

Name : GEETHA R
Designation : Assistant Professor
Department : BBA (IB & RM)
Qualification : MBA, M.Com, MPhil, PGDCA
Experience : Teaching – 20 Years
Research : 5 years
Area of Specialization(s) : Marketing & Finance
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Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
M.Phil.	Management	Madurai Kamaraj University	April 2005
PGDCA	Computer Applications	Madurai Kamaraj University	April 2005
MBA	Management	RVS College of Arts & Science,	April 2004
M.Com	Commerce	Annamalai University	May 1999
B.Com	Commerce	Sri GVG Visalakshi College For Women	April 1997

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M.Phil.	5	-

Book Chapter Published

- Published a book chapter on 'Autonomy and Identity: Reassessing Women's Rights in Classical and Modern Indian Philosophy' in the ICPR National Level Periodical Lecture, included in the ISBN-edited book 'Women in Indian Philosophy: Historical and Contemporary Perspectives' (ISBN: 978-93-6126-680-5).
- Published a book chapter on 'AI Integration in Logistics and Supply Chain Management' in the proceedings of the International Conference on 'Revolutionizing the Future: Integrating Artificial Intelligence with Innovative Commerce and Management Practices' (ISBN: 978-81-937152-8-4)."

Paper Presentations in Conference

International

- Presented a research paper titled “Robotic Process” at the International Conference on Innovation in Business and Management, Sri Ramakrishna College of Arts & Science for Women.
- Presented a paper titled 'AI Integration in Logistics and Supply Chain Management' at the International Conference on 'Revolutionizing the Future: Integrating Artificial Intelligence with Innovative Commerce and Management Practices', organized by the School of Management and Centre for Research & Development, KPR College of Arts, Science and Research.

National

- Presented a paper on 'Autonomy and Identity: Reassessing Women’s Rights in Classical and Modern Indian Philosophy' in the One-Day National Level Periodical Lecture at Sri Ramakrishna College of Arts & Science.
- Presented a paper on “Augmentation of the work Humans do through Artificial Intelligence” in the National Conference on “Emerging Trends of Artificial Intelligence in Industry” at Rathinam College of Arts and Science.

Participation in Conference

- Participated in the International Conference on “Designing New Pedagogies in Higher Education.”

Participation in Faculty Development Programme

- Participated in 5-Day International Faculty Development Programme on “AI Applications and Its Impact on Business Practices”, at Sri Ramakrishna College of Arts & Science.
- Participated in One-Week Faculty Development Programme on “Stress Management”, at PSGR Krishnammal College for Women.
- Participated in Faculty Development Programme on “Design Thinking”, at PSGR Krishnammal College for Women.
- Participated in National Virtual Faculty Development Programme on “Integrating NEP 2020 into Higher Education: Strategies for Faculty Development and Curriculum Innovation” at Hindustan College of Arts & Science.

- A Five-Day National Online FDP on Reimagining English Literature and Language Teaching with Artificial Intelligence: Preparing for the Future at Kongu Engineering College, Erode.
- Participated in Faculty Development Programme on “Adapting to AI-Driven Industry”, Rajapalayam Rajus College
- Participated in Two weeks International Virtual Professional Development Programme on Demystifying Generative Artificial Intelligence use cases and Applications, at SRM Institute of science and Technology.
- Participated in Five Days National Level Online Faculty Development Program on Outcome-Based Learning in HEI’s for Quality Education at Dhaanish Ahmed Institute of Technology
- Participated in Five days National Virtual Faculty Development Programe on Bridging Tradition and Innovation : Insights from Indian Knowledge system at Sri Ramakrishna College of Arts and Science.
- Participated in Six days Online Faculty development Programme on Research Methods & Data Analysis-Unlocking Contemporary Research Potential conducted at Bishop Jerome Institute,

Conference/Seminar/WorkshopOrganized

- Organized a One-Day National Level Seminar on 'Leveraging Technology for Sustainability Using Digital Solutions in Global Business' in the department.

Contribution

- Acting as a Coordinator for department Community service since 2022 onwards
- Acting as a Coursera coordinator for BBA cluster since 2024 onwards
- Department Association In-charge for the Academic year 2023-2024.