



**Name: Ms. Nirmala. S**

Designation: Assistant Professor

Specialization: Commerce

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**Qualification**

**M.com, NET, (PhD)**

**Work Experience**

11 years of experience

**Courses Facilitated**

**B.com and M.com**

**Member on Committees / Editorial Boards**

**Professional Memberships**

**Career Summary**

Ms. Nirmala.S is an Assistant Professor of Jain (Deemed-to-be University) in Department of Commerce, specializing in accounting. She is Pursuing Ph.D. in commerce from Mother Teresa Women’s University and has published extensively in top-tier journals.

**Research Interest**

Ms. Nirmala’s research interests in commerce encompass in banking, accounting and commerce. She investigates the impact of sustainability report of different business sectors and its disclosures, especially in banking sector. She is particularly focused on various disclosure of sustainability which is part of SDG’s. Ms. Nirmala aims to bridge the gap between academic research and practical business applications, contributing to the evolution of modern commerce.

**Research Publications**

Published a paper on **“Study on benefits and issues of cloud computing in accounting for business performance”**, in International Journal of Early Childhood, (Scopus indexed journal), ISSN: 1308-5581, Issue No. 14, April 2022, Page No. 575.

Published a paper on **“Importance of sustainable in Indian Banking sectors towards sustainable development goals”**, International journal of natural sciences, (UGC CARE list (Group-2) and Web of Science), ISSN: 0976-0997, Issue No. 73, August 2022, Page No.45297.

Published research articles entitle **“A study on Consumers Awareness and Willingness towards Green Marketing”**, Primax international journal of commerce and management research. (ISSN-2321-3604 and online ISSN-2321-3612), volume No. 9, Issue No.1, April-June 2021.

Published research paper **“The Study with Reference to the online classes and its Impact on Higher Education Students”**, international journal The International Manager (ISSN: 2348-9413) volume 7 and issue 27 July-Sep 2020. **Peer reviewed journal Dr. JK Research foundation at Chennai.**

Published a research paper in international conference proceedings entitled **“A study on Role and impact of innovation in banking sector”** at SSMV College and published in **The international journal of management science.**

<b>Articles / Case Studies</b>	
<b>Consultancy / Projects</b>	
<b>Books / Chapters</b>	
<b>Activities</b>	
<b>Recognition / Awards</b>	The best teacher award for the year 2018 and 2019 from Krupanidhi college of commerce and management and best employee award in the year 2020
<b>Seminar Conferences Attended</b>	<p>Presented a paper in the international conference entitled “<b>A Study on Innovation in Banking Sector and its Impact on Rural Area</b>” at SSMRV College of Commerce and Management at Bangaluru.</p> <p>Presented a research article in international conference for the topic “<b>A Study on Effectiveness of Social Media Marketing on Buying Behavior of Consumers</b>” at Sheshadripuram College Bangaluru.</p> <p>Research paper has been presented on “<b>A Study on Innovative Educational Requirements for Human Capital in De-globalized India</b>” at VET first gradecollege, Bangalore.</p> <p>Research paper has been presented in international conference on “<b>A Role and Impact of Automation and Operational Behaviors of Workers with Reference to the Small and Medium Scale Enterprises</b>” at DSBA College Bangaluru.</p> <p>Research paper has been presented in international conference on “<b>Study on Benefits and Issues of Cloud Computing in Accounting for Business Performance</b>” at Githam University, Andhra Pradesh.</p> <p>Presented paper on “<b>Study on Awareness of Sustainable Finance Practice in Commercial Banks: With Reference to the Green Banking and Green Initiatives</b>” in the international conference at St. Joseph’s College of Art and Science, PG and Research Department of Commerce.</p>

Presented paper on “**Importance of sustainable financial practices in Indian Banking sectors towards sustainable developments goals**” in the International conference on emerging trends in commerce, management and computer science-2022 at Bridavan College, Bangalore, Karnataka. On 13 August 2022.

Presented a research paper in international conference on “**Sustainable Accounting Practices by Indian Banks**” in the 45<sup>th</sup> all accounting conference and international seminar on accounting education and research associated with Indian Accounting Association at University of Kerala.

Presented a research paper in national conference on “**A Study on Role and Impact of Green Marketing product to Consumers at Present Scenario**” at Sheshadripuram Institute of Commerce and Management.

presented a research paper in the international conference on the title “**A Study on Role and Impact of Green Marketing Product: with Reference to the Business Sustainability**” at Sri Adi Chunchanagiri Women’s College, Cumbum, Tamil nadu.

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Presented a paper titled “**Study on Evaluation of Sustainable Development Goals in Indian Banking Sector: With Reference to the Environmental Sustainability**”, in the international conference at Rajdhani College, University of Delhi, Indian Commerce Association.

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