

STAFF PROFILE

- 1) Name : Dr.GEETHA B
2) Designation : Assistant Professor
3) Department : Economics
4) Qualification : M.A, M.Phil, PGDCA, MBA, PhD, SET Cleared
5) Experience : Teaching: 19 years & 5 Months Research :
6) Area of Specialization (s) : Industrial Economics
7) E-mail : geetha18ncw@gmail.com
8) Academic Qualifications: M.A, M.Phil, MBA, PhD, SET Cleared
9) Additional Qualifications:

Diploma/ Vocational/ Certification	Area of Spealization	Institution/ University/ Agency Name	Year
PGDCA	Computer Application	Bharathiar University	2005

10) Projects Completed

Project Title	Agency	Amount	Duration
An Analysis of Generation & Distribution of Alternate energy in Coimbatore District- Wind Energy	UGC	2,35,000	2014-2016

11) Research Publications

International

1. A proportional learning on consumer's gratification towards solar energy and electricity power, "IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL)", Feb-2019, Vol – 07, Spl Issue – 3. ISSN (P):2347-4564: ISSN (E):2321-8878, with Impact Factor: 3.7985; ICV Factor: 42.56; NAAS Rating: 3.10, pp.415 – 422, UGC approved (Ref.No 40893).
2. Eco-Friendly Energy in South Manchester of the Country, "International Journal of Innovative Research in Science, Engineering and Technology", April 2017, Vol. 6,

Issue 4, ISSN(Online): 2319-8753, ISSN(Print): 2347-6710, with Impact Factor: 6.209, pp.5781-5788

National

1. Dr.Geetha B & Dr. K.Kaliammal, Inclinations in the Edifices of Indian Sun Rise Industry –Food Processing, “Juni Khyat”, August 2020 Vol-10 Issue-8 No. 4, ISSN: 2278-4632, with Impact factor 6.625, UGC Care Group I Listed Journal, pp.130-142.
2. Dr.K.Kaliammal & Geetha B,Empirical Evidence On Schemes, Policies And Initiatives For Sunrise Industry In India- Food Processing Industries, “Research Explorer”, July – Dec 2017, Vol. V : Issue.15, ISSN (Print): 2250-1940 (Online): - 2349-1647, with Impact factor 2.014 (IRIIF), 1.85 (JIF), 1.056 (RIF), 0.60 (QF), 0.398 (GIF), 2.62 (NAAS) , pp. 1-7 ,UGC approved (*Ref.No 63185*).
3. Dr.K.Kaliammal & Geetha B,Manifestation of Indian Food Processing Industries, “Asia Pacific Journal of Research”, Aug-2017, Vol: I. Issue, ISSN (Print): 2320-5504, (Online): 2347-4793. IV, with Impact Factor: 6.58, pp. 51-56, UGC approved (*Ref.No 45797*).
4. Geetha B, Endeavour, privilege & restoration of impaired persons in India, “Asia Pacific Journal of Research”, May 2017, Vol: I. Issue LI, ISSN (Print): 2320-5504, (Online): 2347-4793. With Impact Factor: 6.58. Pp.159-167, UGC approved (*Ref.No 45797*).
5. Geetha B, Greening the Energy sector in Palghat pass – Wind energy, “Asia Pacific Journal of Research “, March 2016, Vol 2, Issue XXXVII, Print ISSN-2320-5504, with Impact Factor:6.58, pp.174-180, UGC Approved: ref No. 45797.
6. Geetha B, Economic reforms in Key sector, Kisan World, August 2015, ISSN 0971-9229, pp.33-36.

12) Other Publications

1. Potentials of food grain production & Implications of food processing industry, “Nirmala Annual Research congress NARC”18, 2018, pp. 373-379. 978-93-5321-859-1
2. Women’s role in household savings and investment, “Personal Financial Management”, 2016, Unit of World Book Publications, Chennai, pp.742-747,978-81-908718-8-4,

3. Eco tourism: The prospects & problems,” Responsible Tourism – Perspectives for sustainable development”, 2015, Dominant Publishers, New Delhi, pp.389-396/978-93-84161-98-9.
4. A study on Alternative energy – wind energy, “Renewable energy technologies for sustainable development in Rural sectors of India”, Feb 2015, Mritha Sanjeevi Publications 978-81-922144-9-8, pp.342-350.
5. Successful Story of vendor of Imitation Jewels – A case study, “Proceedings of the National Conference on Rural Entrepreneurship: An Inclusive Strategy for Managing Regional imbalances”, Dec 2013, Agasthiar Noolagam, Tiruchy 978-93-80530-71-0 pp.239-240.
6. Food Inflation, “Food Inflation” 2013, Divine Publishers, Tiruchirappalli, 978-81-920478-3-6, pp.17-19.

