

Dr. S.GEETHA

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Legal studies and Research, Ramanattukara, Kozhokode.
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1. Education

P.hD. in Commerce , Bharathiar University , Coimbatore (Area Women Entrepreneurship)
M.Com Finance Under Madurai Kamaraj University (1991 with 67%)
MBA Finance Bharathiyar University, Coimbatore (2016 with 59.39)
B.Ed. in Commerce, University of Calicut. (2004 with 67%)
B.Com Finance Under Bharathiyar University (1989 with 73%)
Completed 3 year CA Articles Ship Training .
Plus 2 Commerce (1986 with 78%)
SSLC (1984 with 71)

2. Research Interest

Finance & Marketing Management, Entrepreneurship,

3. Teaching Interest

Financial Management, Accounting and Finance, Advanced Strategic Financial Management, International Finance, Corporate Accounting, Income Tax, Investment Management, Banking & Research Methodology, Business Statistics, Quantitative Techniques for Business, Cost and Management Accounting., Organisational Dynamics, Principles of Mangement, Auditing.

4. Professional Experience

Completed three year **C.A.Articles ship Training** with B.Thanu Pillai & Co, Nagercoil, Kanyakumari District.

Teaching Experience (Totally 21 years of Experience)

- 1.Head of the Department of Commerce and Management of Bhavans N.A.Palkivala Academy of Legal and Researach Studies from July 2012 Onwards.
- 2.Head of the Department and vice Principal of Regional College of Science and Humanities Kuzhimanna from 2007 June to 2012 july
3. Working as a Guest lecturer in Farook Arts and Science College Farook from 2005 to 2007.
- 4.Research Experience:From 2024 on wards as a reserach guide of PG Students of Indira Gandhi National Open University.

5..Awards and Recognition

Received the **Best Teacher Award** from the Managing Committee Regional College of Science and Humanities Kuzhimanna during the year 2008 -.09..

6.Industry Experience

Totally 10 years of experience in accounting and Auditing field..

7.Research Publications

1.International Journal Publications

- a. Published the paper “ Prospects of Women Entrepreneurs in Unorganised Sector in Kerala – An Evaluation” published in NIU. International Journal of Human Rights Vol . 8 (xx) 2021 UGC Care Group 1 with ISSN: 2394-0298.
- b. published a paper in the International Journal of Aquatic Science with ISSN 2008-2009

Vol 12 issue 2 2021 titled “ Unorganised Sector Women Entrepreneurs in Kerala – Issues and Challenges”

c. Published in Indo Global Journal of Commerce and Economics with ISSN No : 2393-9796 quarterly international journal volume 3 issue 1 April 2016 titled “ Problems and Prospects of Women Entrepreneurs in the Unorganised Sector in Kerala”

d. “ Problems and Prospects of Women Entrepreneurs in the Unorganised Sector in Kerala” published a paper in the Indo Global Journal of Commerce and Economics with ISSN No 2393-9796 quarterly International journal Volume 4 Issue 2 march 2017.

2.National Journal Publication

a.Published a paper Titled “ Empowerment of Women in Kerala – Role of Micro Finance” in the south India Journal of Social Sciences : ISSN : 09792 – 8945 Vol xx1, Jan – June 2023 No 10.

b.”Motivating Factors For Women Entrepreneurship in Unorganised Sectors in Kerala- An Emprical Analysis” published in Peer Reviewed Journal of Funadamental and Comparative Reserach Vol VII No: 7 2021 ISBN 2277- 7067.

C.” Women Entrepreneurship in Unorganised Sector in Kerala – Identification of Influencing Factors” titled paper published in Kalyan Bharati Journal of Indian History and Culture ISSN 0976- 0822 Vol 36 No 8(i) 2021 UGC Care approved , Group 1 Peer Reviewed and Referred Journal.

