27.07.2020 & 28.07.2020.
- Participated Online seven -Day International Faculty development programme on "Changing Dimensions in Commerce Education” organized by PG department of commerce & IQAC at Nallamuthu Gounder Mahalingam College, Pollachi on 20.10.2021 to 27.10.2021.
- Attended the three day online Faculty development programme on “Investor Education and Awareness” Organised by PG and Research Department of Commerce & Sraddha Academy for Financial Education, Ethiraj College for Women, Chennai on 02.12.2021 to 04.12.2021.
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Attended a Seven days National Level FDP on the “Overview of Capital Market” organized by the Department of Commerce , Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore, Tamilnadu in collaboration with Bombay Stock Exchange Brokers’ Forum, Mumbai, held from 22nd Aug 2022 to 30th Aug 2022 .

- Participated in Five Days National Level Faculty Development Programme on “CONTRIBUTION OF SERVICE SECTORS IN ECONOMIC GROWTH AND INDUSTRIAL DEVELOPMENT” organised by the Department of Commerce - Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore, Tamilnadu from 21.11.2022 to 25.11.2022.
- Participated in the Seven day Virtual National Level Faculty Development Program on “RESEARCH METHODOLOGY” organized by Department of Commerce, PPG College of Arts and Science, Coimbatore held during 12th December - 19th December, 2022.
- Attended a Seven Days National online FDP on "Research Methodology: Analysis, Tools & Techniques" Organized by the Internal Quality Assurance Cell & PG and Research Department of Mathematics, Theivanai Ammal College for Women (Autonomous), Villupuram on 28.12.2022-03.01.2023

Participated in Five days International Faculty Development Programme on “Teaching Pedagogy and Life Skill Management” organized by the Department of Commerce, Hindusthan College of Arts & Science, Coimbatore from 27th March 2023 to 31st March 2023.

- Participated in the Seven days Faculty Development Program on “ Quality Education for Nation Building” organized by Internal Quality Assurance Cell (IQAC) of Sakthi Institute of Information and Management Studies (SIIMS), Pollachi From 31.07.2023 to 08.08.2023.
- Participated in the Five Days National level Faculty Development Program on “**The Pedagogy and Research Module**” Organised By Department of Business Administration, Theivanai Ammal College for Women (Autonomous), Villupuram from 24.02.2024 to 28.02.2024.
- Participated in 7 Days online Faculty Development Program on “**Essential Skills for Professional Development in Higher Education**” organized by Star International Foundation for Research and Education on 01.07.2024 - 07.07.2024.

- Participated in One-Week Online Faculty Development Program on **“Write with AI Assistance”** conducted by Institute of Public Enterprise (IPE), Research and Hyderabad-India’s Premier Business School, from 17.02.2025 to 21.02.2025.
- Participated in the one day Faculty Development Program on **“Innovative Teaching Pedagogy & Skills Component of NEP”** Organised by the Internal Quality Assurance Cell (IQAC) of Rev..Jacob Memorial Christian College, Ambilikkai on 01.03.2025.
- Participated in the Five Days National Level Faculty Development Program on **“Effective Teaching in the 21st Century: Strategies and Tools for Success”** organized by Department of Electronics and Communication, JP College of Arts and Science, Tenkasi from 17.03.2025 to 21.03.2025.
- Participated in National Level Five Days Faculty Development Program on **“Critical Lenses And Literary Voices: Tools And Approaches To Explore Language, Culture, And Identity”** Organized by the Department of English, JP College of Arts and Science, Tenkasi, from 07-04-2025 to 11-04-2025.
- Participated in Five Day International online Faculty Development Program on **“ Strategic Planning and Curriculum Alignment for Enhancing Teaching and Learning to Achieve SDG4- Quality Education”** Jointly Organised by Tamil Nadu Teachers Education University, Chennai-97 and Dr.M.G.R.Educational and Research Institute, Chennai-95 from 9th to 13th June, 2025.
- Attended the Five days Faculty Development Program on **“ Next-Gen Cyber security: Integrating Technology Security, Forensics and Legal Intelligence”** Orgained by the Amith Institute of information Technology, Amity University Bengaluru, Karnataka on 23.06.2025 to 27.06.2025.
- Completed the One Week Faculty Development Programme on **“Capacity Building in Higher Education Institutions (HEIs): The Challenges & Opportunities”** organized by Don Bosco Institute of Technology (DBIT), New Delhi, from 14. 07.2025 18.07. 2025.
- Participated & completed FIVE Days National Level Online Faculty Development Program (FDP) on Outcome-Based Learning in HEI’s for Quality Education Jointly organized by INTERNAL QUALITY ASSURANCE CELL (IQAC) & DEPARTMENT

OF SCIENCE AND HUMANITIES, DHAANISH AHMED INSTITUTE OF TECHNOLOGY, Coimbatore from 18.07.2025 to 22.07.2025.

