

Dr. R. SANGEETHA

Assistant Professor
Department of Commerce with Computer Applications
School of Commerce



Qualification :M.Com.,M.Phil.,PGDCA., Ph.D.,

Experience :Teaching: 9Years **Research** : 2Years

Research Areas :Marketing and Human Resource

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🌐 <http://www.kprcas.ac.in/academics/faculty-profile/dr-r-sangeetha/>

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Commerce	Bharathiar University, Coimbatore.	2019
PGDCA.	Computer Applications	Bharathiar University, Coimbatore.	2008
M.Phil.	Commerce	Madurai Kamaraj University, Madurai.	2005
M.Com.	Master of Commerce	ArulmiguPalaniAndavar College of Arts and Culture, Palani	2004
B.Com[CA].	Commerce with Computer Applications	ArulmiguPalaniAndavar Arts College for Women, Chinnakalayamputhur, Palani.	2002

Additional Qualifications

Diploma Details	Area of Specialization	Institution / University/Agency Name	Year
BEC Preliminary	Business English Certificate	Cambridge Assessment English	2021

Online Certifications

Certification Details	Area of Specialization	Institution / University / AgencyName	Year
Online Certifications	Cost Accounting	NPTEL	2019
	Learn SPSS from Scratch to Advanced	Udemy - Online Learning Platform	2019
	Cryptocurrency Fundamentals and Economics		2020
	Introduction to HTML	Udemy - Online Learning Platform	2020
	Effective Communication in the Workplace	Open University	2020
	MOODLE	IIT Spoken Tutorial and Sri Ramakrishna College of Arts and Science	2020
	E.Commerce	Academy Europe	2021

Academic Positions @ KPRCAS

- Assistant Professor in Department of Commerce with Computer Applications
- Co-ordinator – Professional Courses

Significant Publications

International Journals

- Dr.R.Sangeetha , **Measuring Retail Service Quality – A Study of Unorganised Retail Business in Dindigul District**,Asia Pacific Journal of Research,Vol-1, Issue- LVIII, December 2017,(Indexed Journal).
- Dr.R.Sangeetha , **MSMEs of Tamilnadu – The Journey Far and Beyond** ,International Journal of Research and Analytical Reviews (IJRAR),Vol-5, Issue- 4, October – December 2018, eISSN : 2348-1269 (Indexed Journal).
- Dr.R.Sangeetha , **A Study over the Factors and Components Affecting the Quality of Work Life of Employees**, Suraj Punj Journal For Multidisciplinary Research, Vol-9, Issue- 8, 2019,(Indexed Journal).

- Dr.R.Sangeetha , **Impact of Social Media among College Students with Special Reference to Coimbatore city**, International Journal of Research and Analytical Reviews ,Vol-6, Issue- 2, June 2019, eISSN : 2348-1269 (Indexed Journal).
- Dr.R.Sangeetha , **A Study on Consumer Behaviour Towards Eco-Friendly Products**, Journal of Emerging Technologies and Innovative Research (JETIR), Vol-6, Issue- 6, June 2019, ISSN 2349-5162 (Indexed Journal).
- Dr.R.Sangeetha , **Business Analytics**, International Journal of Research and Analytical Reviews (IJRAR), Vol-7, Issue- 4, 2020, eISSN : 2348-1269 (Indexed Journal).
- Dr.R.Sangeetha , **Impact of Demographic Factors on Impulse Buying Behavior of Consumers**, Wesleyan Journal of Research, Vol-14, Issue- 19, May 2021, (Indexed Journal).

Presentations in Conference

International Conference

- **Social Media Marketing**, International Conference on Connect the World with Social Media for Social Causes, Hindusthan College of Arts and Science, Coimbatore October- 2018.

National Conference

- **Recent Trends in Electronic Banking**, National conference on Information Technology – Its impact on Global Business, Vidyasagar College of Arts and Science, Udumalpet- March-2008.
- **Problems relating MSMEs**, National conference on Role of Information and Communication Technologies in the Development of SMEs, Vidyasagar College of Arts and Science, Udumalpet- March-2010.
- **Electronic Human Resource Management**, National conference on Human Resource Management in Tourism Development, Aadhavan College of Arts and Science- December-2010.
- **Advance Mobile Banking Technologies**, National conference on Financial Inclusion Through Mobile Technology, Vidyasagar College of Arts and Science, Udumalpet- February-2011.
- **CHAT BOT**, National conference on E-Banking Opportunities and Challenges, SNMV College of Arts and Science, Coimbatore- September-2019.

