

Name : Dr. K. Nithya Kala

Designation : Assistant Professor

Department : BBA

Qualification : B.Com., M.B.A., Ph.D., SET.,

Experience : Teaching -10 Years

Research : 2 Years

Area of Specializations : Finance & General Management

Email (Official ID) : nithyakala@psgrkcw.ac.in



Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D	Management	Bharathiar University	2015
M.B.A	Management	Bharathiar University	2007
B.Com	Commerce	Bharathiar University	2005

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/Agency Name	Year
Certification	ESG- Environmental Social Governance (5 Courses)	Coursera	2025
Certification	Generative AI for Educators	Google Inc	2025
Certification	Indian Knowledge System	University of Madras in Collaboration with IKS Division of Ministry of Education,	2023
Certification	Leadership (5 Courses)	Coursera	2022
Certification	NPTEL	Design Thinking – A Primer	2022

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M.Phil.	3	-

Ph.D	-	3
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Research Publications (Indexed)

International

1. An Overview of GST on Selected Sectors of Economy in India, ***International Journal of Management, Technology & Engineering***, Vol XIV, 2024, ISSN : 2249-7455, Pp. 36-45.
2. Preference of Hybrid Work Culture among Multi-gen Workforce Working in IT Sector, ***Empirical Economic Letters***, Vol.22, (Special Issue 3), 2023, ISSN 1681 8997, Pp. 96-109
3. Impact of Socio-Psychological Barriers on Strategies Employed by Women Leaders in Information Technology Sector in India, ***Journal of Contemporary Issues in Business & Government***, ISSN: 2204-1990, February 2021, Vol.27, Iss.2, ISSN : 2468-2477
4. A Study on The Impact of Green Banking Practices on Bank's Environmental Performance With Special Reference To Coimbatore City, ***African Journal of Business and Economic Research***, September 2020, Vol.15, Iss.3, No.9, ISSN : 1750-4554.
5. Coping Strategies Adopted by Women in Leadership Position to Overcome their Barriers, ***The International Journal of Analytical and Experimental Modal Analysis***, September 2020, Vol.XII, Iss.IX, ISSN:0886-9367.
6. Digital Transformation and Business Models, ***Aut Aut Research Journal***, August 2020, Vol.XI, Iss.VIII, ISSN: 0005-0601.
7. A Conceptual Study On Career Strategies Adopted By Women Leaders To Overcome Their Barriers, ***Aut Aut Research Journal***, August 2020, Vol.XI, Iss.VIII, ISSN: 0005-0601.
8. *Impact of Brand Trust, Brand Image on Customer Brand Loyalty with Specific Reference to Bath Soaps*, ***Journal of Engineering Sciences***, July 2020, Vol.11, Iss.7, ISSN:0377-9254.
9. A Conceptual Study on Evolution of Learning Styles, ***International Journal of Research in Management, Economics and Commerce***, June 2019, Vol.9, Iss.6, ISSN:2250-057X.
10. A Study on Learning Styles of BCom CA Students in Coimbatore, ***International Journal of Research & Analytical Reviews***, June 2019, Vol.6, Iss.2, ISSN: 2349-5138.
11. A Study on Learning Styles of BCom eCom Students in Coimbatore, ***Journal of Emerging Technologies & Innovative Research***, June 2019, Vol.6, Iss.6, ISSN:2349-5162.
12. A Study on Learning Styles of B Voc Students in Coimbatore, ***International Journal of Research in Engineering IT & Social Science***, June 2019, Vol.9, Iss.6, ISSN: 2250-0588.
13. Assessment of Outcome Based Education among Computer Science Students in Coimbatore, ***International Journal of Management IT & Engineering***, June 2019, Vol.9, Iss.6, ISSN: 2249-0558.
14. A Study on Outcome based Education among Business Analytics Students in Coimbatore, ***International Journal of Management IT & Engineering***, June 2019, Vol.9, Iss.5, ISSN: 2249-0558.
15. Conceptual Framework Of Industry 4.0 Its Adoption And Its Impact On Human Resource Management And Talent Management Practices At Tata Consultancy Services (TCS), ***Asian Journal of Multi-Dimensional Research***, May (2019), Vol.8, Iss.5, ISSN:2278-485.
16. A Study on Impact of Cashless Transactions on Arts and Science Students in Coimbatore City, ***International Journal for Research in Engineering Application & Management (IJREAM)***, April (2019), Vol.5, Iss.1, ISSN: 2454-9150.
17. A Conceptual Study on Learning Styles, ***Journal of Emerging Technologies and Innovative Research (JETIR)***, April (2019), Vol.6, Iss.4, ISSN: 2349-5162.
18. Assessment of Outcome Based Education Among Mathematics Students in Coimbatore, ***Journal of Emerging Technologies and Innovative Research (JETIR)***, March (2019), Vol.6, Iss.3, ISSN: 2349-5162.