- Participated in a Five day international Online Faculty Development Program on “VIKSIT BHARATH@2047: AN OUTLOOK ON REALISING THE VISION” Organized by the PG & Research Department of Economics, V.O.CHIDAMBARAM COLLEGE, Thoothukudi from 22.09.2025 to 26.09.2025.
- Participated in the One Week National Level Online Faculty Development Program on “Holistic Research Skill Development for achieving SDGs with Indian Knowledge Systems: Model Building to Publication and Funding” organized by S.A. School of Management, Poonamallee – Avadi Road, Thiruverkadu, Chennai from 17th November, 2025 to 23rd November, 2025.
- Successfully completed the One Week Faculty Development Programme on “Enabling Teachers with AI Tools & Innovative Approaches for Effective Teaching–Learning” organized by Don Bosco Institute of Technology (DBIT), New Delhi, from 08 - 12 January, 2026.
- Participated in the 7-Day FDP on “Quality Assurance and Frameworks in Higher Education” Organized by the IQAC, NGM College, Pollachi, from 03.03.2026 to 09.03.2026.

IP Awareness/Training program

Successfully participated in IP Awareness/Training program under National Intellectual Property awareness Mission Organised by Intellectual Property Office, India, **on July 22, 2025**

Professional Development Program

1. **Participated One week Hybrid Professional Development on “Emerging Research Skills: AI Tools, Plagiarism Reduction & Ethical Publishing” Organized by Department of Business Administration, Faculty of Management, SRM Institute of Science and Technology, Chennai from 2.07.2025 to 26.07.2025.**

Workshop

- Participated in the 7 day online workshop on “Quality enhancement in research” Organised by IQAC and sponsored by MPHEQIP, Govt of MP From 11.01.2022 to 17.01.2022.
- Participated in the Online Workshop on “OUTCOME BASED EDUCATION” organized by Department of Computer Applications, Hindusthan College of Engineering and Technology, Coimbatore held on 13/09/2022.
- Participated in ICSSR Sponsored workshop on “ Digital India Schemes- PMJDY, APY, PMSYM on the Title “ Implication of Digital Financial Inclusion Supporting Rural Women Economic Empowerment in Western Tamil Nadu” held on 20th February 2024, organised by the UG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore, Tamilnadu.
- Participated in One Day National Level Workshop on “**Research Methodology in Social Sciences**” Organized by IQAC & Department of Sociology, Shri Mukund College, Gangapur on 01.03.2025.
- Participated in 7 Days Online Workshop on “**Research Methodology and Publication Ethics**” organized by Star International Foundation for Research and Education on 05.03.2025 - 11.03.2025.

Webinar

- Participated in Four day webinar on “An Effective research paper writing skills” organized by Bhagwan Mahavir College of Commerce and Management Studies , Surat, Gujarat from April 13 to 16, 2020.
- Participated in International webinar on “COVID Impact on technology” organized by IQAC and Department of Computer Science (Aided) of Nallamuthu Gounder Mahalingam College on 29.04.2020.
- Participated in One day National level webinar on “Investing via Asset Allocation” organized by Department of E-Commerce, Nallamuthu Gounder Mahalingam College on 21.05.2020.
- Participated in the International series webinar on “Personality Development” organized by Department of English Language (SF) , Nallamuthu Gounder Mahalingam College on 22.05.2020.