Seminars & Talks

Participation in Seminars

- National Seminar on Recent Trends in Banking at Tamilnadu College of Engineering on April 2008.

- State level seminar on Bioinformatics and Multimedia Applications at Vidyasagar College of Arts and Science, Udumalpet on February 2009
- Two Days State Level Seminar on Role of Educational Institutions in Providing Quality Education in Rurar areas at Vidyasagar College of Arts and Science, Udumalpet on March 2009.
- National Seminar on Soft Computing at Vidyasagar College of Arts and Science, Udumalpet on February 2010.
- State Level Seminar on Software Testing at at Vidyasagar College of Arts and Science, Udumalpet on March 2010.
- State Level Seminar on Technology Innovations and its Applications for Sustainable Development of Business at at Vidyasagar College of Arts and Science, Udumalpet on February 2011.
- National Seminar on Emerging Trends and Applications of Information Technology at at Vidyasagar College of Arts and Science, Udumalpet on February 2011.
- National Seminar on Impact of Globalisation on Indian Economy at Hindusthan College of Arts and Science, Coimbatore on January 2012.
- National Level Seminar on Impact of Euro Zone Debt Crisis on the Indian Economy at at Vidyasagar College of Arts and Science, Udumalpet on February 2012.
- National Level Seminar on Writing Seminar, Research Proposal and Thesis at VLB Janakiammal College of Arts and Science, Coimbatore on 29th August 2018.
- One day Seminar on Environmental Sustainability at Nirmala College for Women, Coimbatore on 11th January 2019.
- One day HR Seminar on Emerging Role of HR For Business Profitability at Sankara Institute of Management Science, Coimbatore on 27th August 2019.
- One day International Seminar on The Contextual perspective on Recent Global Commerce Industry at Kongunadu Arts and Science College, Coimbatore on 25th January 2020.

Participation in Workshop

- National Level Workshop on Indian Agriculture under Reforms : A Diagnosis of Problems and Prospects on 20th February 2012 organized by Arulmigu Palaniandavar College of Arts and Culture, Palani.
- State Level Workshop on Industrial Motivation Camp on 24th September 2012 organized by Vidyasagar College of Arts and Science, Udumalpet.
- Two Days National Workshop on Research Writing and Publications in Business Studies from 8th February 2019 to 9th February 2019 organized by Central University of Tamilnadu, Thiruvavarur.
- One Day International Workshop on Innovative Teaching and Learning Tools and Techniques for Commerce Faculties on 26th July 2019 organized by University of Madras.

- Three days' workshop on Reference Management Tools and Online Citation Database from 19th April 2020 to 21st April 2020 organized by Indian Academic Researchers Association.
- Ten days' workshop on Creation of E-Content from 21st April 2020 to 30th April 2020 organized by Universal Teachers Academy.
- Workshop on Anti Plagiarism in Research Writing on 29th April 2020 organized by Dr.SNSRajalakshmi College of Arts and Science, Coimbatore.
- Workshop on Integrating Industry 4.0 in Research on 30th April 2020 organized by Dr.SNSRajalakshmi College of Arts and Science, Coimbatore.
- Workshop on Healthy Youth Healthy India Training and Practice on 24th September 2020 organized by NadarSaraswathi College of Engineering and Technology, Theni.
- Workshop on Tally organized by Sri Ramakrishna College of Arts and Science, Coimbatore on 5th March 2021.
- Workshop on Make your Tax Journey Simpler and Easier WithDiy – e- Filing on 11th June 2021 organized by Patrician College of Arts and Science, Chennai.
- Workshop on Writing Effective Research Articles on 24th July 2021 organized by Sree Narayana Guru College, Coimbatore.

Participation in Orientation Programme / Short Term Courses

- 5 days' online course on Strategies to Address the Soft Skill Gap organized by International Journal of Advanced Study and Research Work from 27th April 2020 to 1st May 2021.
- Online super session on The Power of a Teacher organised by ICT Academy on 4th May 2020.
- Online super session on Good Teacher to Great Teacher organised by ICT Academy on 14th May 2020.
- Online super session on Personal Financial Management organised by ICT Academy on 20th May 2020.
- Online super session on Change is the essence of life organised by ICT Academy on 25th May 2020.

Participation in Faculty Development Programme

- Use of SPSS in Business and Social Research organized by Sri Ramakrishna College of Arts & Science for Women on November 2010.
- Research Proposals and Article Writing organized by SNMV Institute of Management, Coimbatore on November 2018.
- Cost Accounting conducted by AICTE on October 2019.
- One Day FDP on Learning Gamification on 9th April 2020 Organised by Sri Ramakrishna College of Arts and Science, Coimbatore.