19. Assessment of Outcome Based Education Among BA Economics Students in Coimbatore, ***International Journal of Research & Analytical Reviews (IJRAR)***, March 2019, Vol.6, Iss.1, ISSN: 2349-5138.
20. An Analysis of Demographic & Socio Economic Factors Influence on Psychological Empowerment of Women in Leadership, ***International Journal for Research in Engineering Application & Management (IJREAM)***, Vol.4, Iss.12, March 2019, ISSN: 2454-9150.
21. A Conceptual Study on Learning Styles and Emotional Intelligence, ***Journal of Emerging Technologies and Innovative Research***, February 2019, Vol.6, Iss.2, ISSN:2349-5162.
22. An Analysis of Preferred Learning Style of Arts & Science Students in Coimbatore City, ***International Journal of Research in Engineering, IT and Social Sciences***, January 2019, Vol.9, Iss.1, ISSN:2250-0588.
23. A Conceptual Study on Strategies Adopted by RBI for Financial Inclusion in India, ***Journal of Emerging Technologies and Innovative Research***, September 2018, Vol.5, Iss.9, ISSN: 2349-5162.
24. An Analysis of Impact of Demographic and Socio-Economic Factors on Financial Knowledge, ***International Journal of Management, IT & Engineering***, November 2018, Vol.8, Iss.11, ISSN:2249-0558.
25. An Assessment of Financial Behaviour in Tami Nadu, ***International Journal of Research and Analytical Reviews***, December 2018, Vol.5, Iss.4, ISSN: 2349-5138.
26. Impact on Demonetization on Share Price of Selected Private Sector Bank and Public Sector Bank Listed in NSE, “***International Journal of Management, IT & Engineering***”, August 2018, Vol.8, Iss.8, ISSN: 2249-0558.
27. An Analysis on Psychological Barriers Faced by Women Leaders in IT Companies, ***International Journal for Research in Engineering Application & Management***, June 2018, Vol.4, Iss.3, ISSN: 2454-9150.
28. A Study on Level of Awareness Towards Financial Services In Rural Households, ***International Journal of Creative Research Thoughts (IJCRT)***, March 2018, Vol. 6, Issue 1 , ISSN: 2320-2882.
29. A Study on Level of Awareness Towards Digital Financial Services in Rural Households, ***International Journal of Research***, March 2018, Vol.5, Iss.7, ISSN: 2348-795X.
30. A Study on the Relation Between Foreign Direct Investment (FDI) and Gross Domestic Product (GDP) of India, ***International Journal of Research Culture Society***, March 2018, Vol.2, Issue 3, ISSN: 2456-6683.
31. Forecasting Foreign Direct Investment Inflows into India Using ARIMA Model, ***International Journal of Research***, February 2018, Vol. 5, Iss. 4, ISSN: 2348-6848, IF- 5.60.
32. A Study on Factors Influencing Store Format Choice in Organized Food and Grocery Retailing in Coimbatore City, ***International Journal of Basic and Applied Research***, December 2017, Vol. 7, ISSN: 2249-3352, IF- 5.86.
33. A Conceptual Study on Algo Trading Test Facility, ***Global Journal of Commerce & Management Perspective***, July-August 2017, Vol. 6(4), ISSN: 2319-7285
34. An Empirical Study on Factors Influencing Customer Loyalty in Organized Food and Grocery Retail Stores, ***Common Wealth Journal of Commerce & Management Research*** , August 2017, Vol.4, Issue 8, ISSN: 2393-851X, IF- 0.621. (First Author, UGC Approved)
35. An Analysis on Purpose and Usage of Social Networking Sites among College Students in Coimbatore, ***International Journal of Research In Finance and Marketing***, March 2017 ,Vol7, ISSN: 2231-5985, IF- 6.397.
36. An Analysis of Usage of Social Networking Sites Among College Students, ***International Journal of Informative & Futuristic Research***, October 2016, Vol.4, Iss.2, ISSN: 2347-1697.
37. A Study on Quality of Work Life of BPO Employees in Coimbatore, ***Global Journal For Research Analysis***, June 2016, Vol.5, Iss.6, ISSN: 2277-8160.