- Participated in online National webinar on “Reflect, Reboot and be relevant for tomorrow” organized by Thakur College of Science and Commerce on 06.06.2020.
- Participated in the National level webinar on “Revitalizing MSMEs post COVID -19 Crisis and Business Sustainability” organized by Avinashilingam Institute for Home Science and Higher Education for Women on 11.06.2020.
- Participated in the International Webinar on “Social Entrepreneurship 2020” organized by Avinashilingam Institute for Home Science and Higher Education for Women on 16.07.2020.
- Participated in the National Level Webinar on "A Roadmap to Digital Transformation" at Nallamuthu Gounder Mahalingam College, Pollachi on 28.09.2020.
- Participated in the One Day State Level Webinar on “Recent Trends in Marketing ” organized by PG and Research Department of Commerce in association with Department of Business Administration, Islamiah Women’s Arts And Science College, Vaniyambadi, Tamil Nadu on 28.10.2021.
- Participated in the One Day State Level Webinar on “Emotional Intelligence for Work Place Relationship ” organized by PG and Research Department of Commerce, Islamiah Women’s Arts And Science College, Vaniyambadi, Tamil Nadu on 29.10.2021.
- Participated in One Day National Webinar on “Strategy for Managing Personal Finance” jointly organized by Department of Commerce-Business Process Services & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi in Collaboration with Association of Mutual Funds in India (AMFI) on 03.12.2021.
- Participated in One Day National Webinar on “Managing Personal Finance and Wealth Creation” Organized by Sri Durga Malleswara Siddhartha Mahila Kalasala in Collaboration with Association of Mutual Funds of India (AMFI) on 7th Sept, 2022.
- Participated online workshop on “OUTCOME BASED EDUCATION" organized by Department of Computer Applications, Hindusthan College of Engineering and Technology, Coimbatore held on 13.09.2022.
- Participated in the national level webinar on “Financial Freedom: Planning today for a Better Tomorrow” Organised by Department of Commerce, HKBK Degree College, Affiliated to Bengaluru on January 22, 2025.

Seminar

- Participated in a Two-Day Virtual National Seminar on “Atmanirbhar Bharat: Need of the hour for reviving as Self-Reliant India amid the Pandemic Covid from 19-Sep-2022 to 20-Sep-2022, Organized by the College of Management, SRM Institute of Science and Technology, Kattankulathur, Sponsored by the Indian Council of Social Science Research, Southern Regional Centre, Hyderabad.

Professional Training Programme

- Participated in the Professional Training Programme on “Social Media Technologies & Marketing” Organised by Department of Computer Science (SF), Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore, Tamilnadu on 16th September 2022.
- Participation in the Professional Development Programme for Teachers - What makes a Good Teacher A Great Teacher? - organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore, Tamilnadu on 25 November 2022.

SKILL DEVELOPMENT PROGRAMME

- Attended a Five days National Level SDP on the “Overview of Capital Market -Series 2” organised by the Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore District, Tamil Nadu in Collaboration with Bombay Stock Exchange Brokers’ Forum, Mumbai held from 10th July 2023 to 14th July 2023.
- Participated the Two-Day National Level Skill Development programme on “Capital Market Series 1” Organised by the Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore, Tamil Nadu in Collaboration with Bombay Stock Exchange Brokers’ Forum on 13th & 14th of August 2024.

Orientation Programme

- Completed the NEP 2020 Orientation & Sensitization Programme (Programme Code:MMC-138-2025-JAN-B-03169) in online mode under Malaviya Mission Teacher Training Programme (MMTTP) of Ministry of Education, Government of India organized by Malaviya Mission Teacher Training Centre, Shri Ram College of Commerce (MMTTC, SRCC) from January 22, 2025 to January 30, 2025.

ICSSR- Seminar

- Participated in ICSSR Sponsored two days National Seminar on “Impact of Digital Learning in Education Sector – A Pandemic Perspective” and presented a paper entitled “Role of ICT In Higher Education in the 21st Century” organised by the Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 08.02.2023 and 09.02.2023.
- Participated in ICSSR Sponsored one day National Seminar on “ Co-Creation Model of Learning, Teaching & Curriculum-Staff & Students as Parents Towards National Educational Policy 2022” and presented a paper entitled “Blended Learning: An Innovative Approach” organised by the Department of Commerce- Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi on 03.03.2023.
- Participated in ICSSR Sponsored two days national seminar on “National Education Policy: 2020-Challenges and Opportunities for Higher Educational Institution” and presented a paper entitled “National Education Policy: 2020 - Challenges and Opportunities for Higher Education” organised by the Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 16th and 17th March 2023.
- Participated in ICSSR Sponsored one day national seminar on “ Inclusive Growth and Women Empowerment through Rural Entrepreneurship” and presented a paper entitled “Problems of Women Entrepreneurs in India” organised by the post and Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 05.04.2023.
- Participated in ICSSR Sponsored two days National Seminar on “The Strategies for Progression of Smart Villages and Rural Digital Transformation Process” and presented a paper entitled “Rural India is Being Digitalized” organised by the PG Department of Commerce (CA), Nallamuthu Gounder Mahalingam College, Pollachi on 05.04.2023 and 06.04.2023.
- Participated in ICSSR sponsored one day national seminar on “ Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047” and presented a paper entitled “Agricultural Reforms: Need and Scope” organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 21.07.2023.
- Participated in ICSSR Sponsored one day National seminar on “ Rural Women Empowerment Through Skill Development” and presented a paper entitled “Women

