

Name : Dr. R.GEETHA
Designation : Assistant Professor
Department : Commerce (Banking and Insurance)
Qualification : M.Com.,MBA., M.Phil., PGDCA., Ph.D
Experience : Teaching –12 years
Area of Specialization(s) : Finance, Research
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Academic Qualifications

COURSE	SUBJECT	COLLEGE/SCHOOL	UNIVERSITY /BOARD	YEAR OF PASSING
Ph.D	Finance	RVS College of Arts and Science	Bharathiar University	2019
PGDCA	Computer Application	Bharathiar University	Bharathiar University	2010
M.Phil	Finance	Bharathiar University	Bharathiar University	2009
MBA	General	Bharathiar University	Bharathiar University	2010
M.Com	Commerce	Sri Jayandra Saraswathi College of Arts and Science	Bharathiar University	2008
B.Com	Commerce	Sri Jayendra College of arts and science	Bharathiar University	2004

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Coursera	General	Coursera	2021 - 2022
NPTEL	Finance	Financial Statement Analysis & Reporting	2019

Grants Received

Event Title	Agency	Amount	Date
E-Filing of Income Tax	UGC	95,000	2014
Work Life Balance of Women Teachers	Hindusthan College of Arts and Science	5,000	2021

Work Experience

S.No	College	Designation	Period of Service
1	K.G. College of Arts and Science, Saravanampatti	Assistant Professor	7 Months
2	RVS College of Arts and Science	Assistant Professor	10 year
3.	Hindusthan College of Arts and Science	Assistant Professor	2 years

Presentations in Conference**International**

- ✓ Regulation of Capital Market – SEBI- International Seminar on Recent Trends in Capital Markets nad FinancilaInnovations, Bharathidasan University, 10&11 – January - 2009
- ✓ Challenges & Opportunities in E – marketing, Internation conference on E – Marketing Roads Ahead of India, Kongunadu Arts and Science College, 22 – August – 2013
- ✓ Global Financial issues and challenges, International conference on Global Finance issues and Challenges, S.N.R. Sons College, 27 – August – 2014
- ✓ Banking Sector Reforms in India, International Conference on Emerging trends in global and Indian financial markets – Hindusthan College of Arts and Science , 2015
- ✓ Micro enterprises for women empowerment, International seminar on The Role of social enterprises in the Globalized Economy, Tiruppur Kumaran College for Women, 25 – August 2015.

- ✓ Co – Operative for Non Poverty International seminar on The Role of social enterprises in the Globalized Economy, Tiruppur Kumaran College for Women, 25 – August 2015.
- ✓ A study related to Equity share, International Conference conducted by Hindusthan College of Arts and Science on 11th January 2017
- ✓ A Role of Digital Finance in Share Market, International Research Conference on Global Issues, Innovations & Future challenges in Business, Economics, IT & Management, KG College of Arts and Science, 8 – September – 2018.
- ✓ Tools and Strategies for Emerging Business, International Conclave on Tools and Strategies for Emerging Trends, K.P.R. College of Arts and Science, 18 August 2021
- ✓ Presidency of G20 and its impact in industries – Matching towards new Millenium, conducted by Hindusthan Colleg of arts and science college 8th March 2023.

Presentations in National Conference

- ✓ Electronic Commerce and World Trade Organisation, National Level Seminar on WTO and Its Implications for Indian Economy, Karpagam University, 7 – January – 2009
- ✓ Global Financial Crisis and challenges for Banks, National level seminar on the global financial crisis and its impact on indis, Navarasam Arts & Science college for Women, 7-February – 2009
- ✓ Indian Bank and the global challenges, , National level seminar on the global financial crisis and its impact on indis, Navarasam Arts & Science college for Women, 7-February – 2009
- ✓ Sub Prime Crisis, National Level Seminar on The Global Financial Crisis and Its Impact on India, Navarasam Arts & Science College, 7 – February – 2009
- ✓ Women Entrepreneurship in India, National Level Conference on In Innovation and Entrepreneurship,PSGR Krishnamal College for Women,29 – September - 2011
- ✓ Recents Trends in Retail Marketing Strategy, conference on New vistas of Retail Marketing, Dr.NGP College Arts and Science College, 11 – September – 2012
- ✓ Problems of Women Business in India, National level seminar on Women’s Role in Achieving a Sustainable future, P.S.G.R Krishnamal College for Women,20 – February – 2013
- ✓ VAT Reforms in India, National Level Seminar on Impact of Tax Reforms on the Economic Growth in India, KG College of Arts and Science,5-January – 2013

- ✓ Roles and responsibility of coporations conducted by Kamadenu Arts and and science college on 14th February 2014.
- ✓ Globalization co – operative sector in india, National level seminar on Co –Operative Enterprises for Sustainable Development, Tiruppur Kumaran College for Women, 27 – August – 2014
- ✓ Crisis in Team Management, One day Conference on Redefining HR Strategies, Dr.NGP Arts and Science College, 17 – 9 – 2014
- ✓ Rural marketing in India, conducted by Jai shriram Group of institutions on 5th February 2016.
- ✓ Women self help group opportunities and challenges, National Conference on Financial Inclusion For sustainable economic growth, Dr.NGP College of arts and Science, 2-9-2016
- ✓ Impact of digital learning in education sector- A pandemic perspective, National Seminar, 8&9th February 2023 conducted by Nallamuthu Gounder Mahalingam College , Pollachi.
- ✓ Rebuilding Global Business Environment, consudeted by Dr.N.G.P Art sna Sciene College, 15th February 2023.
- ✓ Impact of CSR on Corporate sustainability conducted by Sr Ramakrishna College of arts and science on 17th March 2023.

