



Name: **Ms. K. Geetha**
 Qualification: M. Com, M. Phil, FCMA
 Designation: Head & Assistant Professor
 Years Of Experience: UG 28 Years & PG 5 Years
 Area Of Expertise: Human Resource Management
 Organisation Behavior, Marketing
 Email-ID:geetha_k@ethirajcollege.edu.in

MEMBERSHIP

S.No.	Details	State/National/International
1	MEMBER OF THE INSTITUTE OF COST & MANAGEMENT ACCOUNTANTS OF INDIA	NATIONAL

WORKSHOPS

S.no.	Organized by	State/National/International	Topic	Date(s)
1	ETHIRAJ COLLEGE FOR WOMEN	STATE	PERFORMANCE ENHANCEMENT	09/03/2017
2	ETHIRAJ COLLEGE FOR WOMEN	STATE	WORKING WITH MOODLE PLATFORM	07/07/2020 & 08/07/2020
3	ETHIRAJ COLLEGE FOR WOMEN	NATIONAL	LEARNING MANAGEMENT SYSTEM AND OPEN EDUCATIONAL RESOURCES : A STUDENT-CENTRIC APPROACH	25/01/2020
4	ETHIRAJ COLLEGE FOR WOMEN	NATIONAL	INTELLECTUAL PROPERTY RIGHTS	01/02/2020

CONFERENCES ATTENDED / PRESENTED PAPER

S.no.	Organized by	State/National/International	Participated/Presented	Title	Date(s)
1	ETHIRAJ COLLEGE FOR WOMEN	NATIONAL	PARTICIPATED	FROM POTENTIAL FOR EXCELLENCE TO EXCELLENCE IN HIGHER EDUCATION INSTITUTION	18/07/2016 & 19/07/2017

2	ETHIRAJ COLLEGE FOR WOMEN	NATIONAL	PARTICIPATED	RURAL ENTREPRENEURSHIP : AN ENTREPRISE TO INCLUSIVE GROWTH	08/01/2018 & 09/01/2018
3	ETHIRAJ COLLEGE FOR WOMEN	INTERNATIONAL	PARTICIPATED	INNOVATIVE METAMORPHOSIS: AN ELIXIR FOR ORGANIZATIONAL EXCELLENCE	09/01/2019 & 10/01/2019
4	ETHIRAJ COLLEGE FOR WOMEN	INTERNATIONAL	PARTICIPATED	DESIGN THINKING PROTOTYPE : A QUINTESSENCE MAPPING OF IDEATION AND INNOVATION	10/02/2020 & 11/02/2020

JOURNAL PUBLICATIONS

S.NO.	JOURNAL NAME	UGC /SCI/SCIE/ WOS	ISBN / ISSN NUMBER	REFERENCE	DATE OF PUBLICATION/DOI
1.	SHANLAX INTERNATIONALS	UGC	ISSN: 2321-4643	VOLUME 5 ,SPECIAL ISSUE 1	JANUARY,2018
2.	EMPEROR INTERNATIONAL JOURNAL OF FINANCE AND MANAGEMENT RESEARCH	UGC	ISSN:2395-5929	VOLUME 5,SPECIAL ISSUE 1	JANUARY,2019
3	EMPEROR INTERNATIONAL JOURNAL OF FINANCE AND MANAGEMENT RESEARCH	UGC	ISSN:2395-5929	VOLUME 5,SPECIAL ISSUE 2	FEBRUARY, 2019
4	INTERNATIONAL JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	UGC	ISSN: 2349-5162	VOLUME 6,SPECIAL ISSUE	JANUARY,2019
5	OUR HERITAGE	UGC CARE	ISSN: 0474-9030	SPECIAL ISSUE	JANUARY,2020
6	ADALYA	UGC CARE	ISSN :1301-2746	VOLUME 10,ISSUE2	FEBRUARY,2021

S.no.	Organized by	State/National/International	Topic	Date(s)
1	ETHIRAJ COLLEGE FOR WOMEN	STATE	RESEARCH,INNOVATION AND CREATIVITY	14/09/2019
2	ETHIRAJ COLLEGE FOR WOMEN	STATE	SUPERCHARGE YOUR TEACHING - THE DIGITAL WAY	27/05/2020 TO 29/05/2020
3	ETHIRAJ COLLEGE FOR WOMEN	INTERNATIONAL	PROGRESSING AMIDST HINDRANCE- TURNING ADVERSITY INTO OPPORTUNITY	08/06/2020 TO 14/06/2020
4	ETHIRAJ COLLEGE FOR WOMEN	NATIONAL	RECASTING FROM ONSITE TO ONLINE PEDAGOGY	20/07/2020 TO 24/07/2020
5	ETHIRAJ COLLEGE FOR WOMEN	NATIONAL	INVESTOR EDUCATION AND AWARENESS	02/12/2021 TO 04/12/2021

WEBINARS [National/International]

S.no.	Organized by	State/National/International	Topic	Date(s)
1	ETHIRAJ COLLEGE FOR WOMEN	STATE	IMPACT FACTOR, H INDEX AND GOOGLE SCHOLAR	16/05/2020
2	ETHIRAJ COLLEGE FOR WOMEN	STATE	MANAGING FINANCIAL HEALTH POST COVID	20/05/2020
3	ETHIRAJ COLLEGE FOR WOMEN	STATE	DEVELOPING A FUTURE WORKFORCE FOR THE BUSINESS ANALYTICS AND AI DRIVEN ENTERPRISES	25/05/2020
4	ETHIRAJ COLLEGE FOR WOMEN	STATE	CITATION DATABASE AND ANALYSIS, SCIENTOMETRIC STUDY	09/06/2020
5	ETHIRAJ COLLEGE FOR WOMEN	STATE	MAKING THE RIGHT DECISIONS IN THE TOUGH TIMES- THE CHANAKYA WAY	10/06/2020
6	ETHIRAJ COLLEGE FOR WOMEN	STATE	ALUMNAE CONNECT : OUR PRIDE , YOUR INSPIRATION	17/06/2020 TO 21/06/2020
7	ETHIRAJ COLLEGE FOR WOMEN	STATE	TRANSFORM,REBUILD AND MOVEON	30/06/2020

AWARDS: BEST TEACHER AWARD RECEIVED FROM LIONS CLUB IN SEPTEMBER,2017