

RESEARCH PUBLICATION

S.No	Name of The Faculty	Title of the Paper	Title of the Journal	Date
1	Dr.M.Nirmala	A Study on Role of Unified Payment Interface System In India	Marathwada Itihas Parishad - History Research Journal ISSN:0976-5425(P) UGC CARE Journal; Volume:31, Issue:04, No.2, July–August:2024	August 2024
2	Dr.M.Nirmala	A Study on Customer Utilisation of Unified Payment Interface Applications With Special Reference to Pollachi Taluk	Indian Journal of Psychology Book No.16, 2024 ISSN: 0019-5553 UGC CARE Journal	July 2024
3	Dr.M.Nirmala	A Study on Customer Awareness Towards UPI (Unified Payment Interface) Application With Special Reference To Pollachi Taluk	Humanities and Social Science Studies journal ISSN 2319-829X with IF=7.28 Vol. 13, Issue 01, No. 36, January - June : 2024 UGC Care Approved, Group I, Ref. No. 199 “Social Science”	June : 2024
4	Dr.M.Nirmala	A Study on Customer Satisfaction towards UPI With Special Reference To Pollachi Taluk	International Journal of Cultural Studies and Social Sciences Vol-20, Issue-1, No.37, ISSN: 2347-4777 Double-Blind, Peer Reviewed, Refereed & Open Access, UGC CARE Listed Journal	June 2024
5	1.Dr.M.Nirmala 2.Dr.M.Chithirai Selvan	Job Satisfaction of Teachers Working in Self-Financing Colleges	Madhya Bharti-Humanities and Social Sciences (UGC Care Group-1 Journal) Vol.84, No. 13, (2023), pp. 22–28	December 2023
6	M.Nirmala	A Study on Job Performance of Teachers Working in Self-Financing Colleges	Journal of the Asiatic Society of Mumbai (UGC Care Group-1 Journal) ISSN: 0972-0766, Vol. XCV, No.6, 2022	March 2022
7	1.M.Nirmala 2.Dr.M.Chithirai Selvan	A Study on Teachers Perception on various welfare measures adopted by self-financing colleges	International Journal of Disaster Recovery and Business Continuity (Web of Science)Vol.11, No. 3, (2020), pp. 206–212	September 2020
8	M.Nirmala & Dr.K.S.Kavitha	A study on financial performance of hdfc bank	Suraj Punj Journal For Multidisciplinary Research ISSN No: 2394-2886 Volume 9, Issue 5,	June 2019

9	Dr.K.S.Kavitha & M.Nirmala	A study of policyholders satisfaction towards vehicle insurance	International Journal of Research ISSN NO:2236-6124 Volume VIII, Issue V	May 2019
10	M.Nirmala & D.Kavya	Customer Preference and Satisfaction on Online Shopping	International Journal of Recent Research and Applied Studies (Multidisciplinary Open Access Refereed e-Journal) Volume 5, issue 4(4)	April 2018
11	M.Nirmala & P. Jayanthi	Customers Satisfaction On K7 antivirus Software	Global Academic Research journal Impact factor :5.56, volume 4, Issue 3	March 2016
12	P. Jayanthi & M. Nirmala	Customers' preference and satisfaction on airtel 3g data service	Intercontinental journal of marketing research review - impact factor :0.882, volume 3, Issue 9	September 2015
13	Dr.A.L.kamavalli & M.Nirmala	Customer Awareness towards Indian Post office Services	ACME International Journal of Multidisciplinary Research Impact factor :5.79, volume 3, Issue 5	May 2015

CONFERENCE PROCEEDINGS PUBLICATIONS

S. No	Name of Author's	Name of the conference/seminar	Title	Year & month	Publisher name
1	Dr.M.Nirmala	Book Chapter on Artificial Intelligence in Management and Commerce	Artificial Intelligence and its Roles and Effect on Leaders and Leadership	ISBN: 978-81-952402-7-2. Volume 2 / December 2022	K.M.G. college of arts & science, Gudiyattam
2	Dr.M.Nirmala And E. Kavin Kumar	ICSSR Sponsored One day National Level Seminar On "India Means Business – Reform Perform & Transform"	Role of Fintech Companies in Emerging world	05.01.2023	Department of commerce – BPS & RM Sri Ramakrishna college of arts science of arts & science (autonomous)
3	Dr.M.Nirmala	ICSSR Sponsored Two days National level Seminar on "Blended Mode of Teaching and Learning for Teacher Community"	Learning Responsibility	30.01.2023 & 31.01.2023	Department of Commerce with Business Process Service, Nallamuthu Gounder Mahalingam College, Pollachi
4	Dr.M.Nirmala	ICSSR Sponsored Two days National level Seminar on "Rural Women Empowerment through Entrepreneurship"	Leadership and Entrepreneurship in Economic Growth	19.01.2023 to 20.01.2023	Department of commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi
5	Dr.M.Nirmala	ICSSR Sponsored Two days National level Seminar on "National Education Policy : 2020 – Challenges and Opportunities for Higher Educational Institution"	Importance of adult Education in Professional Development	16.03.2023 to 17.03.2023	Department of commerce, Nallamuthu Gounder Mahalingam College, Pollachi
6	Dr.M.Nirmala	ICSSR Sponsored One day National level Seminar on	Artificial Intelligence and Machine Learning:	21.07.2023	Department of Commerce,

		“Vision For Vishwa Guru India: Initiatives For Global Leadership By 2047”	Implications and Applications		Nallamuthu Gounder Mahalingam College, Pollachi
7	Dr.M.Nirmala	ICSSR Sponsored Two days National level Seminar on “Envisioning A Self-Reliant Rural India for Sustainable Economic Development”	Role of MSMEs In Social Development	12.10.2023 To 13.10.2023	UG Department of Commerce (IB), Nallamuthu Gounder Mahalingam College, Pollachi
8	Dr.M.Nirmala	ICSSR Sponsored One day National level Seminar on “India 2.0: vision for India 2047 - Digital Ecosystem & Harnessing Artificial Intelligence”	Functional Mechanism of Cyber Security In Digital Safety	24.01.2024	PG Department of Commerce (IB), Nallamuthu Gounder Mahalingam College, Pollachi
9	Dr.M.Nirmala	ICSSR Sponsored One day National level Seminar on “Empowering India Through Digital Transformation : Sustainable Approach”	Challenging and Risks Associated with Digital transformation	19.07.2024	Department of E-Commerce, Nallamuthu Gounder Mahalingam College, Pollachi
10	Dr.M.Nirmala	International Conference on “Navigating metaverse in shaping the future of business”	The Role of Social Media Towards Virtual World	10.05.2024 to 11.05.2024	Vivekanandha Institute of Information and Management studies

CONFERENCES

- ◆ Participated in Two day National level conference on “**Changing Paradigms in Indian Business**” in NGM College Pollachi on 24th and 25th March 2017.