

BIO-DATA

Name (in Block Letters) :Dr.D.GEETHA

Father's Name :Mr.G.DORAISAMY

Department :COMMERCE

Designation : PROFESSOR AND HOD

Date of Joining in the University :1.12.1978

Date and Place of Birth :20.5.1957

Sex :FEMALE

Marital Status :MARRIED

Nationality :INDIAN

Address for correspondence(with Pin code) : No.18, 8th, cross, Thirumagal Nagar,
Peelamedu pudur,
Coimbatore-641004
Telephone No. : 0422 2565052
Mobile No.:9443365052
E-mail :dgeethaj@gmail.com

Educational Qualifications

S.No	Examinations	Name of University	Year	% of Marks Obtained	Division/ Class/ Grade
1	SSLC	Sri Avinashilingam High School for Girls	1972	81	School IIIrd Rank, District IInd Rank in Tamil
2	PUC	University of Madras	1973	65	Ist – Class
3	B.Com.	University of Madras	1976	49.4	IIIrd – Class
4	M.Com.	Madurai Kamaraj University	1978	‘B’Grade	University Xth Rank
5	Diploma in Higher Education	University of Madras	1980	68	Ist class

Research Degree

Degrees	Title	Date of Award	University
M.Phil.	Implementation of the District Credit Plan in Coimbatore District - An Evaluation	December 1989	Bharathiar University, Coimbatore
Ph.D.	An Appraisal of the performance of Prime Minsiter’s Rozgar Yojana (PMRY) Scheme in Coimbatore District (with special reference to Women Entrepreneurs)	18.07.2005	Bharathiar University, Coimbatore

Date of appointment : 01.12.1978

Teaching Experience

UG : 39 years

PG : 26 years

Degree		
B.Com	Financial Management Management Accounting Company Law Auditing Marketing Commercial Law Cost Accounting Business Taxation Advanced Accounting	Corporate Accounting Business Management Management Principles Income Tax Law and Practice Entrepreneurial Development Banking Law and Practice Financial Markets and Services Business Communication
M.Com	Financial Markets and Services Security Analysis and Portfolio Management Investment Management Banking and Insurance	Business Taxation Financial Management Marketing Management Management Accounting

Research Guidance.

M.Com. : 20

M.Phil. : 25

Ph.D. : 1, (3)

Minor projects completed 2 (2011-12)

Title of the project	Sponsoring authority
Consumer's Brand Preference and Satisfaction for Electronic Weighing Scales in Erode and Tirupur	Indus Electronics India (P) Ltd., Coimbatore
Consumer's Brand Preference and Market Potential for Electronic Weighing Scales in Udumalpet and Pollachi	Indus Electronics India (P) Ltd., Coimbatore

9. a) Research Publications : 61 International and 74 National Publications

b) Research Abstracts : 9 Chapter in books 34

10. Courses / Seminars / Symposia / : 108

Conferences / Workshops attended

11. (a) Membership in academic : Member, Board of Studies Avinashilingam University (1990 onwards)

(b) Membership in Professional : All India Commerce Association, National Commission on Adult Literacy

12. Examinerships Examiner and question paper setter in

i) Avinashilingam Deemed University, Coimbatore (for both UG and PG)

Question paper setter in

i) Pondicherry University, Pondicherry

ii) Sasthra Deemed University, Tanjore

iii) Mother Teresa University, Kodaikanal

iv) Alagappa University, Karaikudi

Other important activities

i. Appointed and worked as NSS Programme Officer – 7 years

ii. Nominated as Best NSS PO from University for Indira Gandhi State NSS Award –

iii. Appointed and worked as CSS staff for PG Commerce – 15 years

iv. President, Alumni Association, Faculty of Business Administration – 3 years

v. Staff Advisor, Commerce Alumni Association – 15 years

vi. Organised Seminars, Workshops, National Conference, Association Meetings

S and Special Lectures in specific subject topics to M.Com., M.Phil. Classes

2. Outstanding Achievements

1. S.S.L.C. School IIIrd Rank,

2. District IInd Rank in Tamil

3. M.Com. University Xth Rank

4. Best paper award in International Conference held at Periyar University, Salem during 9th December 2011 – Corporate and Business Response to Climate Change – from Awareness to Adoption

5. Best paper award in International Conference held at Karunya University

6. Rajiv Gandhi Gold Medal Award on 20.8.2016 at Bangalore.