

Name : Mrs.T.Sreegeetha

Designation : Assistant Professor

Department : Commerce CA

Qualification : M.Com(FCA)., M. Phil., (Ph.D.)

Experience : Teaching: 4 Years 9 Months Research: 2Years

Area of Specialization(s) : Finance

Email (Official ID) : sreegeetha@drngpasc.ac.in



Academic Qualifications

Degree	Institution / University Name	Year of Graduation
Ph.D.	Dr. N.G.P. Arts and Science College	Pursuing
M. Phil.	Department of Commerce, Bharathiar University, Coimbatore.	2014
M.Com(FCA)	Department of Commerce, Bharathiar University, Coimbatore.	2012
B.Com(CA)	VLB Janakiammal College of Arts and Science.	2010

Participation in Major Research Project

- An Evaluation Study on the Performance of the Mahatma Gandhi National Rural Employment Guarantee Act Scheme in Taminadu with a special reference focus on Dindigul, Karur, Tiruchirapalli and Ramanathapuram District, sponsored by ICSSR, 15- Nov-2012 to 14-Nov-2014.

Participation into Capacity Building Program

- Two Week Capacity Building Programme for Faculty Members in Social Sciences, sponsored by ICSSR, organized by Centre for Research in Rural and Industrial Development (CRRID), Chandigarh, India.

Short Term Course

- Completed online three months short term course “DATA Analysis using SPSS” with A+ Grade, Teaching Learning Centre, Ramanujan College, University of Delhi. 02-Sep- 2023 to 26-Nov-2023.

Paper Publication in International/National Journals

Scopus

- Mrs.T.SREEGEETHA, Dr.P.REVATH (2022), **“Liquidity and Profitability Analysis of select Electrical Machinery Companies in India, Central European Management Journal”**, ISSN: 2336-2693, Vol:30, Iss:4, pp.281to287.
- Mrs.T.SREEGEETHA, Ms.P.SINDHU (April 2024), **“A Study On Financial Sustainability And Impact Assessment Of MGNREGA With A Special Reference To Coimbatore District”**, International Journal of Creative Research Thoughts (IJCRT), ISSN:2320-2882, Volume.12, Issue 4, pp.e31-e38, April 2024, <http://www.ijcrt.org/papers/IJCRT2404462.pdf>
- RUBINI, MRS.T.SREEGEETHA (April 2024), **“Impact of FDI on ServiceSector Growth: A Comprehensive Analysis”**, International Journal of Creative Research Thoughts (IJCRT), ISSN:2320-2882, Volume.12, Issue 4, pp.e786-e793.
- Mrs.T.SREEGEETHA Mr. KAVIN KUMAR.C (June 2023), **“A Study on Liquidity and Profitability Analysis of Selected Private Sector Banks”**, International Scientific Journal of Engineering and Management, ISSN:2583-6129 Vol: 02 Iss: 05, DOI: 10.55041/ISJEM01122
- Mrs.T.SREEGEETHA A.ARUNSAKTHIVEL (June 2023), **“Comparative Study of Customer Preference Towards Annapoorna and Anandha’s Hotel In Coimbatore City”**, International Journal of Scientific Research in Engineering and Management, ISSN: 2582-3930, Vol:7 Iss:6, pp.1-12.
- Mrs.T.SREEGEETHA LALITHKUMAR (June 2023), **“Consumer Awareness on Filing A Complaint Under Consumer Dispute Redressal Forum in Coimbatore City”**, International Journal of Scientific Research in Engineering and Management, ISSN: 2582- 3930, Vol:7 Iss:6, pp.1-11.
- Mrs. T. SREEGEETHA S.ANUSUYAA (June 2023), **“People’s Awareness and Utilization towards Makalai Thedi Maruthuvam Scheme with Special Reference to Poomalur City”**, International Journal of Scientific Research in Engineering and Management, ISSN: 2582-3930, Vol:7, Iss:6 pp.1-11.
- Mrs.T.SREEGEETHA .A.INIYA (May 2023), **“A Study on Resident Rural Awareness on Illam Thedi Kalvi Scheme in Tirupur District”**, EPRA International Journal of Multidisciplinary Research, ISSN:2455-3662, Vol:9 Iss:5 pp.108–112. <https://eprajournals.net/index.php/IJMR/article/view/1991>
- Mrs.T.SREEGEETHA, M.SHANMITHA, (May 2023) **“A Study on Liquidity and Profitability Analysis in Selected Automobile Industry”**, EPRA International Journal of Research and Development, ISSN: 2455-7838, Vol:8, Iss:5, pp.126-141, DOI: 10.36713/epra2016
- VASHEEGARAN.M, MRS.T.SREEGEETHA (April 2023) **“A Study on Liquidity and Profitability Analysis of selected IT Companies”**, EPRA International Journal of Research and Development, Vol:8, Iss:4, pp.315-322, DOI: <https://doi.org/10.36713/epra2016>
- Mr.R.CHANAKYA, Mrs.T.SREEGEETHA, (August 2022), **“Analysis of Investors Behaviour in Mutual Funds Investment”**, International Journal of Research and Analytical Reviews, E-ISSN2348-1269, P-ISSN2349-5138, Vol:9, Iss:3, pp.289-294, http://ijrar.org/viewfull.php?&p_id=IJRAR22C1782

