

Name : Mrs.F.Deena Magdaline

Designation :Assistant Professor

Department : B.Com PA

Qualification : M.Com., M. Phil.,

Experience : Teaching -7 Years

Area of Specialization(s) : Finance

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Academic Qualifications

Degree	Branch	Institution/UniversityName	Year of Graduation
Ph.D.	Commerce	Nirmala College for Women Bharathiar University	Pursuing
M.Phil.	Commerce	Nirmala College for Women Bharathiar University	2019
M.Com	Commerce	Nirmala College for Women Bharathiar University	2017
B.Com	Commerce	PSGR Krishnammal College for Women Bharathiar University	2015

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution/University/AgencyName	Year
Certification	GST and Filling of Income Tax Returns	MV Associates, Auditors & Tax Consultants, Coimbatore	2024
Certification	Google's Gemini Academy	CloudReign Technologies	2025

Research Publications (Indexed)

International

1. A study on stock turning and excitability analysis with special reference to nifty fifty companies, SK International journal of Multidisciplinary research Hub, Impact Factor:5.045, Volume:04, Issue no:12 Issue 10, ISSN: 2394-3122, December 2017.

2. Covid-19 pandemic accelerated the adoption of digital payments and cashless economy amid unprecedented global challenges, IPE Journal of Management, Volume 15 Issue 09, ISSN: 2249-9040, January – June 2025.
3. Comprehensive Financial Performance Analysis Of Infosys Ltd: A Study On Growth, Profitability, And Market Position, Arthshastra, Indian Journal of Economics and Research, Volume 14 Issue 01, No.05, ISSN: 2278-1811, March 2025.
4. A comparative analysis of leverages in indian it giants: with reference to tcs and Infosys, Business Studies (UGC - CARE Listed Journal Group I, Volume XLVI, No 06, ISSN: 0970-9657, January – June 2025..
5. “Comparative financial ratio analysis of tcs and infosys: a study on profitability, liquidity and efficiency”, IPE Journal of Management, Volume 15 Issue 09, ISSN: 2249-9040, January – June 2025.
6. Five year comparative analysis of Abbott India ltd: Financial performance, Arthshastra, Indian Journal of Economics and Research, Volume 14 Issue 01, No.05, ISSN: 2278-1811, March 2025.
7. Navigating The New Normal: Covid-19 And The Evolution Of Consumer Preferences For Digital Payment Systems (2019-2024)., Business Studies (UGC - CARE Listed Journal Group I, Volume XLVI, No 06, ISSN: 0970-9657, January – June 2025.
8. "The Rise Of Digital Payments In India: A Study On The Impact Of Covid-19"(2019 Vs 2024), Arthshastra, Indian Journal of Economics and Research, Volume 14 Issue 01, No.05, ISSN: 2278-1811, March 2025.

Other Publications: International/National

1. "Applications of AI in Business growth and Human Empowerment", PINNACLE 2024, Kristu Jeyanti College, Bengaluru, 10th June, 2024.
2. "Innovation for a sustainable future embracing the path to a digital green deal", Sri Ramakrishna College of Arts & Science, 13th December, 2024.
3. Resilience and Reinvention strategies in Business and Finance system: A Multidisciplinary Approach, Avinashilingam Institute for Home Science and Higher Education for Women, 25th October, 2024.
4. Technology innovation and transformation towards sustainable growth, KPR College of Arts Science and Research, 31st Jan, 2024.

Participation in Faculty Development Programme

1. "Future-Ready Educators: Transforming Teaching and Learning in the Present Scenario", Hindustan College of Arts and Science, July 8th -14th 2024.
2. "SEPT@ 360-Skill Development program for Teachers, Stella Matutina College of Education & Sri Vidhya College of Arts & Science, Sep 02nd-06th 2024.
3. "Innovative Pedagogical strategies using AI & Digital Platform, Kristu Jayanti College, Nov 04th - 11th 2024.
4. AI in academics and Research, Kristu Jayanti College, Dec 11th -17rd 2024.
5. Unlocking Insights:Advanced Research Methodology and Data Analysis, PSGR Krishnammal College for Women, Jan 27th –29th 2025.