3.Conference Proceedings

a. Alagappa University published the two days International Virtual Conference proceedings the paper titled problems faced by Women Entrepreneurs in the present Covid 19 Senario in the Shantex Publications the first edition oct 2020 with ISBN 978 -93-90082-70-4.

b. Vivekananda College published the one day national conference on Emerging Trends in Entrepreneurship Development proceedings the paper titled “ The Role of Entrepreneurship in Economic Development” Shanlax Publications in the first edition January 2025 with ISBN: 978-93-92751-45-5.

c.Sri Ramakrishna College of Arts and Science published the International Conference on Emerging Trends in Science And Technology (ICETST) The paper titled”A study on Awareness and Acceptance of Fintech Application” published by CiiT publication 5 th march 2025 with ISBN 978-936126-426-9.

d. M.A.M.B- School published International Conferenace on Strategies For Business Success in the Modern World . The paper Titled “ The Role of Micro Finance in Empowering Small Entrepreneurship”published by Shanlax publications on 7th April 2025 with ISBN No 978-93-6163-505-2

4. Book Chapters

a.” **Effectiveness of Impression Management in improving Work Experiences of Casual Workers**” in Advancing Knowledge from Multidisciplinary Perspective Engineering Technology and Management published by Rubicon Publications London with ISBN: 978-80433-919-0.

b.” **Women Empowerment Through Entrepreneurship** “ in Women Law and Society Edited by Prof.Sudhansu Ranjan Mohapatra Jyotrimoyee Baruah& Chitta Ranjan Gogoi, published by Bharti publications New Delhi . ISBIY 978-93-90818-82 2 First published in 2021 pp126 – 135.

c.” **A Study on Sources of Stress and its Management among Private Sector Employees** “ in Shodhkaveri Emerging trend in Multidisciplinary Reserach and Innovation edited by Dr.E.Joseph Rubert , Dr. Sharmila S.Ghughe, Dr.Geetisharma , L.N.Arthi published by Multi Spectrum Publications 2023 ISBN 978-93-94428-67-6-PP15 – 24.

d. “**Role of Entrepreneurship in the Economic Development**” in Global Entrepreneurship and Business Management Edited by Dr.E.Joseph Rubert, Dr.K.Prakash , Dr.Sanitha KK, L.N.Arathi published by ISBN978-93-94428-51.5 PP 46- 56.

- e. “ **The Role of Brand Equity in Shaping Consumer Behaviour**’ in Multi Spectrum Publication in International publisher with ISBN: 978-81-984393-9-0(SHODHCOLD: Innovative patwayon Multidisciplinary Approach to Sustainable Development)(Jan 2025). Pp 49-56
- f. “ **The Study on Women Entrepreneurs in the Fast Foods Industries in Kerala**” in the Multidisciplinary Reserach in Technological Innovation for Sustainable Development in Multi Spectrum Publication in International Publisher with ISBN No: 978-81-985241-8-8 February 2025.pp 194-200
- g. “ **The study of the Role of Social Entrepreneurs for addressing Societal Challenges**” in the The Future of Multidisciplinary Reserach in Global Development in the Multi Spectrum Publication in International Publishers with ISBN NO: 978-81-986118-0-2 March 2025.March2025 pp 154-161
- h. “ **The Role of Leadership Styles for Enhancing Employee Satisfaction**” in Merimax International Publications in with ISBN No : 978-81- 986735-8-9 published in ISBN Book Chapter “ Multidisciplinary Reserach and Innovation” publication date April 2025 with pp 124- 133.
- i.” **The Study on Business Ethics with Corporate Social Responsibility of Top Ten Reputed Companies**”in the Global Perspectives on Multidisciplinary Reserach & Development the publication date May 27th with ISBN No 978-81-988103-1-1 publication date May 2025 with pp 82 – 92.

5. Book

“ **Unorganised Sector Women Entrepreneurship in India**” year of publication 2023 published by Shandilya Publications ISBN: 978-93-93934-20-8

8. Research Dissemination and Engagement

Has Chaired a technical session in the National Conference on “ **Emerging Trednd in Service Sector**” hosted by Ahalia School of Management Palakkad on 26th March 2024.

9. Reserach Presentations

1. International Conferances

- a. Sree Ganesh School of Business Management wsa conducted 5th International Conferance on Competency Building Strategies in Business and Technology for Sustainable Development and presented a paper titled “ **Problems and Prospects of Women Entrepreneurs**” in the **Unorganised Sectprs in Kerala**.
- b. Presented a paper titled in “**Retail Business and Women Entrepreneurs Problems**” in the international conference SISOMETIN GE 16.
- C. Alagappa University department of Corporate Secratory ship conducted two days international virtual conferance on “ Revisiting CSR in the Post Covid era statutory guidlines and Societal Concerns” titled “ **The Problems faced by Women Entrepreneurs in the present Covid 19 Senario**”
- d. presented a paper entitled” A Study on the role of Acceptance and Awareness of Fintech Application” in the International Conference on “ Emerging Trends in Science and Technology” organised by Sri Ramakrishna College of Arts and Science Coimbatore (ICETST 2025) AS ON 5TH March 2025.
- E. Presented s Paper Titled” The Role of Micro Finance in Empowering Small Entrepreneurship” Organised by M.A.M.B- School Siruganur Trichy affilated to Anna University as on 7th April 2025.