15) Book Publications:

1. Mathematical Economics (Tamil Version), Vanavil Publishers, Tiruttani, 978 –81–909513–9–5/ Feb 2010.
2. Agricultural Economics, Vanavil Publishers, Tiruttani, 978-81-909513-3-3/March 2010.

16) Presentations in Conference

International

1. Rebooting Strategies for Global Recession, in International Conference on Rebooting Strategies for Global Recession, by Department of Commerce, Commerce CA, Business Management, Hospital Administration, Tiruppur Kumaran College for Women, Tiruppur, on 20.08. 2009
2. Non Renewable Energy & Sustainable Development, in International Conference on Sustainable Development and Economic Growth on Global Perspective, by Commerce and Business Management, Bharathiar University Arts & Science College, Valparai., on 15.09. 2016 & 16.09.2016
3. Pros Cons of GST in India. In International Conference on Pros Cons of GST in India, by PG & Research Department of Commerce & Commerce CA, Bharathidasan College of Arts & Science, Erode. on 11.08. 2017.
4. The proportional learning on consumers gratification towards solar energy and electricity power, in ICSSR Sponsored Two days International conference on

Transformation of India into High Growth Economy: Needs Policies Challenges and Opportunities, by PG and Research Department of Economics in collaboration with Indian Economic Association, Erode Arts and Science College, Erode. On 09.02.2019 & 10.02.2019

National:

1. Retailing in Food Processing Industry, National Conference on Emerging Trends in Retailing Industry, SNR Institute of Management Sciences, SNR Sons College (A), Coimbatore. 20.03. 2010
2. Successful story of vendor of Imitation Jewels – A case study, Two Day National Conference on Rural Entrepreneurship: An inclusive strategy for Managing Regional imbalances, Department of Commerce, international Business, and Centre for Entrepreneurial Development, Sree Saraswathi Thyagaraja College, Pollachi, 08.12. 2013& 19.12.2013.
3. Role of Micro Finance in India, NABARD Sponsored National Conference on Venture Capital for Sustainable Rural Entrepreneurship and Economic Development, Department of Commerce & Commerce with PA, Dr.N.G.P.Arts and Science College, Coimbatore, 18.02. 2016.
4. Impact of Demonetization in Key sectors on Indian Economy, National Conference on Demonetisation Effects on Indian Financial System, Faculty of Commerce, Sree Saraswathi Thyagaraja College, Pollachi, 15.02.2017
5. Road Map to Service Centre, National Conference on India Towards 2020, Department of Commerce with Professional Accounting, In association with The Coimbatore Branch of SIRC of The Institute of Chartered Accountants of India, SNR Sons College (A), Coimbatore, 21.02. 2017
6. Risks in online shopping, National Seminar on Digital India Challenges & Opportunities 2018, Vivekananda College for Women, Tiruchengode, 14.02. 2018

17) Participation in Seminar

International:

1. Women's Role in Household Savings and Investment, Two Day International Seminar on Emerging Trends in Personal Financial Management, Faculty of Commerce, Sree Saraswathi Thyagaraja College, Pollachi, 26.02.2016 & 27.02.2016.

National:

