

Faculty Profile

Name:Dr S.Nithya

Designation:AssistantProfessor, Department of B.Com(PA)

Qualification: Ph.D.,B.Ed., M.Phil., M.Com., B.Com.,

Experience: 7 years (Teaching)

Area of Specialization:Taxation, Finance, Marketing, Human Resource Management

Academic Background

- Ph.D.in Commerce[Government Arts College, Udumalpet, Bharathiyar University],[2022]
- Bachelor of Education [Lisieux College of Education, Tamil Nadu Teacher Education University], [2014]
- Master of Philosophy [Avinashilingam Institute for Home Science and Higher Education for Women] [2012]
- Master of Commerce [Avinashilingam Institute for Home Science and Higher Education for Women] [2011]
- B.Com in Commerce [NGM College of Arts & Science, Coimbatore, Bharathiar University],[2009]

ResearchInterests

- Artificial Intelligence in Finance
- Sustainable Business Practices
- Consumer Behavior
- Human Resource Management
- Taxation Policy

Publications

- Published 40 research papers in peer-reviewed UGC, Scopus and International Journals.
- Presented 18 papers in national and 12 international conferences.
- Contributed chapters to 1 edited books.
- Completed 3 MOOC Courses
- Published 1 patents and copy rights
- Attended 19 Faculty Development Programmes

(Attachlistoftop5publicationswithDOIorlinksifneeded.)

Publication:

- A Comparative Analysis Of Hindustan Unilever LTD, Arthshastra, Indian Journal of Economics and Research, Vol 14, Iss.01, No.5, ISSN 2278-1811 with IF: 6.718, January-March:2025, pp 23-26
 - Assessing The Efficiency And Solvency Of Hindustan Unilever Limited, Business Studies (UGC - CARE Listed Journal Group I, Volume – XLVI, No. 06 ISSN 0970-9657with IF: 6.98, January-June, 2025, Pp 30-33
 - Changes In Working Capital Of Dabur Limited And Godrej Limited, Rabindra Bharati University Journal of Economics, Volume – XLVI, No. 06 ISSN 0970-9657with IF: 6.98, January-June, 2025, pp 25-29.
 - Comparing The Legacies Of Mercedes-Benz Ag And Volkswagen Ago, IPE Journal of Management, Volume 15, No 09 ISSN 2249-9040 with IF: 7.19, January-June, 2025, pp 39-43
 - Insights Into The Cash Flow Statement Of Pidilite Industries Limited, Rabindra Bharati University Journal of Economics, Volume – XLVI, No. 06 ISSN 0970-9657with IF: 6.98, January-June, 2025, pp 45-48.
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BookChapter:

- Principles of Management, Iterative International Publishers, 978-93-5747-406-1, Raja Ram mohun Roy National Agency
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Awards&Recognitions

- **Best Paper Award- 2025:** Resilience and Reinvention Strategies in Finance and Management in National Conference at Avinashilingam Institute and Higher Education for Women, Coimbatore.
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Workshops/FDPsAttended

- AI in Academics and Research, Kristu Jayanti College, 11th -17th December 2024.
 - Empowering Educators: Leveraging Advanved Methdologies and analytical tools for Academic Research, Consortium of Higher Educational Institutions for Research & Development (CHIRD), 29th August to 5th September 2024.
 - Internet of Things for Emerging Technical Applications, M.P.Nachimuthu M.Jaganathan Engineering College, 12-17 August 2024
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ContactDetails

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- **LinkedIn:** <https://www.linkedin.com/in/nithya-ganesh-069541113>