Empowerment through the National Education Policy” organised by the Post Graduate Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi on 02.08.2023.

- Participated in ICSSR Sponsored one day National Seminar on “ Impact of New Education Policy among Future Generation” and presented a paper entitled “ Women Empowerment Through the National Education Policy” ” organised by the Post Graduate Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi on 10.08.2023.
- Participated in ICSSR Sponsored one day national seminar on “Sustainable Development through MSMEs: A Pathway to Self- Reliant India” and presented a paper entitled “Industry 4.0 and its Impact on Indian Economy” organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 06.10.2023.
- Participated in ICSSR sponsored one day national seminar on “India 2.0: Vision for India 2024- Digital Ecosystem and Harnessing Artificial Intelligence” and presented a paper entitled “ Role of digital Literacy among Teachers and students in 21st century India” organised by the PG department of commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 24.01.2024.
- Presented a paper entitled “Digitization in Agriculture for Innovative Transformation in India” in the Indian Council of Social Science Research (ICSSR) - Southern Regional Centre, Hyderabad sponsored One Day National Seminar on "Empowering India through Digital Transformation : A Sustainable Approach" organized by the Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu on 19 July 2024.
- Presented a paper entitled Revolutionizing Primary Education in Rural India: The Role of AI in the Indian Council of Social Science Research-Southern Regional Centre (ICSSR - SRC) sponsored One day National Seminar on "Vision Viksit Bharat 2047: Education 4.0 Enhancing India's Workforce for the AI-Powered Future" Organised by the Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi on 24.01.2025.
- Presented a paper entitled “Bridging the Digital Divide: Empowering Rural Women Through Digital Literacy” in one day National Seminar on “Vision Viksit Bharat 2047:

Contribution And initiatives of Digital India For Empowering Rural Women” Sponsored by Indian Council of Social Science Research – Southern Regional Centre, Organised by Department of Commerce (PA), Nallamuthu Gounder Mahalingam College, Pollachi on 31.01.2025.

- Presented a paper entitled “The Impact of AI on Global Supply Chain Management” in one day National Seminar on “Artificial Intelligence in Logistics and Supply Chain Management: Ethical Implications in Automation, Transparency & Sustainability” Sponsored by Indian Council of Social Science Research (ICSSR), New Delhi. Organised by PG Department Of Commerce With International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 07.03.2025.
- Presented a paper entitled “Artificial Intelligence and its Role in Entrepreneurship and Employment Growth” Sponsored ICSSR-SRC one day Seminar on “HARNESSING ARTIFICIAL INTELLIGENCE, INNOVATION AND TECHNOLOGY: A PATHWAY TO ECONOMIC TRANSFORMATION AND SUSTAINABLE DEVELOPMENT IN INDIA” Organised by UG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 19th September 2025.
- Presented a paper entitled “Digital Transformation in Promoting Sustainable and Green Finance” in One day National seminar on “Bridging the Digital Divide: Digital Financial Inclusion for Marginalized Communities In the Era of Amrit Kaal” Sponsored by the Indian Council of Social Science Research (ICSSR), New Delhi Organized by the Department of Commerce (CA), NGM College, Pollachi on 9th January 2026.
- Presented a paper entitled “Designing Learner- Centric Adaptive Learning Platforms: Insights from NEP 2020.” in One day National Seminar on “Prospects of Artificial Intelligence (AI) and Personalized Learning in Inclusive Education Integrated to the National Education Policy (NEP)- 2020.” Sponsored by the Indian Council of Social Science Research – Southern Regional Centre (ICSSR- SRC), Hyderabad Organized by the Department of Commerce (CA), NGM College, Pollachi on 6th February 2026.
- Presented a paper entitled “GST Reforms and Inclusive Economic Growth in India: Bridging Fiscal Efficiency with Social Equity” in One day National Seminar on “Leveraging Digital Governance for Inclusive Economic Growth: GST Reforms and Fiscal Federalism in Tamil Nadu.” Sponsored by the Indian Council of Social Science

Research – Southern Regional Centre (ICSSR- SRC), Hyderabad Organized by the Department of Commerce- Banking and Insurance, NGM College, Pollachi on 13th March 2026.

