

Name: Dr. D. Maria Nirmal Preethi

Designation: Head of Management Department

Educational Qualification: MIB, PGDCP, PHD

Publication

Journal Articles

Sl. No.	Title	Name of the journal	Date of publication	Volume no/issue no/page no
1	IMPACT ON CONSUMER BEHAVIOUR PATTERN DURING COVID-19	Impact of covid 19 on Economy, Business, Education and social life volume-2	2020	Volume 2, ISSN / ISBN number: ISBN-13:9798574008539
2	Impact on Consumer buying influences post-pandemic with regard to smartphones in Bangalore city.	International Conference on Global Perspectives on Business, Economy and Society- For Sustainability in the New Normal (GPBS)	2021/6/8	ISSN/ ISBN number: ISBN No-978-93-5493-751-4
3	Review on Impulsive Consumer Buying Behavior Related to Online and Offline Store	International Journal of Early Childhood Special Education (INT-JECSE)	2022	ISSN: 1308-5581 vol 14, issue 01 2022
4	IMPULSE APPAREL: EXPLORING CONSUMER BEHAVIOR AND INFLUENCING FACTORS IN THE APPAREL INDUSTRY	Association Res Militaris	March spring 2023	E-ISSN:2265-6294 vol 13,
5	The power of Emotions: Driving Impulse Buys in Fashion Retail.	Business, Management and Economics Engineering	March 15 2024	ISSN: 2669-2481 / eISSN: 2669-249X/ pg: 186-206

Books

Sl. No.	Name of the Book	ISBN NUMBER	Year of publication	Publisher
1	Deciphering Consumer Minds: Insights from Neuromarketing	978-93-5857-534-7	2024	Nitya Publications, Bhopal

Book Chapters

Sl. No.	Title	Name of the Book	ISBN NUMBER	Year of publication
1	The Power of Visual Merchandising: Investigating the Impact on Consumer Impulse Buying in the Apparel Retail Industry of Bangalore City	1st International Conference, 'Resonance': on Cognitive Approach, Social Ethics and Sustainability	9781003397175	2024

Seminar Presentations/conference

Sl. No	Type of Program	Name of the program	Role	Title of paper	Date	Organizing institution	Level
1	International Conference	Global Perspectives on Business, Economy and Society- For Sustainability in the New Normal (GPBS)	presenter	Impact on consumer buying Influence post pandemic with regards to smart phones in Bangalore city	5 Aug 2021	ISBR Business School	International
2	International Conference	Empowering to Create Smart Future through E-Governance and Digitization	Presenter	Comprehensive study on Impulsive behaviour of consumer towards Apparel Industry	9 July 2022	Presidency University	International
3	Doctoral Colloquium	Doctoral Colloquium	Presenter	Impulse buying behaviour of	9 Oct 2022	Presidency University	National

				consumers in the field of Apparel Industry			
4	International Conference	Digits International Conference 2022	Presenter	Impact on Visual Merchandising on Consumer Impulse buying with respect to Apparel Retail industry in Bangalore city	29 Oct 2022	Woxsen University	International
5	Conference	Sustainable future: Innovations and Strategies for responsible Business Practices	Presenter	Exploring the Power of Visual Merchandising: Unraveling its Impact on Consumer Impulse Buying Behavior	8 th July 2023	Presidency University	International

FDP/Workshop/Training program

Sl. No	Name of FDP/Workshop/Training Program	Organizing institution	Date	Role	Level
1	Experiential Learning as a New Age Teaching Pedagogy for MARKETING 4.0.	Presidency University	17 April 2021	Participant	International
2	Redefining Social Responsibility and Ethical leadership	Jain University (CMS)	10 Aug 2021	Participant	International
3	International Research summit	Jain University	2 nd Aug 2021	Participant	International
4	FDP on Holistic Pedagogy	Don Bosco College KR Puram	15 Jan 2023	Participant	One Week International FDP
5	Crafting excellence: Research and Innovation in the Age of AI	Don Bosco College KR Puram	22 Jan 2024	Participant	One Week International FDP

Awards / Achievements

Sl. No	Name of the award	Organization	Year
1	Received Young Researcher Award 2023 from Institute of Scholars	INSC	2023

- **Board of Studies Member** of MCom in Mount Carmel College