38. A Comparative Study on the ESOP on Financial Performance Between Software and Pharmaceutical Sectors in India, *International Journal of Research In Finance and Marketing*, September 2015, Vol5, Issue 9, ISSN: 2231-5985.
39. A Study on the Impact of ESOP on Financial Performance between Selected Sectors in India, *International Journal of Business & Administration Research Review*, Vol.1, Iss.11, September 2015, ISSN: 2348-0653.
40. Impact of Employee Stock Options on Corporate performance with special reference to selected financial service Companies in India, *Acme Intellects International Journal of Research in Management, Social Sciences and Technology*, January 2015, Vol9, Iss. 9, ISSN No :2320-2793, IF1.537.
41. Impact of Employee Stock Options on Corporate Performance with Special Reference to Selected Pharmaceutical Companies in India, *The International Journal Research Publications*, November 2014, Vol.4, No:7, ISSN: 2251-1571.
42. Impact of Employee Stock Options on Firm Performance, *Global Research Analysis*, August 2013, Vol.2, Iss.8, ISSN: 2277-8160.
43. A study on the impact of ESOP on Corporate Productivity, *International Journal of Research in Management Economics and Commerce*, Vol. 2, Iss.11, ISSN No:2250-057X.
44. **Currency Swaps-An instrument of International Finance**, *JM International Journal of Finance*, April 2011, Vol1, Issue 3, ISSN NO: 2229-6123.

Other Publications: National

1. An Assessment on The Impact of GST On MSME Sectors In India, *Journal of Indian School of Political Economy*, Volume: 35, No: 07, July – December : 2023, ISSN : 0971-0396, Pp.128-133.
2. A Study on Investors Preference towards Financial Instruments with Special Reference to Coimbatore, *Our Heritage*, February 2020, Vol.68, Iss.30, ISSN:0474-9030.
3. A study on the impact of foreign direct investment (FDI) on gross domestic product (GDP) in India, *National Journal of Multidisciplinary Research and Development*, April 2018, Vol. 3, Issue: 1, Month, ISSN: 24559040, IF-RJIF 5.22.
4. A Study on the Impact of Employee Stock Option Plans on Corporate Financial Performance in Software & Pharmaceutical sector, *Prerana Journal*, March 2015, Vol.7, Iss.1, ISSN: 0974-908X.
5. A Study on Role of Self-Help Groups in Women Empowerment, *Indian Journal of Applied Research*, April 2014, Vol.4, Iss.4, ISSN: 2249-555X. (Corresponding Author)
6. **An Empirical study on Barriers of Innovation in India SMEs**, *Journal of Management and Science*, June 2012, Vol. 2, Issue 2, ISSN: 2249-1260.
7. **Micro Finance- An Anti-Poverty Vaccine for Rural India**, *Journal of Management and Science*, December 2011, Vol. 1, Issue 2, ISSN: 2249-1260.

