

STAFF PROFILE

Name : Dr. G. REKHA
 Designation : Assistant Professor and Head
 Department : B Com (A&F) and (BA)
 Qualification : M.Com., M.Phil., PGDCA., Ph D
 Experience : Teaching – 15 years
 Research : 13 years
 Area of Specialisation : Marketing
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Sri Ramakrishna College of Arts and Science	2016
M.Phil	Commerce	Dr NGP Arts and Science College	2011
M. Com.	Commerce	PSGR Krishnammal College for Women, Coimbatore	2008
B.Com.	Commerce	Dr NGP Arts and Science College	2006
PGDCA	Computer Applications	Bharathiar University	2011

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph.D	-	2

Research Publications

1. International Journal of early childhood special education, “An empirical on performance management on absenteeism in textile industry”, VOLUME 14, PP 7658-7664.
2. Impact of Public Schemes on Women in Selected Areas of Coimbatore District: An Empirical analysis, “Springer”, PP 893-906.
3. Investor psychology in virtual property investment: Risk perception and behavioural trends, Wisdom Management Journal, 2025, 1(1), 15-20. MAY 2025. Peer reviewed.

4. Smart Investments through AI: Bridging Economic Growth and Sustainability in India, Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India, ISBN: 978-93-94004-50-4, 2025.
5. Tax Incentives Encourage ESG Investments: Evidence from CSR Expenditure of Information Technology Firms, Empirical Economics Letters, 25 (1): (January 2026), pp. 45-55, ISSN 1681 8997. October 2025. ABDC
6. Intelligent and Trusted Digital Financial Ecosystems: Role of AI, IoT, Blockchain, and Cloud Computing, International Journal for Multidisciplinary Research, E-ISSN: 2582-2160, 2026.

Paper Presentations

1. Presented a paper as First Author titled “Green Bonds: Powering India’s Renewable Energy Future by Reducing Fossil Fuel Dependency” at the International Conference on Arts Literature and Business (ICALB-2024) held at Government college Kattappana, Idukki, Kerala, on November 2024 (Online)
2. Presented a paper as First Author titled “Fintech Innovations Reshaping India’s Financial Landscape: Trends, Challenges, and Future Prospects” at the National level Seminar on “Vision Viksit Bharat @ 2047 – A Roadmap for Industrial Growth, Economic Prosperity and Inclusive Development” held at Sri Ramakrishna College of Arts & Science, Nava India, Coimbatore, on February 2025 (Offline) and published in ISBN.
3. Presented a paper as First Author titled “A Comparative Analysis of Traditional & AI Driven Investment Decision-Making” at the 2nd International Conference on Recent Trends in Multi-Disciplinary Research and Innovations (ICRTMRI’25) held at A.V.P. college of arts and science, Tirupur, Coimbatore, on September, 2025 (Online) and published in Big Publisher.
4. Presented a paper as First Author titled “Smart Investments through AI: bridging Economic Growth and Sustainability in India” at the ICSSR SRC- Sponsored Onsite One-day National Seminar held at NGM College, Pollachi, on September, 2025 and published in ISBN.
5. Presented a paper as First Author titled “Intelligent and Trusted Digital Financial Ecosystems: Role of AI, IoT, Blockchain, and Cloud Computing” at the International Conference on “Artificial Intelligence Revolution in Commerce and Management: Trends, Technologies and Transformations” (IC-AIRCM T³ – 2026) held at Sankara College of Science & Commerce on January, 2026 and published in IJFMR.
6. Presented a paper as First Author titled “Ecopreneurship and indigenous wisdom in waste management & upcycling: A narrative exploration” at the National Conference on “Indian Knowledge Systems (IKS) – Driven Green Start-ups: Sustainable Business Pathways for a Self-Reliant India” held at Vellalar College for Women on January, 2026.
7. Presented a paper as First Author titled “Trade Wars, Financial Markets, and India’s Growth Stability: A Conceptual Analysis” at the National Conference on "Global Trade Wars and their Impact on India’s Roadmap to Viksit Bharat 2047” held at Dr. N.G.P. Arts and Science college on March, 2026.
8. Presented a paper as First Author titled “Investment Instruments accelerating SDG Progress: A Conceptual Analysis” at the One-Day National Conference on “Reimagining Economic Growth” Innovation and Inclusion to SDGs” held at Karpagam Academy of Higher Education on March, 2026.