1. Education, Housing and Health Care, UGC Sponsored National Seminar on PURA, Department of Economics, Nallamuthu Gounder Mahalingam College, Pollachi, 25.08.2005 & 26.08.2005.
2. Economic Reforms and Agriculture, UGC Sponsored National Seminar on Prospects and problems of Indian Agriculture in the Era of Globalization, Post Graduate and Research Department of Economics, Erode Arts College, Erode, 22.09. 2005& 23.09.2005.
3. Global Financial Crisis and its Impact & Global Financial Crisis, UGC Sponsored National Seminar on Global Financial Crisis- and its Impact On Indian Economy, Department of Economic, NGM College, Pollachi. 25.08 2009 & 26.08.2009
4. Impact on Economic Reforms on Poor, UGC Sponsored National Seminar on Impact of First Generation Economic Reforms On Social Sectors, Post Graduate and Research Department of Economics, Erode Arts College, and Erode, 15.09.2009& 16.09.2009.
5. Financial Services and Insurance, National Seminar on Emerging Trends in Financial Services, Department of Commerce, Sree Saraswathi Thyagaraja College, Pollachi, 23.02. 2010.
6. Retailing in Food Processing Industry, National Conference on Emerging Trends in Retailing Industry, SNR Institute of Management Sciences, SNR Sons College (A), Coimbatore. 20.03. 2010
7. Impact of Global Warming in India, UGC-SAP-DRS-II, National Seminar on Environment and Sustainable Development- Indian Perspective, School of Economics, Bharathiar University, Coimbatore. 23.02.2012 & 24.02.2012.
8. Impact of Mergers and Acquisitions in Indian Industries, UGC-SAP-DRS National Seminar on Impact of Mergers and Acquisitions on the Financial Performance of Indian Industries, School of Economics, Bharathiar University, Coimbatore, 03.04. 2012& 04.04.2012.
9. Food Inflation, UGC Sponsored National Seminar on Food Inflation, PG & Research Department of Economics, Erode Arts and Science College, Erode. PG & Research Department of Economics, Erode Arts and Science College, Erode.
10. A Study on Alternative Energy- Wind Energy, UGC Sponsored National Seminar on Renewable Energy Technologies for Sustainable Development in Rural Sectors of

India. PG & Research Dept of Economics, Government Arts College, Melur, Madurai, 12.02. 2015 & 13.02.2015.

11. Eco – Tourism – The Prospects and Problems, Two Day National Seminar on Responsible Tourism for Sustainable Development – Issues and Prospects, Department of Commerce, International Business, Sree Saraswathi Thyagaraja College, Pollachi, 25.03. 2015 & 26.03.2015.
12. Overview of Women E-Entrepreneurship, National Seminar on Opportunities and Challenges in Entrepreneurship Development- An Indian Perspective., Department of Commerce, Dr.R.V.Arts and Science College, Karamadai, Coimbatore, 10.02. 2017.

18) Participation in Workshop:

1. A Symposium on Privatisation The Need of The Hour, by PG Department of Commerce, Arulmigu Palaniandavar Arts College For Women, Palani & Arulmigu Palaniandavar College of Arts & Culture, Palani on 14.02.2002 & 15.02.2002.
2. An International Workshop on Identification of Research Problem and Application of Statistical Tools in Social Science Research, Department of Economic, NGM College, Pollachi, on 27.01.2010.
3. A State Level Academic Writing Workshop on Prepare, Present, Publish and Get Prominence, by PSG College of Arts & Science, Coimbatore & Association of Economist of Tamil Nadu on 28.05. 2011 to 30.05.2011.
4. A National Workshop on Research in Social Sciences: Withers or Not? by Department of Commerce, & International Business Sree Saraswathi Thyagaraja College, Pollachi on 02.04. 2013 & 03.04.2013.
5. A National Human Rights Commission, New Delhi, **Training Programme-** Human Rights and Values- Promotion and Protection, Department of Commerce, Dr.N.G.P.Arts and Science College, Coimbatore on 28.01. 2017.
6. A Workshop on Outcome Based Education, Internal Quality Assurance Cell (IQAC), Nirmala College for Women (Autonomous), Coimbatore on 13.10.2018.
7. A Symposium on Research Methodology & Funding Agencies – Recent Trends, PG & Research Department of History, Nirmala College for Women (Autonomous), Coimbatore on 22.01.2019.
8. A FDP on Tuning Academic Research for Potential Funding Opportunities, by PG & Research Department of Chemistry, Nirmala College for Women (Autonomous), Coimbatore on 19.01.2019.

9. UGC funded Workshop on Intellectual Property Rights, Patents and Copyrights, Internal Quality Assurance Cell (IQAC), Nirmala College for Women (Autonomous), Coimbatore on 02.02.2019.

10. International Workshop on Smart Cities – A way to Smart Economy, Department of Economics, Sri G.V.G. Visalakshi College for Women, Udumalpet on 26.02.2019.

19) Member in Board of Study:

Board of Studies member at Sri G.V.G. Visalakshi College for Women, Udumalpet. (2016 -2017).

20) Membership in Professional Bodies

Name of Professional Body	Nature of Membership	Duration
Tamil Nadu Economic Association	Life Member	-
Indian Academic Researchers Association	Life Member	-