

Dr. N. NIRMALA DEVI

MBA., MA., PGDCA., Ph.D.

Professor in Marketing & Chair - Academics | Firebird Institute of Research in Management, Coimbatore

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PROFESSIONAL PROFILE

Dedicated academic leader, Professor and Management Educator with 26 years of experience in Management Education, including extensive experience in Marketing Management and Brand Management. Experienced in teaching, innovative pedagogies, case-based and experiential learning, research guidance, entrepreneurship education, curriculum development, Outcome-Based Education, mentoring, academic quality assurance, and institutional administration. Has served as Associate Professor, Professor, Head of Department, Principal / Director, and Chair - Academics, with significant responsibilities in research, IQAC, NBA, IIC and Entrepreneurship development, ISO quality initiatives, and institutional innovation.

CORE AREAS OF EXPERTISE

Marketing Management | Brand Management | Consumer Behaviour | Managerial Economics | Entrepreneurship | Outcome-Based Education | Curriculum Development | Research Guidance | Academic Administration | IQAC & NBA | Design Thinking | Experiential Learning | Student Mentoring & Training

PROFESSIONAL EXPERIENCE

Designation	Institution	Period
Professor & Chair – Academics	Firebird Institute of Research in Management, Coimbatore	Jun 2024 – Present
Professor & Head – School of Management	Sri Krishna College of Technology, Coimbatore	Jul 2022 – Apr 2024
Principal / Director	G R Damodaran Academy of Management, Coimbatore	May 2018 – Nov 2021
Associate Professor	G R Damodaran Academy of Management, Coimbatore	Feb 2006 – May 2018
Lecturer	Shri Nehru Maha Vidyalaya College of Arts & Science, Coimbatore	Dec 2003 – Feb 2006
Lecturer	Sri Saraswathi Thyagaraja College, Pollachi	Jul 2003 – Dec 2003
Lecturer	Maharaja Arts & Science College, Neelambur, Coimbatore	Jun 2000 – Jul 2003
Export Executive (Industry)	Tirupur Sri Senthil Cotton Mills (Pvt) Ltd., Tirupur	Jan 1999 – Jun 2000

CURRENT ROLE – FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT

- Professor in Marketing and Academic Chair, responsible for academic leadership, curriculum development, academic planning and scheduling.
- Contributes to contemporary, industry-oriented management education through innovative pedagogy, experiential learning and Outcome-Based Education.
- Supports institutional quality, research, innovation, entrepreneurship, student mentoring and academic development initiatives.
- President, Institution's Innovation Council (2024–present).

ADMINISTRATIVE & LEADERSHIP RESPONSIBILITIES

- Academic Chair – curriculum design, academic planning and scheduling.
- IQAC Coordinator / quality assurance responsibilities.
- NBA Coordinator – accreditation preparedness and Outcome-Based Education documentation.
- Research Coordinator – coordination and promotion of research activities.
- ED Cell Coordinator – entrepreneurship development and outreach.
- Management Representative, ISO 9001:2008 – 5 years.
- Senate Member, Bharathiar University – 3 consecutive tenures (till November 2021).
- Professor & Head, MBA Department – IQAC, industry-institute interaction and placement training (2022–2024).
- Principal / Director – overall administration of a standalone management institution; obtained AICTE / Bharathiar University approval for a new MBA – International Business programme.
- Head, Centre for Professional Training and Development.
- Student mentoring and counselling; entrepreneurship outreach programmes across partner institutions.

ACADEMIC QUALIFICATIONS

Year	Qualification	University / Institute	Specialization / Remarks
2013	Ph.D – Management	Bharathiar University, Coimbatore	Marketing; Customers' Brand Resonance – Indian Domestic Aviation Sector
2002	PGDCA	Bharathiar University, Coimbatore	
1999	M.A – Economics	Annamalai University, Chidambaram	
1998	MBA	Guruvayurappan Institute of Management, Coimbatore	Marketing & HR
1996	B.A – Economics	Nirmala College, Coimbatore	

TEACHING EXPERIENCE & SUBJECTS HANDLED

- Total teaching experience: 26 years, including 24 years in Marketing Management and Brand Management since 2006.

- Marketing Management – 24 years (since 2000).
- Brand Management – since 2006.
- Managerial Economics.
- Integrated Marketing Communication.
- Managing Interpersonal Effectiveness.
- Organizational Behavior.
- Expertise in case study method, experiential learning and application-oriented management education.
- Contributed to the intellectual and professional development of more than 3,000 management students during the career.

RESEARCH GUIDANCE & SCHOLARLY CONTRIBUTIONS

- Ph.D. Scholars Produced: 8.
- M.Phil Awarded: 1.
- Doctoral Committee Member: 2 (Bharathiar University).
- Research Publications in Journals: 26.
- Conference Proceedings: 13.
- Book Chapters: 2, including 'Entrepreneurship – Inside & Out' (ISBN 978-93-84443-57-3, 2016).
- Book Review: Marketing Management – Indian Context & Global Perspective (McGraw-Hill).
- Manuscript Reviewer for 3 international journals (2026).

SELECTED RECENT PUBLICATIONS

Year	Title	Journal / Venue
2025	Cultivating Workplace Flourishing: Synergy of Mindfulness, Authentic Leadership & Performance/Resilience	Springer Nature Link
2025	Impact of Green Knowledge Management & Green Technology Innovation on Circular Economy Practices	Environment & Social Psychology
2025	An Analysis of Employee Efficacy, Motivation, Engagement & Commitment in the Automotive Industry	International Journal on Science & Technology
2025	The Impact of Virtual Green Campaigns on Brand Loyalty – Millennial Consumers in South India	International Conference, MAHE Dubai / Rushford Business School
2023	Branding in the International Market – A Research Study about Tirupur, India	The Seybold Report (Scopus)
2023	Strategic Brand Management	AG Publishing House

2023	A Study on Perception of Customers over OTT Platforms in India	Indian Journal of Psychology (UGC-CARE)
2023	A Contemporary Study on Visual Merchandising & Store Layout – Reference to D-Mart	South India Journal of Social Sciences (UGC-CARE)
2023	A Study on Customer Satisfaction with Instant Food	Humanities & Social Science Studies Journal (UGC-CARE)
2021	Effect of Teacher Efficacy on Learning Outcome among Higher Education Students in Coimbatore District	JETIR (UGC-Approved)
2021	Impact of Self-Efficacy on Employee Engagement among Middle-Level Employees in Manufacturing Sector	International Journal of Analytical & Experimental Modal Analysis (UGC-CARE)

TRAINING & PROFESSIONAL DEVELOPMENT

- Faculty Development Programmes, conferences and workshops on contemporary management and professional skills.
- Design Thinking, creativity and innovation.
- Communication and interpersonal effectiveness.
- Conflict management and Transactional Analysis.
- Happy workplace, entrepreneurship and management development.
- Management Consulting Mentorship Course – Growth School (June–August 2024).
- Innovation Ambassador Training – Foundation & Advanced Level, MoE's Innovation Cell & AICTE (2024–2025).

PROFESSIONAL PHILOSOPHY

Integrity, innovation and continuous improvement are the core principles of Dr. Nirmala Devi's professional journey. She views teaching as a noble profession and believes that management education should develop not only competent professionals and entrepreneurs, but also ethical, responsible and socially conscious individuals. Her professional goal is to leverage her academic, research and leadership experience to strengthen management education, nurture future-ready professionals and entrepreneurs, contribute to institutional excellence and create meaningful impact on society.