

Name:P.GEETHA

Designation:Assistant Professor

Qualification:Mcom,MBA

Qualifying Examination:NET

Date of Joining –Teaching : 06/12/2017

Date of Joining –VHNSNC : 04/12/2010

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SKILL DEVELOPMENT

- Completed the NPTL online course on “Marketing Research and Analysis” (8-week course in 2017).
- Completing the NPTL online course on “Consumer Behaviour “ (8-week course) during the month of January to March 2019.
- Attended the faculty development programme on ENABLE relationship – ENHANCE skills – EMPOWER students organized by Department of Management studies, V.H.N.S.N. College(Autonomous), Virudhunagar on 19.09.2019.
- Attended the faculty Development Programme (Under UGC Autonomy Grant on ‘Applications of Statistics in Social Science research Using SPSS, organized by the SENTHI RESERCH ADVOCACY FORUM, V.H.N.S.N. Collage(Autonomous), Virudhunagar from 11.11.2019 to 15.11.2019.
- Attended the faculty Development Programme on “Innovative Teaching and Learning methods “organized by the Patrician college of Arts & Science, Chennai from 11.07.2022 to 16.07.2022.

PAPER PRESENTATION

- Presented a paper titled “institutional support for Women Entrepreneurs” in the ICSSR sponsored Two Day National Level Seminar on “Women Entrepreneurship in Comprehensive Environment – A paradigm Shift in Indian Context” organized by Department of Commerce, V.V. Vanniaperumal College for Women, Virudhunagar, held on 7th & 8th February, 2018.
- Presented a paper titled “Skill development programs for budding entrepreneurs” in the ICSSR sponsored National Conference on “Transformation of Youth Lead Skilled and Development India” organized by Department of Commerce , V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar, held on 37th & 28th February,2018
- Presented a paper title “Influence of priority sector-wise NPAs with special reference to SBI” in the ICSSR sponsored National Lev Conference on “Insolvency and Bankruptcy Code, 2016 – New Bankruptcy Law for the Revival of Indian Economy” organised by Department of Commerce, V.H.N.Senthikumara Nadar College(Autonomous), Virudhunagar, held on 3rd & 4th January,2019
- Presented a paper titled “Role of technology in NPA crisis” in the International Conference on “Commerce and Management in Digital Era” organized by Cape Research Forum in association with Department of Commerce, Vivekananda College, Agastheeswaram, held on 19th January,2019.
- Presented a paper titled “A Study on Management of Non Performing Assets in context of India banking system” in the National Seminar on “Trends in Commerce” organised by Department of Commerce, Commerce (C.A) & Banking, N.M.S.Sermathai Vasan College, Madurai, held on 6th February,2019.

- Presented a paper titled “Consequences of Plagiarism” in the National Seminar on “Online Publishing, plagiarism and Research Integrity” organised by Central Library in collaboration with Society for the Advancement of Library and Information Science(SALIS), V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar, held on 15th February,2019.
- Presented a paper titled “Poverty in India” in the national conference on ‘SOCIAL ISSUES : CHANGES AND CHALLENGES : (Interdisciplinary View)’ held at Fatima College, Madurai on 25th January 2018.
- Presented an essay in the event ‘Kalvi Valarchi Dhinavizha-2018’ held at V.H.N.S.N.COLLEGE, Virudhunagar on 10.07.2018.
- Presented a paper titled “Green human resource management-a way of green economy” in the two day international conference on ‘FUTURISTIC VISION IN FUNCTIONAL MANAGEMENT FOR GLOBAL GREEN ECONOMY’ organized by Department of Commerce, V.V. Vanniaperumal college for women on 21st and 22nd August 2019.
- Presented a paper titled “Innovative Practices in Recovery of NPAs in Public sector Banks in India’ held at Patrician College of Arts and Sciece, Chennai on 25th & 26th August 2022.

PUBLICATIONS IN JOURNAL

- Published a research article on “skill Development programme for budding entrepreneurs” in the book titled “Skill Development for Inclusive Growth” published by V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar, on February 2018 with ISBN Number 978-93-81723-81-4.
- Published a research article on “Institutional support for women entrepreneurs” in the book titled “Women Entrepreneurship in Comprehensive Environment – A paradigm Shift in Indian Context” published by V.V. Vanniaperumal College for Women, Virudhunagar on February 2018 with SIBN Number 978-81-935892-0-5
- Published a research article on “Role of technology in NPA crisis” in the book titled “Commerce and Management in Digital Era, Volume-III” published by Mayas publication, Tamil Nadu on January 2019 with ISBN Number 978-93-87756-71-7.
- Published a research article on “Influence of priority sector-wise NPAs with special reference to SBI” in the book titled “Insolvency and Bankruptcy Code, 2016 – new Bankruptcy Law of the Revival of Indian Economy” published by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar, on January 2019 with ISBN Number 978-93-81723-94-4.
- Published a research article on “Consequences” in the book titled “Digital Information Systems and Services” published by V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar, on February 2019 with ISBN Number 978-93-85469-06-0.
- Published an article in the book titled “Kamarajarin Punmuga Aalumai” Published by V.H.N. Shenthikumara Nadar College (Autonomous), Virudhunagar, on 2018.
- Published an article titled “Impact of NPAs on financial performance of State Bank of India “by Juni Khyat Journal on December 2021 with ISSN Number 2278-4632.

- Published a research article titled “A Study of Non-Performing Assets in State Bank Of India” by JETIR on July 2022 with ISBN Number 2349-5162.