- Three Days FDP on Leader – A Real Role Model from 16th April 2020 to 18th April 2020 organized by Nallamuthu Gounder Mahalingam College, Pollachi.
- One Day FDP on Redefining Education System with Technology During Covid 19 on 21st April 2020 organized by Geetha Jeevan Arts & Science College, Thoothukudi.
- One Day FDP on Teaching and Learning with Google Classroom organized by CSI Ewart Women's Christian College on 6th May 2020.
- Six Days FDP on Challenges in Higher Education during post Covid 19 from 18th May 2020 to 23rd May 2020 organized by Kovai Kalaimagal College of Arts and Science, Coimbatore.
- One Day FDP on Creating Ways of Engaging Higher Education Students through Online Teaching on 20th August 2020 organized by Michael Job College of Arts and Science for Women, Coimbatore.
- Seven Days FDP on Contemporary Trends in Management from 24th August 2020 to 30th August 2020 organized by Karpagam Academy of Higher Education, Coimbatore.
- Two Days FDP on Entrepreneurship Development from 1st October 2020 to 2nd October 2020 organized by Dr.M.G.R. Educational And Research Institute, Chennai.
- Four Days FDP on Personal, Professional and Institutional Well being from 7th October 2020 to 10th October 2020 organized by VIT Fashion Institute of Technology, VIT Chennai.
- Six Days FDP on Teaching Learning Practices in 2020 from 16th November 2020 to 21st November 2020 organized by Hindusthan College of Arts and Science, Coimbatore.
- Five Days FDP on Process Management in Problem Solving from 14th December 2020 to 18th December 2020 organized by ICT Academy.
- Seven Days FDP on Application of Tools & Techniques in Research Methodology & Accelerate to publish article in Scopus and Web of Science from 17th December 2020 to 24th December 2020 organized by Hindusthan College of Arts and Science, Coimbatore.
- Two Days FDP on Assessment and Tools from 27th January 2021 to 28th January 2021 organized by SRM Institute of Science and Technology , Chennai.
- Two Days FDP on Advance Excel for Educators from 12th May 2021 to 13th May 2021 organized by Hindusthan College of Arts and Science, Coimbatore.
- Five Days FDP on Open Source Tools for Data Analytics from 24th May 2021 to 28th May 2021 organized by Sri Sai Ram Engineering College, Chennai.
- Three Days FDP on MOODLE from 7th June 2021 to 9th June 2021 organized by SJR College for Women, Bangalore.
- Fourteen Days FDP on Industry Institute Interaction – A Holistic Approach Insight Out from 1st June 2021 to 14th June 2021 organized by SRM Institute of Science and Technology, Chennai.
- Seven Days FDP on Life Skills and Wellness During Pandemic from 5th July 2021 to 11th July 2021 organized by AMET Business School, Deemed to be University.

Conference / Seminar / Workshop Organized

- Coordinator for the Appreciation Function – CSEET 2020 on December 2020 at School of

Commerce, KPR College of Arts Science and Research Coimbatore and Sri EshwarAcademy,Pollachi.

- Coordinator for the Budget Discussion on Impact of Union Budget 2021 on Indian Economy on February 2021 at School of Commerce, KPR College of Arts Science and Research, Coimbatore.
- Coordinator for the webinar on How to Plan for Start – up and Legal & Ethical Steps on April 2021 at School of Commerce, KPR College of Arts Science and Research, Coimbatore.
- Organizer for the Guest Lecture on Digital Banking on July 2021 at School of Commerce, KPR College of Arts Science and Research, Coimbatore.

Membership in Professional Bodies





Name of the Professional Body	Nature of membership	Duration
Indian Academic Researchers Association (IARA)	Lifetime	-



Teaching:Subjects Taught

- Principles of Accountancy, Financial Accounting, Cost Accounting, Management Accounting,Financial Management, Principles of Auditing, Banking Theory Law and Practice, Executive Business Communication, Mercantile Law, Company Law, Business Organization and Office Management, Introduction to Information Technology, Business Application Software andComputer Applications Practical,

Academic Networks

	
	https://scholar.google.co.in/citations?user=WHkGNGYAAAAJ&hl=en&authuser=1
	https://orcid.org/0000-0001-6830-9483
	https://www.researchgate.net/profile/Sangeetha-Radhakrishnan/scores