

CURRICULUM VITAE

GEETHA A

Assistant Professor
Department of Commerce & Management
Government First Grade College
Vijayanagara, Bengaluru- 560104
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EDUCATIONAL QUALIFICATION:

Degree	Subject & Specialization	University & Year
B.Com	Costing and Income tax	Mysore university-1989
M.Com	Income tax	Kuvempu university-1991
M.Phil	Comprehensive study on budget & control of KPCL-At Bangalore	Vinayaka Mission 2007



TEACHING EXPERIENCE: _27 YEARS

(17year regular and 10year part time lecturer)

Position Held	Name of the Institute	Name of the University	Period (from -to)
Assistant Professor	First grade College, Magadi, Ramanagar -	Bangalore university	2003-2009
Assistant Professor	First grade College, Vijayanagara , Bangalore-104	Bangalore University	2009-2019
HOD	First grade College, Vijayanagara , Bangalore-104	Bangalore University	2020-21

RESEARCH PAPERS PUBLISHED

Sl.No.	Title of the Paper	Title of the Journal	Int./National/Peer reviewed	Volume/ Issue/ year
1.	Green Marketing	Indo –Global Journal of Commerce and Economics	International	ISSN-2393-9796 V-2 I-3 April 2015
2.	Retailers Foreign entry	International Journal of Functional Management	International	ISSN- 2319-1406 V-3 I-1 April-2015
3.	Entrepreneurship-Promoting Entrepreneurship for SMES in the 21 st Century-Issues and challenges	Indo –Global Journal of Commerce and Economics	International	ISSN_2393-9796 Volume2 Issue -5 Sep 2015
4.	Knowledge Management	International Journal of Business, Management and Social Sciences(IJBMSS)	<i>international</i>	ISSN-2249-7463 V-5 I-5(III) FEB-2016
5.	A Study of corporate governance of Somavamsha Sahasrarjuna kshatriya Co-operative Society limited, Bangalore- A Special reference to deposits and lending practices	Inspira Journal of Modern Management and Entrepreneurship (JMME)	International	ISSN-2231-167x V-08 I-01 January-2018
6.	New India emerging challenges and evolving strategies virtual entrepreneurship; A study on impact of virtual marketing on young Indian consumers	International Journal of Advanced research in Commerce, Management and Social Science (IJARCMSS)	International	ISSN_2581-7930 V-01 I-01 July-Sep-2018
7.	Faculty Improvement Programmes- its impact on Higher Education	Jetir.orgn	International	ISSN-2349-5162 V-6

				<i>I-3 March 2019</i>
8.	A STUDY ON CHALLENGES AND OPPORTUNITIES IN GREEN MARKETING	Online International interdisciplinary Research Journal	International	<i>ISSN-2249-9598 Sep-2020</i>
9.	Retailer and consumer perception on Retail marketing – A Special reference to Bangalore city.	Online International interdisciplinary Research Journal	International	<i>ISSN-2249-9598 Sep-2020</i>
10.	An analytical Study on Customer's Perception on Green Products- with reference to Bangalore City	Wesleyan Journal of Research	International	<i>Volume 13 Issue No-38 Nov-2020</i>

PAPERS PRESENTED

Sl. No.	Title of the paper	Name of the Conference	Organising Institute	Level	Date
1.	Customer relationship management in retailing	Retail Sector in India: Opportunities & Challenges	Tumkur University	National	25 th August 2011
2.	Women Empowerment in India	Human Rights and gender Issues	GFGC, Vijayanagar, Bangalore-104	National	2 nd &3 rd 2011
3.					
4.					
5.					
6.	Talent acquisition and Retention	Competency building in business education	S. Nijalingappa College	National	23 rd &24 th 2011
7.	Impact of Globalisation on Insurance	Impact of Globalization on Indian services sector	Lal Bahadur Shastri Govt. First grade College,	National	19 th march 2012
8.	India- Bangladesh enclaves – An empirical study	Multidimensional impact of border disputes on the society, polity and economy: A Historical	GFGC Vijayanagar Bangalore	National	11 th July 2013