2. National Conferances

- a. RBVRR womens College affilated to Osmania University conducted National Conferance **on” Entrepreneurship and Startups: Navigating Challenges& Achieving Success**” and presented a paper titled” **Government Funding Scheme for Startup and innovation**” as on 26th April 2025.

b. Vivekkananda College conducted National Conference on “ Emerging Trends in Economic Development Entrepreneurship Development and presented a paper titled” **The Role Of Entrepreneurship in Economic Development**” as on 23rd January 2025.

c. Ahalia School of Management conducted national conference on Emerging Trends in Service Sector and presented a paper titled “**Women Entrepreneurs and their Micro Finance**” as on 26th March 2024.

d. presented a paper titled “ **Women Entrepreneurs and Economic Empowerment**” the 7th international Conference conducted by Sri Ganesh School of Business Management as on 9th Feb 2018.

h. Sri Ganesh School of Business Management conducted 6th international conference as on 10th Feb 2017 and presented the paper titled “ **Problems and Prospects of Women Entrepreneurs in the Unorganised Sector in Kerala**”

i. Two days National Seminar organised by Sree Narayana Guru College Chelannur as on 23rd and 24th October and presented the paper titled “ **FDI and Indian Economy**”

j. presented the paper “ **Foreign Development In India**” in the Corporate Finance – Structural changes and Emergency Paradigms organised by Department of Commerce on 8th Feb 2013 by Dr.N.G.P Arts and Science College Coimbatore..

3. Workshop Conducted

a. for one day workshop conducted by KMCT Law college as a resource Person for the Research Methodology Class(Management Project Orientation) as on 29th July 2024.

b. Coordinating the one day workshop at Bhavans PALSAR by National Institute of Securities Market as on 22th Feb 2025.

10.FDP Training / Short Term Programing

a. Has participated in the two Day National level virtual workshop on “ **Improving Research Visibility with Citation Metrics**” Convened by KAPI College of Education, Madurai, Tamilnadu in collaboration with Acumen Foundation & Seva Academy 27.03.2025 & 28.03.2025

a. Successfully completing 5day National Level Online National Development Program on “ **The Future of Research –AI Tools as a Game Changer**” organised by Centre for Research & Development and IQAC of St. Joseph’s Degree & PG College in collaboration with Institute of Public Enterprise Hyderabad from 17th March to 22nd March 2025.

b. Has participated in the one day national level workshop on “ **Research Methodology and Innovative Techniques**” convened by Government First Grade College, Anavattion 19.03.2025

c. Has participated in the one day Virtual Workshop on “ **Next Gen E Content Creation with AI and VR**” Convened by Acumen Foundation and Seva Academy on 25.02.2025.

d. **One week National level Faculty Development Program on AI Tools** organised by Nishitha Degree College in association with Brainovision Solutions India Ltd in collaboration with AICTE During the period of 17th to 21 February 2025.

e.” **Five Day FDP On Harnessing Artificial Intelligence to Transform Teaching and Learning**” Ltd , Ernakulam from 6th to 10th January organised by Kumaraguru School of Business, Coimbatore powered by A2Z EduScaleup India Pvt 2025.

f. **FDP on “ Empowering Educators For a Viksit Bharat: Transformative Teaching and Research Strategies**”organised by Kongu Arts and Science College from 27to 31st Jan 2025 (5 days)

g.Participated Two day National Level Virtual Workshop on “ **Understanding Indexed Journals and Citation Database**” convened by KAPI College of Education in collaboration with Acumen Foundation & Seva Academy from 27th to 28th Jan 2025.

h.FDP on “ **Data Driven Decision Making To Enhance Management Practices Through Analytics**” organised by Stanley College of Engineering and Technology For Women from 9th Dec to 13th December 2024 (5 days).

i.” **Research Methodology For Social Science**” organised by Star International Foundation for Research and Education as on 22nd and 23rd April 2023.(2 days)