- Mrs.T.SREEGEETHA, R.MANOJ, (August 2022), **“Customer Perception Towards Amazon Prime and Netflix Network Streaming Service”**, International Journal of Creative Research Thoughts, ISSN:2320-2882, Vol:10, Iss:8, pp.456-463, <http://www.ijcrt.org/papers/IJCRT2208062.pdf>
- Mrs.T.SREEGEETHA, K.SARAN, (July 2022), **“Customer Satisfaction towards Digital Payment System -UPI Payment”**, International Journal of Research and Analytical Reviews, E-ISSN2348-1269, P-ISSN2349-5138, Vol:9, Iss:3, pp.951-955, <http://www.ijrar.org/IJRAR22C1604.pdf>
- Mrs.T.SREEGEETHA, K.SUKANTH, (July 2022), **“Customer Satisfaction Towards Firstcry.Com”**, International Journal of Research and Analytical Reviews, E-ISSN 2348-1269, P-ISSN 2349-5138, Vol:9Iss:2, pp.755-761.
- S.JAYAVARSHINI, Mrs.T.SREEGEETHA, (July 2022) **"Working Women Satisfaction towards Daycare Centre"**, International Journal of Research and Analytical Reviews, E- ISSN 2348-1269, P-ISSN2349-5138, Vol.:9, Iss:3, pp.258-269, http://ijrar.org/viewfull.php?&p_id=IJRAR22C1520
- Mrs.T.SREEGEETHA, M.NAVEEN, (June 2022), **“Effectiveness of Road Transport in Marketing of Organic Products”**, International Journal of Research and Analytical Reviews (IJRAR), E-ISSN2348-1269, P-ISSN2349-5138, Vol:9, Iss:2, pp.876-882, https://ijrar.org/viewfull.php?&p_id=IJRAR22B3434
- Mrs.T.SREEGEETHA, S.ARITHRA, (June 2022), **“Consumer Buying Behavior towards Cadbury Chocolate”**, International Journal of Research and Analytical Reviews, E-ISSN 2348-1269, P-ISSN2349-5138, Vol:9, Iss:2, pp.489-494, https://ijrar.org/viewfull.php?&p_id=IJRAR22B3021

Presentation in Seminar

National

- A study on the Behavioural Research in Academic Auditing in Functions, National Level seminar on Academic and Administration Audit, AJK College of Arts and Science, Coimbatore, 12-Feb-2016.
- Emerging of FDI Inflows, National Level seminar on Melting Indian Rupee, Ranipettai Engineering College, 18-Sep-2013 to 19-Sep- 2013.
- WTO and Global Trade Issues, National Level seminar on Emerging Dimensions of Globalization in the India Economy, K.S.G College of Arts and Science, 30-Sep-2011.
- Poultry Framing Loans and Issues to Farmers, National Level seminar on Role of Banking in Rural Economic Development, Dr.N.G.P Arts and Science College, Coimbatore, 23-Sep-2011
- Innovative practices- Business Ethics, National Level seminar on Marketing Ethics, Annani Fathima College of Arts & Science, Madurai on 18-Feb-2011
- Insurance, National level seminar on Emerging Trends in Financial Service, Sree Saraswathi Thyagaraja College, Pollachi, 23-Feb-2010.