Participation in Faculty Development Programme

- ✓ FDP - Application Of Tools & Techniques In Research Methodology & Accelerate To Publish Article In Scopus And Web Of Science, Hindusthan College Of Arts And Science (Autonomous), Coimbatore 17th - 24th December 2020
- ✓ FDP - Seven day Virtual National Level Faculty Development Program on “RESEARCH METHODOLOGY” organized by Department of Commerce, PPG College of Arts and Science, Coimbatore held during 12th December - 19th December, 2022.
- ✓ FDP - One Week Virtual National Level Faculty Development Program On “ National Education Policy”, Organized By Department Of Management Studies In Association With IQAC, St.Peter’s Institute Of Higher Education And Research Held From 19.09.2022 To 25.09.2022.
- ✓ FDP – Fundamentals of Research and Research Methodology – 06th October to 14th October, IOT Academy.

- ✓ FDP – Teaching pedagogy and life skill management conducted by Hindusthan College of arts and science on 27th March – 31st March 2023.

Participation in Workshop

- ✓ Personality Development & Mental Well-being in the New Normal, Mata Gujri College, Fatehgarh Sahib, Punjab (India), November 25 - December 3, 2020.
- ✓ “National Level Workshop on Social Entrepreneurship” From 20.02.2023 to 25.02.2023 organised by the Department of Commerce, SRM Institute of Science & Technology, Ramapuram Campus, Chennai, India.
- ✓ Workshop – OBE – 4th March 2023 Dr.N.G.P Arts and Science.

ON LINE COURSE – COURSERA

- ✓ Getting Started in Google Analytics
- ✓ Introduction to Cost Accounting
- ✓ Introduction to Project Management
- ✓ Design Thinking for Innovation – University of Virginia, Darden School of Business,
- ✓ Enhance Organizational Communications with Slack
- ✓ The Product Lifecycle: A Guide from start to finish
- ✓ A Start Guide: Product Marketing Using G Suite
- ✓ COVID19 Data Analysis Using Python
- ✓ Introduction to Python
- ✓ Facial Expression Recognition with Keras
- ✓ Getting Started in Google Analytics
- ✓ Budgeting and Scheduling Projects
- ✓ Infosys Spring Board - Business Writing
- ✓ EBSCO Business Courses

WEBINAR

- ✓ Every Child Matters, Reaching The Unreached - Strategies, Challenges And Success Stories, 05 – 11 October 2020
- ✓ Effectives Approaches To The Essential Of Research, Ksg College Of Arts And Science (International), 17th November To 21st November 2020

PAPER PUBLICATION

- ✓ A Study On Factors Affecting The Equity Share, Suraj Punj Journal For Multidisciplinary Research, ISSN No: 2394-2886
- ✓ A Study On Investors' Awareness In Equity Share With Special Refernce To Coimbatore District, The International Journal Of Analytical And Experimental Modal Analysis, ISSN No: 0886-9367
- ✓ A Study On Inventory Management With Special Reference To Suraj Foods Kaniyampuram, Volume 2 Issue 4 September 2013, ISSN 2277-8098
- ✓ Challenges And Opportunities Of E-Marketing, International Journal Of Scientific Research And Management (IJSRM)Special Issue On E-Marketing Road Ahead Of India Pages157-162,2013,(E): 2321-3418
- ✓ E-Filing Of Income Tax: Awareness And Satisfaction Level Of Individual Tax Payers In Coimbatore City, India, Research Journal Of Management Sciences ISSN 2319–1171vol. 1(4), 6-11, November (2012) Res. J. Management Sci. International Science
- ✓ A Study On Investors Awareness In Equity Share, Indian Journal Of Applied Research, Volume-8 , Issue-8 ,August-2018, Print ISSN No 2249-555
- ✓ Investors Awareness In Equity Shares, Primax International Journal Of Commerce And Management Research, ISSN : 2321 - 3604 , Vol.No : 4 , Page No : 59-63 ,Edition : 5, Sep-2016
- ✓ Global Finance – Issues and challenges , Foreign direct investment, International Conference on Global Finance Issues and Challenges – January 2015
- ✓ Risk and Return analysis of Equity shares with special reference to Coimbatore District, Akshar Wangamay, International Research Journal, ISSN No – 2229/4929/ Page No – 9.
- ✓ Investors Perception towards Equity share with special reference to Coimbatore district – Akshar Wangmay UGC Care list, ISSN – 2229 – 4929.