- j.** FDP on Transition To IFRS : Insights in to Implications of Financial Statements organised by St. Josephs College of Commerce (Autonomous) 10th 18th Feb 2021 (9 days).
- k.** Five days online worksop on “ **Emerging Perspectives of Accounting and Finance**” organised by Department of Commerce St. Georges College Aruvithura from 14.12.2020 TO 18.12.2020 (5 DAYS)
- l.** “ **Women Entrepreneurs in Plastic Up- Cycling**” organised by (AICTE) sponsored Short Term Training Programme conducted online by SCMS School of Technology and Management , Kerala from 23rd to 28th November 2020 (6 days Forenoon Session)
- m.** “ **Innovative Reserach Methods in Management** “ organised by Institute of Business Management GLA University Malthura from 23 rd to 28th November 2020 (6 days in the afternoon Session)
- n.** “ **Financial Training , Tax Computation and Statutory Compliances for Indian Business**” organised by Department of Commerce Bharathiyar University from 02.11.2020 to 12.11.2020 (11 days).
- o.** “ **Human Rights Programmes** “ Organised by Sree Ayyappa College For Women , in collaboration with UGC – Human Resource Development Centre Kannur University from 3rd October to 9th October (7 days).
- p.** “ **Reserach Methodology For Primary Data Analysis**” Organised by PRAGYAVID from 24th September to 4th october 2020(7 days)
- q.** FDP ON “ **Accounts Receivable and Payable Management Using Tally ERP 9** “ organised by Department of Commerce and IQAC in collaboration with Tally Education India PVT Ltd Banagalore held on 13th September 2020
- r.** “ **Conceptual Reserach Model and Analysis using Structural Equation Modelling**” organised by SRIT Business School , Sri. Ramakrishna Institute of Technology during during Septembet 7th to 11 2020 (5 days).
- s.** participated the webinar on “ **Bibilometric Aanalysis**” organised by ST.Josephs College For Women Alapuzha on 23 rd September 2020
- t.** participated the workshop on “ **Accounting Stadards**” organised by Institute of Chartered Accountants of India (ICAI) Ernakulam Branch and School of Management and Business Studies Mahatma Gandhi University Kottayam on 27 to 30 2020 (4 days)
- u.** Has participated in the FDP titled “ **Guidlines for Sponsored Research Projects**” organised by School of Mangement Studies , Pratap University Jaipur on 31st October 2020.

10. Webinars / Seminars participated.

1..International Conference

- a.** Particiated in the International Conference on “**Strategies for Business Success in the Modern World**“,organised by M.A.M.B- School, Siruganur Trichy affilated to Anna University, Chennai.
- b.** Participated in the International Coferece on “ **Emerging Tredns in Science and Technology** “ organised by **Sri.Ramakrishna College of Arts and Science Coimbatore** as on march 5th 2025.
- c.** Participated in the International webinar series “ **Accounting and Taxation Aspects of Cryptocurrency and Explication of Testing of Hypothesis**” organised by Government Arts and Science College Thiruthiala palakkad on 2nd and 3rd October 2021.
- d.** Attended the International webinar hosted by Sree Vidyanikethan titled” **Leadership lessons from world renowned Leadership Expert**” as on 9th November 2020.
- e.** Participated 7th International Conference organised by Sri Ganesh School Of Business Management the topics “**Women Entrepreneurs and Economic Empowerement**” held on 9th Feb 2018.
- f.** Attended the 6th International Conference organised by Sri. Ganesh School of Business Management titled “ **Problems and Prospects of Women Entrepreneurs In the Unorganised Sector In Kerala**” held on 10th Feb 2017.)
- g.** Has participated the International Conference SISOMETs in ge16 organised by Slvam College of Technology “ titled “ **Smart India Synergies and Opportunities in Management , Engineering , Technology And Science InThe Globalized ERA- 2016**” ON 11.03.2016..

h. Attended the 5th International Conference organised by Sri. Ganesh School of Business Management the topic “**Competency Building Strategies in Business and Technology for Sustainable Development**” on 19th Feb 2016

2. National Level

a. participated in the National seminar organised by Vivekananda College ‘ **On Emerging Trends in Entrepreneurship Development**” dated 23rd Jan 2025.

a. participated in the National seminar organised by Ahalia School Of Management on “ **Emerging Trend in Service Sector** “ dated 26th March 2024.

b. Attended the National Webinar on “Qualitative Data Analysis using NVICE” organised by The Research Committee Govt. College Tripunithura on 12th and 13th August 2021. c. Participated the National Webinar organised by the Govt. College Thripunithura titled Research Orientation on 26th and 27th July 2021.