Book Published

S.no	Name of the Book/Proceedings	Authors	Publisher	Year
1	Supply Chain Strategies for a Sustainable Business	Dr.K.Vidyakala & Dr. K. Nithya Kala	Bonfring Publishers 978-81-971599-1-62	2024
2	Women Empowerment & Equality towards an Equitable Future – A Key for Economic Development	Dr. K. Nithya Kala & Dr.K. Vidyakala	Bonfring Publisher 978-93-92537-32-5	2022
3	Innovation, Digitalization &	Dr. K. Nithya Kala &	Bonfring Publisher	2022

	Indigenization – A Way Forward for Business & Economic Recovery in the Post Pandemic Era – Series I & II	Dr.K. Vidyakala	978-93-92537-35-6	
4	Sustainable Business Approaches and Models for Industry 4.0	Dr. K. Nithya Kala	Bonfring Publisher 978-93-87862-89-0.	2019
5	Production & Materials Management	Dr.K.Vidyakala & Dr. K. Nithya Kala	Bonfring Publisher ISBN:- 9789386638960	2018

Book Chapter Published : 4

Short Term Course : 2

Acted as a Resource Person

- For Workshop held at Nottingham Trent University, United Kingdom between 18th-21st March 2024 on “Sustainability Vs Business Performance: Harmonizing Circular Economy Strategies” for MSc & MBA students as part of Global Responsibility Week 2024.
- Handled sessions on “Pedagogy Approaches” for faculty in TLC sessions organized by PSGR KCW during 2023-2024.
- Session Chair for One-Day District Collector Programme organized by Shankar IAS Academy held during September 2024.
- For a Seminar on ‘Outcome Based Education and Bloom’s Taxonomy’ held on 14/03/2019 at CMS College of Science & Commerce, Coimbatore.
- One-day Workshop on ‘Outcome Based Education-Mapping between Programme Outcomes and Course Outcomes’ held on 02/02/2019 at Cauvery College for Women, Tiruchirappalli.
- Delivered special lectures at Chandrakanthi Public School, Coimbatore during 2023, 2024, 2025.

Reviewer in journal

- Environmental Science and Pollution Research- 2024

Paper Presentations in Conference

- International : 15
- National : 25

Participation in Workshop : 10

Participation in Faculty Development Programme : 20

Participation in Webinar : 10

Conference/Seminar/Workshop Organized : 15**Grants**

- Secured ICSSR-SRC Seminar Grant of Rs. 38,500/- in the year 2022 for the online Seminar entitled “Innovation, Digitalization & Indigenisation – A Way Forward for Business & Economic Recovery in the Post Pandemic Era”.
- Secured ICSSR Seminar Grant of Rs.1,50,000/- in the year 2019 for the Seminar entitled “Sustainable Business Approaches and Models for Industry 4.0” in the year 2019.
- Co-PI for ICSSR IMPRESS Major Project entitled “A Study on Leadership Styles and Strategies Adopted by Women to Overcome Barriers in Leadership Position – with Special Reference to Tamil Nadu” to the tune of Rs. 7,50,000 Period 2019-2022.

Awards/Honors

Name of Award	Awarding Agency	Year
Best Faculty Award & Certificate of Appreciation	LIONS Club of Coimbatore	2025
Best Faculty Award & Excellence in Faculty Leadership	CII-Yi Yuva Coimbatore Chapter	2024
Best Research Paper Award –	PSG Institute of Management	2023
Certificate of Recognition for Excellent Social Acumen	CII-Yi Yuva Coimbatore Chapter	2023
Certificate of Appreciation	LIONS Club of Coimbatore	2023
Best Faculty Award	PSGR Krishnammal College for Women	2022
Best Research Paper Award	Sri Ramakrishna College of Arts & Science	2022
Best Research Paper Award	GRG School of Management Studies	2019
Young Educator & Scholar Award	National Foundation for Entrepreneurial Development	2017
Best Research Paper Award	International Journal of Research in Finance & Marketing	2015

Indexing and Citations : 82**Contribution**

- Yi-Yuva Coordinator & Mentor for Yi-Yuva club since 2016 onwards.
- Co-Curricular Co-Coordinator 2022-2023.
- IKS Coordinator during 2023-2024.
- Department Association In-charge & BoS In-charge from 2019 to till date.
- Co-coordinator for Propel Progress Scholarship.