



# SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4<sup>th</sup> Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution  
Tiruchirappalli - 620 002

**Name** : A. GEETHA

**Designation** : Assistant Professor

**Department** : PG & RESEARCH DEPARTMENT OF COMMERCE

**Qualification** : M. Com, B.Ed., M.Phil.,

**Experience** : Teaching:30 yrs (PG Asst.16yrs&Asst.professor-14 years) Research: 1 year

**Area of Specialization(s)** : MARKETING

**Email (Official ID)** : [geethaa@sigc.edu](mailto:geethaa@sigc.edu)

**Aadhar Number** : 8813 5931 8516

## Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
M.Phil.	Commerce	Madurai Kamaraj University	1996
B.Ed.	Commerce	Annamalai University	1993
M.Com	Commerce	Bharathidasan University	1991
B. Com	Commerce	Bharathidasan University	1989

## Research Publications (Indexed)

### National:

1. Paper published on “A study on the factor influencing consumer behavior towards E-ticketing” in INFOKARA on 5 may 2020.

## Book Publications

1. Published Book Chapter in the titled E-Commerce - The impact of Artificial Intelligence in E-Commerce in Present Scenario in September 2023. IOT Academy Publishers, Coimbatore. (ISBN No. 978-93-93622-54-9).

## Presentation in Conference

1. Presented a paper in national conference on Innovative Practices and Paradigms in Contemporary Business organized by SRM College, Trichy on 05.03.2025, entitled on “A Study on Financial Inclusion for Women Entrepreneurs.

## Participation in Webinar

1. **“Developing a winning mindset for everyday life”** conduct by Mahalakshmi women’s college of Arts & Science on 18.06.2020.
2. **“NBFCs IN INDIAN ECONOMY LESSONS BEHIND”** “conduct by Annai women’s college, Karurun10.06.2020.
3. **“IMPACT OF COVID-19 ON COMPANIES/CORPORATE SECTOR”** Conduct by Dr.M.G.R Educational and Research Institute on 05.06.2020.
4. Participated in Two Day International Webinar on **“Interdisciplinary Approach in Management”** conduct by Sivananda Sarma Memorial R.V. College and PRIMAX Foundation on 20.02.2021 & 21.02.2021.
5. Participated in IP Awareness/Training program under National Intellectual Property Awareness Mission organized by IP office, India on 26.04.2023.
6. Participated in three days FDP on Idea Generation Methods organized by ICT Academy on 11.05.2023 to 23.05.2023 at MAM School of Engineering, Trichy.
7. Participated in FDP on Fin-pro course conducted by NSC Academy, TNSDC, Government of Tamil Nadu at Bharathidasan University, Trichy from 17.07.2023 to 21.07.2023.

## Participation in Orientation Programme / Short Term Courses

1. Participated in NEP 2020 Orientation and Sensitation Programme conducted by Malaviya Mission Teacher Training Program from 19.02.2024 to 28.02.2024.