c. Attended the “ Effective Teaching and Learning with Digital Tools” organised by Internal Quality Assurance cell Nishitha Degree College Nizamabad Telungana on 10th March 2021.

d. Participated “ Methodology Of Research in Social Science “ organised by MES KEVEEYAM College Valenchery on 24th Feb 2021

e. participated the webinar on “ Personality Dynamics” organised by Dolphin PG Institute of Biomedical and Natural Sciences Dehradun on Jan 2021.

f. Attended National webinar on First step in “Intellectual Property “ organised by PG Department of Unity Womens College Manjeri on Jan 2021.

g. Participated in the webinar on “ **What is Ethical Research**” conducted by Dr. B.R. Ambedkar University Delhi as on 12th December 2020.

h. Attended the webinar “ titled” **Shaping the Post Pandemic World- Role of Corporate and Management**” organised by MMK & SDM Mahila Maha Vidyalaya & The Institute of Company Secretaries of India – Mysuru Chapter.

i) **Artificial Intelligence in Finance**” a two hour webinar organised by ST. Marys College , Thrissur on 4th December 2020..

j. Participated in webinar hosted by “ MES Asmabi college titled” **Ezhuth – Edam-Anubhavam**” as on 1st November 2020.

k. Attended the webinar organised by NSS College Cherthala titled “ **Intellectual Property Rights**” on 7th November 2020.

l. participated one day National level Webinar hosted by AMC Group of Educational Institutions , Manisseri titled “ **Securing Your Savings and Investment during Covid times**” as on 7th November 2020 (Afternoon Session)

m. Has actively participated in the Three Day National Webinar on “ **Prospects and Challenges of Marketing in New Decade**” hosted by Sreekrishnapuram V.T. Bhattathiripad College, Palakkad from 2.11.20 to 4.11.20.

n. Participating in the online webinar on “ **Academic Integrity in Research**” on 16th Oct 2020 organised by Research and Consultancy Division , Bharat Ratna Dr. B.R. Ambedkar University, Delhi.

o. Participated in the “ **Revisiting CSR in the Post Covid Era. Statutory Guidelines and Societal Concerns**” organised by Department of Corporate Secretaryship , Alagappa University from 12.10.2020 to 13.10.2020.

p. Attended the National Webinar on “**Academic Publishing & Research Metrics**” hosted by Library School of Management Studies Cochin University of Science and Technology Kochi during 7th October to 9th October 2020.

q. Participation in the one day National level webinar on “ **Changing the Mind Residing in Mind Live safe Managing Stress Anger Fear and Expectation**” organised by Dr. M.G.R. Educational and Research Institute on 8th October 2020.

- r. Attended the webinar on “ **Decoding the Entrepreneur Journey: CVRINDIA innovations**” hosted by the Entrepreneurship Development Cell, Vidya Jyothi Institute of Technology on 3.10.2020.
- s. Has participated in one day National Webinar on “ **Research Methodology**” organised by Department of Commerce , Yogi Vemana University, Andra Pradesh on 29th September 2020.
- t. Attended the Teacher’s Conference on “ Empowering The Teachers” held on Monday 7th September 2020 through Virtual mode.
- u. Participated in the one day National Level Webinar on “ **Online Education –A Paradigm Shift In the Higher Education System**” held on 25th August 2020 hosted by Harimohan Ghose College , Kolkata.
- v.. Has attended the IQAC-NAAC Webinar programme hosted by Internal Quality Assurance Cell, University of Calicut titled “ **Awareness about the new NEP 2020 & NAAC Assessment and Accreditation Process**”.
- w. Has attended five days national webinar series on “**Research Methodology – AXIOM 2020** Organised by R.Sankar Memorial SNDP Yogam College , Koyilandy held on 19th August to 23 August 2020.
- x. Participated in the three days National Conference on the topic “ **Financial Innovations in India in the Digitalized Era**” organised by University of Calicut on 13th, 14th, and 15 th March 2018.
- p. Has participated one Week “**National Research Methodology**” webinar hosted by Internal Quality Assurance Cell & Research Cell Mar Thoma College from 10.08.2020 to 20.08.2020.
- y. Has participated National seminar on “ **Derivative Investments – Issues and Strategies**” organised by Farook College Kerala on 8th and 9th of 2015.
- z. Has Participated National Seminar organised by S.N.College Chelannur entitled “ **FDI and Indian Economy – A Multi Perspective Evaluation**” on 23 rd and 24th 2014.