		perspective			
9.	Eco-tourism-A product of green marketing	Entrepreneurship and sustainable development	Acharya Bangalore B-School	National	4 th may 2014
10.	Green Marketing	Competency building Strategies in Business &Technology for Sustainable development	Sri Ganesh school of business Management	International	20 th Feb 2015
11.	Talent Management	Emerging trends in commerce and Management	S.E.A. College of Science, Commerce& Arts	National	11 th July 2015
12.	Retailers foreign entry	Competency building Strategies in Business &Technology for Sustainable development	Sri Ganesh school of business Management	International	20 th Feb 2015
13.	Problems and prospectues of E-business	Comtemporany Issues of E-Business in Indian economy	GFGC Byadgi	National	20 th Feb 2015
14.	Commodity markets and commodity brokers	Commodity derivative markets in India	Sri Shivlingeshwara Swamy GFGC Channagiri	National	14 th Feb 2015
15.	Operations and development of microfinance	Changing Scenario of global business management & techno Scientific resources	RPA FirstGrade College	National	7 th march 2015
16.	Impact on FDI on Retailing	Foreign direct investment in India-Prospects and Challenges	Basaveshwara College of Commerce Arts&Science	National	27 th &28 th march 2015
17.	Emerging Strategies to sustain the retail global competition	Emerging strategies to sustain global competition	C.B. Bhandari Jain College. Bangalore	International	30 th Sep 2015
18.					
19.	Study on organized retailing in Bangalore with selected hypermarkets	Reach referred journals	GFGC Vijyanagar	National	30 th Sep 2015

20.	Women Entrepreneurship in India	Vocationalization of Higher education; Implications for various departments	GFGC Ramanagara	National	14 th October 2015
21.	E- Customer relationship management	Impact of Modern technology on Higher education	GFGC Nelamangala	National	26 th Feb 2016
22.					
23.	Green marketing and its challenges	Environment degradation and its effects on sustenance of Life	GFGC Vijayanagar	National	5 th March 2016
24.					
25.	Role of Government in Controlling pollution	Public participation in Abating pollution in Metropolitan cities	RPA First Grade College Bangalore	National	28 th Dce 2016
26.	Role of Industry and commerce departments in reducing pollution with reference to "Tata motors	Public participation in Abating pollution in Metropolitan cities	RPA First Grade College Bangalore	National	28 th Dce 2016
27.	Transgender identity;Negotiations and struggles	Transgender identity;Negotiations and struggles	GFGC Vijayanagar Bangaloree	National	9 th October 2018
28.	Academic audit and its Implication on higher education	Academic and administration audit- a benchmark for quality enhancement in higher education	GFGC Vijayanagar Bangalore	National	18 th Sep 2019
29.	Intellectual Property Strategies of technology for startup	Dynamics of Intellectual property rights	GFGC Bangaloree	National	13 rd march 2019

BOOKS PUBLISHED/EDITED(Co-author)

Sl. No.	Title of the Book	Publisher	ISSN/ ISBN No.	Year
1.	Banking law and operation	Kalyani	978-93-272-3206-06	2013
2.	Principles of practice of auditing	Kalyani	978-93-272-4748-0	2014

RESEARCH PROJECTS

Sl. No.	Title of the Research Project	Position in the project	Name of the Funding agency	Year	Completed/On going
1	Study of organized retailing in Bengaluru- A case study with selected hyper markets	Minor Research Project	UGC	2013	2015

RESOURCE PERSON:

Sl. No.	Title of the talk	Title of the event	Organised by	Level	Date
1.	Filing of Income tax	Special lecture	St. Teresa degree college for women	State	19/03/2018
2.	VI Sem syllabus orientation	workshop	ASC degree college Bangalore	State	21/01/2017
3.					

SEMINARS/WORKSHOP/CONFERENCES ORGANIZED AS ORGANIZING SECRETARY / CONVENER/ COORDINATOR:

Sl.No.	Title	Level	Sponsorship /Organised by	Date
1	Dynamics of Entrepreneurship problems and prospects of New age entrepreneurs- Organizing Secretary	National	GFGC Vijayanagar Bangalore	24 th March 2016
2	Cultural Fest- Organizing Secretary	National	GFGC	18 th june 2020

E-CONTENT DEVELOPED:

SL No.	Title/Module of the e-content	Name of the YouTube/ Channel	Date of launching and link
1	Enterprise Management /Directing and controlling		

MEMBER OF BOARD OF STUDIES/ BOARD OF EXAMINERS:

Sl.No.	Position held [Member/Chairman of BoS/BoE]	Name of the University/ Autonomous College	Period [from-to]
1	Board of examiner	Bangalore University	2019-20

MEMBERSHIP OF PROFESSIONAL BODIES:

Sl.No.	Name of the Society	Year of Membership	Membership details
1.	KGCT	LIFE member	

EXTENSION ACTIVITY:

Set the question paper for Gazetted post A and B Service for KPSC ,dated 27/03/2019

Paper set for KPSC,department exams.

PRO for election duty

I affirm that the information given above is true and correct to the best of my knowledge.

GEETHA A

Date :4/12/2020

Signed by/-

Place : Bangalore [NAME]