

KSG COLLEGE OF ARTS AND SCIENCE
COIMBATORE – 641015
DEPARTMENT OF BUSINESS ADMINISTRATION – BBA (CA)

FACULTY PROFILE

Name : Dr.R.Sangeetha
Designation : Assistant Professor
Department : BBA CA
Qualification : MIB., M.B.A., M.Phil., Ph.D.,
Experience : **Teaching:** 10 years **Industry:** - 2 **Research:** 3 year
Area of Specialization(s) : **International Business**
Email (Official ID) : sangeeta@ksgcollege.com



Academic Qualifications

Degree	Branch	Institution/University Name	Year of Graduation
Ph.D	Industhan College of Arts & Science, Coimbatore	Bharathiar University	2019
M.Phil	GRD college of arts and science, Coimbatore	Bharathiar University	2014
MBA	Senthur Institutions, Coimbatore	Bharathiar University	2011
M.I.B	Jayanthra saraswathy college of arts and science	International Business	2012
B.Com CS	GRD college of arts and science, Coimbatore	Commerce	2009
HSC	St.Mary's Hr.Sec.School	State	2006
SSLC	Ramaswamy chettiyar Hr. Sec. School	State	2004

Additional Qualifications

Diploma/Vocational /Certification	Area of Specialization	Institution / University /Agency Name	Year
-	-	-	-
-	-	-	-

Industry/Technical Expertise/Consultant

Position	Company	Year
Personal Secretary	ISHA OUTREACH	2009
Telle Caller	Sun Direct Communication	2012

Research Guidance

Programme	No.ofScholars	
	Completed	Pursuing
Ph.D.	-	-
M. Phil.	-	-

Research Publications(Indexed) NIL

- A study on customers percption and preferences towards shopping malls in Coimbatore city in International Journal of Multidisciplinary Research and development on 3/1/2016. Online ISSN: 2349-4182, Print ISSN: 2349-5979, Impact Factor: RJIF 5.72, Vol 3, issuse 3, march 2016, page 296-298
- A study on customers percption and preferences towards shopping malls in Coimbatore city in international journal of commerce and management research on 2/1/2017. ISSN: 2455-1627, IMPACT FACTOR : RJIF 5.22 vol 3, issue 2, feb 2017, page No: 79-81

Participation in Seminars

- Attended a National Seminar on “Research Opportunities in Mobile Ad-hoc Network (NSROM’13)” Organized by Department of IT & CS, Bharathiar University, Coimbatore on 6th December 2021.
- Attended a National Level Seminar on “Big Data Storage and Analytics” Organized by Dr.N.G.P Institute of Technology, Coimbatore on 27th December 2021 Sponsored by Indian Society For Technical Education (TN&P Section).
- Attended a National Seminar on “Emerging Research Challenges in Computer Science (ERCCS’14)” Organized by Department of CS& IT, Bharathiar University, Coimbatore on 28th& 29th January 2022.
- Attended a National Seminar on “Wireless Communication and Mobile Computing (NSWCMC’14)” Organized by Department of IT & CS, Bharathiar University, Coimbatore on 27th& 28th February 2022.
- Attended a National Seminar on “Youth Leadership Summit” Organized by ICT Academy, Coimbatore on 23 August 2022.
- Attended a National Seminar on “Kannavu Meipada” Organized by Innovative Services, Coimbatore on 28 June 2022.

Participation in Workshop

- Participated in DST,BDI sponsored “Ten Days Training Programme on Big Data Analytics “organized by Department of CA, Bharathiar University, Coimbatore from 4th to 15th July 2016.
- Participated in AICTE sponsored “Six Days online STTP on “Implementation of Outcome Based Education to enhance quality of HEIs “organized by School of Management Sri Ramakrishna College of Arts and Science, Coimbatore from 5th -10 October 2020.
- Attended National Level Workshop on Social Entrepreneurship organized by SRM Institute of Science & Technology

Participation in Faculty Development Programme

- Participated in Faculty Development programme on “Resource Mobilization For Research Work” organized by Department of Management, Pioneer college of Arts & Science, Coimbatore on 16 July 2016.
- Participated in Faculty Development programme on” Data Science & Data Analytics” organized by Department of CS, United Institute of Technology, Coimbatore from 21.11.2016 to 25.11.2016.
- Participated in Online Faculty Development programme on” Python 3.4.3 ” organized by Department of Computer Science and Engineering, Adhiparasakthi Engineering College ,Melmaruvathur,in association with Spoken Tutorial Project IIT Bombay from 16.04.2020-22.04.2020.
- Participated in Faculty Development programme on “Flipped Learning –A Novel Pedodogy ”organized by Department of Computer Science, Dr.R.V Arts and Science College, Coimbatore on 07.05.2020.
- Participated in International Faculty Development Programme on "Academic Writing and Opportunity for The Publication" organized by Department of Commerce and Computer Applications Dr.SNS Rajalakshmi College of Arts and Science ,on 17.06.2020.
- Participated in Faculty Development programme on “Positive Thinking ” VET Institute of Arts and Science, Coimbatore on 27.06.2020.
- Participated in Faculty Development programme on” Discover the Teacher in You”organized by PG and Research Department of Biotechnology, Hindusthan College of Arts and Science, Coimbatore on 10.10.2020.
- Participated in Faculty Development programme on “Intellectual Property Rights-how to apply ”organized by PG and Research Department of Social Work, Hindusthan College of Arts and Science, Coimbatore on 12.10.2020.
- Participated in FDP on Digital Teaching Methods in Higher Education , Organized by Hindusthan college of arts and science on 23.08.2021 to 28.08.2021.
- Participated in Participated in Emerging Trend in Industry organized by MVPS;s K.B.T. College of Engineering , Maharashtra on 18.05.2021 to 22.5.2021.
- Emerging Trends & Challenges In Commerce & Management Education organized by Hindusthan college of arts and science on 19.09.2023 TO 26.09.2023.

- Participated in Art of Effective Teaching organized by Suguna College of Arts and Science on 31.07.2024 to 04.08.2024.
- Participated in Software for Education in NAAC/NBA Accreditation and NIRF Ranking organized by Spoken Tutorial, IIT Bombay's Nodal Resource Centre HICAS on 23.03.2024 to 23.03.2024.
- Participated FDP Organised by Santhalinga Adigalar Arts and Science on 17.05.2021 To 19.05.2021.
- Participated FDP on Advance Excel for Educators organized by Hindusthan College of Arts and Science on 12.05.2021 To 13.05.2021.
- Participated Pedagogical Innovations and Experimentation in Enhancing learning Effectiveness organized by Hindusthan College of Arts and Science on 4.02.2021 To 7.02.2021.

Conference/Seminar / Workshop Organized

Invited Speaker/ Session Chair/ Member Organizing Committee - Conference/ Seminar

Member in BoS **NIL**

Membership in Professional Bodies:

Name of the Professional Body	Nature of membership	Duration
-	-	-

Text Books Published:

Name of the Book	Published by	Year
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