Mentor Certificate

1. Recognized role for Mentor of the NPTEL online Certificate course – Principles of Human Resource Management- June - December 2022.
2. Recognized role for Mentor of the NPTEL online Certificate course – Retail Marketing Strategy - June to September 2025.

Research Methodology Programme

1. Completed ICSSR Sponsored 10 Days National Research Methodology Programme Organised by Department of Public Policy and Governance, B.K. School of Professional and Management Studies, Gujarat University Between 5th FEB to 14th FEB., 2025.

IP Awareness/Training program

1. Successfully participated in IP Awareness/Training program under on July 22, 2025 organised by Intellectual Property Office, India.

NPTEL Online Certificate Course:

1. Successfully Completed NPTEL Online Certificate Course “Retail Marketing Strategy” with Elite on Jul-Sep 2025 (8 week course).

International Symposium

1. Participated in the one-Day International Symposium on “Global Perspectives on Mental Wellbeing: Cultural Sensitivity and Inclusion” held on 6th October 2025, Organised by the Department of Psychology, School of Science, Rathinam College of Arts & Science, Coimbatore.

DETAILS OF PUBLICATION:

S.No	Name of the Book	Publisher	Title of the Article	ISBN-Number	Year
1.	Intercontinental Research Consortium	Intercontinental Journal of Banking, Insurance and Finance	Determinants of Retained Earnings-Specific Reference to Select Companies in Chemical Industry	ISSN No2350-0875(online)volume: II, Issue:1	January 2015
2.	Researchers world	Journal of Arts, Science & commerce	Impact of Social Networking sits-with Reference to Housewives of Pollachi Taluk	ISSN2231-4172 Vol-VIII,Issue-2(1)	April 2017
3.	Changing Paradigms in Indian Business	School of Commerce and Management, NGM College	Role of Cyber Security in Designing digital India	ISBN978-81-933882-0-4 Volume 1	March 2017
4.	JETIR	Journal of Emerging Technologies and Innovative Research	Economic Value Addition in Sustainability	ISBN-2349-5162 volume 6, issue 2	February 2019
5.	UGC Care listed journal- Shodh Sarita	An International Bilingual Peer Reviewed Referred Research Journal	Long term solvency analysis of select passenger Car companies in india	ISSN-2348-2397 Volume8, issue 29, P.No.10-14.	January-march2021

6.	UGC Care Approved, Group I, Peer Reviewed and Referred Journal	The Journal Of Oriental Research Madras	Short term solvency analysis of select passenger car Companies in India	ISSN 0022- 3301 Vol. XCII, No. 1 AUGUST : 2021	AUGUST 2021 63
7.	Peer Reviewed Open Access Journal: Fast Publication Available online at <a href="http://www.journalcr
a.com">http://www.journalcr a.com	International Journal of Current Research	Trend Analysis of Select Passenger Car Companies in Indian Automobile Industry	Vol. 17, Issue, 03, pp.32195- 32197,	ISSN: 0975- 833X March, 2025
8.	Double-Blind, Peer Reviewed, UGC CARE Listed Journal	IPE Journal of Management s	A Study on The Role of Artificial Intelligence Tools in Transforming Modern Education	ISSN 2249- 9040 Volume 15, No 2, P.NO 177-180	July-December 2025.
Link: https://drive.google.com/file/d/1N1KHSmCVO5LYF-jFLEkPJJM8ZS-2cHrU/view?usp=drive_link					
9.	UGC CARE Approved, Peer Reviewed and Referred Journal Link:	Business Studies	A Study on Effectiveness of AI Powered Learning Tools Among College Students in	ISSN 0970- 9657) Volume – XLVI, No. 2 P.NO 12-15.	July- December, 2025.

			Coimbatore District		
Link: https://drive.google.com/file/d/1Fg7PhXPLJ-j1dJtGioWpMC3IDomtsSO6/view?usp=drive_link					