Presentation in Conference

International

- A Study on the Financial Statement Analysis of the National Aluminum Industries, International Conference on New Vistas of Indian Business Global Scenario, Brahma School of Business, 19-Oct-2013.
- Green Finance and Women Empowerment through Mahatma Gandhi National Rural Employment Guarantee Act, International Conference on Emerging Research Paradigms in Social Science, Bharathiyar University, Coimbatore, 22-Aug-2013 to 24-Aug-2013.
- A Comparative Study on the District wise Evaluation Performance of Mahatma Gandhi National Rural Employment Guarantee Scheme in Tamilnadu, International Conference on Recent Trends in Commerce and Business Management, AVS College of Arts and Science, 26- July-2013.
- Positive Impact of the Mahatma Gandhi National Rural Development Guarantee Act Scheme in Tamilnadu, International Conference on Global Vision 2020, ST.Ingnatius College of Education, 3-May-2013 to 4-May-2013.
- Women Entrepreneurship in Rural Development, International Conference on Emerging Trends in Global Business, RVG College of Engineering and Technology, 10-Sep-2011.

National

- Tax Environment, National Conference on Tax Reforms in India Achievements and Challenges, AJK College of Arts and Science, Coimbatore, 28-Feb-2017

Participation in Seminar

International

- A study on the FDI Inflows in India, International Seminar on Foreign Direct Investment-The Indian Scenario, University of Kerala, Thiruvananthapuram, 23-Mar-2013 to 24-Mar-2013.

National

- Technopreneurship, Nehru Arts and Science College, 8-Aug-2012.
- UGC sponsored, National Level Seminar on Emerging Issues in India Economy, Department of Commerce, Bharathiyar University, Coimbatore, 14-Feb-2011 to 15-Feb-2011.

Participation in Workshop/Exhibition/Awareness Programme

- Outcome Based Education (OBE), Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, 04-March-2023.
- Dr.NGP Arts Science College, Coimbatore, Three Day National Workshop on Advanced Researcher Methodologies And Analytical Tools, 29-Mar-2022 to 31-Mar-2022
- Comprehensive Serial Research Workshop on Finance and Human Resource Development, Bharathiar University, 5-Jul-2013.
- E- Resources under UGC-INFLIBNET Digital Library consortium, Arignar Anna Central Library, Bharathiar University, 30-Jan-2013.
- Trade and Commerce in Tamil Literature, Bharathiar University, Coimbatore, 14-Dec-2010 to 15-Dec-2010.
- Innovative and Viable Entrepreneurial Activities in Different Fields of Business, Yadava College Madurai, 10-Feb-2010.

- State Level Technical Exhibition –Technocrats’09, V.L.B Janakiammal College of Arts and Science, Coimbatore, 21-Jan-2009.
- Consumer awareness and Innovative marketing 2008, V.L.B Janakiammal College of Arts and Science, Coimbatore, 22-Aug-2008.

Participation in Faculty Development Programme

- Seven Days National Level Faculty Development Programme on Teaching, Learning and Research, 19-June-2023 to 25- June-2023.
- Online Faculty Development Programme on Research methodology and pedagogy for Tertiary, Dr NGP Arts Science College, Coimbatore, 15-June-2021 to 21-June- 2021.
- One Week National level Faculty Development Programme on Covid-19: Issues, Challenges and Interventions in the Contemporary Crisis”, Department of Collegiate Education, Government First Grade College, Bangalore, 30- Apr-2020 and 6- May-2020.
- One Day National Level Faculty Development Programme on Research Methodology, Cambridge Institute of Technology, Bangalore, 15-Feb-2020.
- One Day National Level Faculty Development Programme on NTA NET/TN SET COMMERCE PAPER-II, Hindustan College of Arts and Science, Coimbatore, 08-Feb- 2020.

Conference / Seminar/ Workshop Organized

- Act as a Committee member in International Conference on Artificial Intelligence in Modern Business ERA, Dr.N.G.P Arts and Science College, 17-Feb-2023
- Act as a Committee member in National Conference on Implications of Fintech in Indian Economy,Dr.N.G.P Arts and Science College, 04-Mar-2020.

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
National Institute for Technical Training & Skill Development	Life-Time (ID- ITTSD/PROFESSOR/12187)	11-09-2021 to till the date