

Name : Dr.G.ARUT GEEVITHA
Staff ID : RCAS01551
Designation : Head & Assistant Professor
Department : Commerce
Experience : 10 Years
Qualification : M.Com (CA)., MBA., Ph.D
Specialization : Marketing
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B.Com(CA)	Commerce with Computer Application	Karpagam College of Arts and Science	April 2006
M.Com(CA)	Commerce with Computer Application	Ramakrishna Arts and Science for Women	April 2008
MBA	Information Technology	Bharathiar University	April 2010
Ph.D	Marketing	Bharathiar University	Jan 2024

Journal Publications

Dr.G.Arut Geevitha A Study on Passengers Satisfaction Towards Railway Services with Regard to Coimbatore City." *Journal of Management*, vol. 2, no. 4, July–Dec. 2017, p. 111.

Dr.G.Arut Geevitha "A Study on Customer Satisfaction of Telecom Services with Special Reference to Sathyamangalam in Erode District." *International Journal of Creative Research Thoughts*, vol. 6, no. 2, Apr. 2018, p. 108.

Dr.G.Arut Geevitha "A Study on Overall Financial Performance of Kozhinjampara Service Co-operative Bank Limited." *The Research Journal of Social Science*, vol. 10, no. 2, Feb. 2019, p. 140.

Dr.G.Arut Geevitha "Consumer Attitude Towards Myntra Online Shopping in Digital Marketing." *Strad Research*, vol. 7, Aug. 2020, ISSN 0039-2049.

Dr.G.Arut Geevitha "A Study on Consumer Awareness and Satisfaction Towards Dove Product of Unilever with Special Reference to Coimbatore City." *Sambodhi*, vol. 43, Sept. 2020, ISSN 2249-6661, p. 62.

Dr.G.Arut Geevitha "A Study on Customer Satisfaction Towards Digital Banking Services in Coimbatore City." *JIJNASA*, vol. 6, Apr. 2021, ISSN 0337-743X, p. 16.

Dr.G.Arut Geevitha "Consumer Perception Towards Online Marketing in India." *Journal of Fundamental & Comparative Research*, vol. 8, no. 1(I), 2022, ISSN 2277-7067, p. 18.

Dr.G.Arut Geevitha "A Study on Analysis of E-Marketing in Coimbatore City." *NIU International Journal of Human Rights*, vol. 9, 2022, ISSN 2394-0298, p. 149.

Dr.G.Arut Geevitha "A Study on Customer Satisfaction Towards Online Banking Services in Tiruppur District." *Shodha Prabha*, vol. 47, no. 4, 2022, ISSN 0974-8946, p. 95.

Dr.G.Arut Geevitha "A Study on Consumer's Problems and Prospects Towards E-Banking with Special Reference to Coimbatore City." *Journal of the Asiatic Society of Mumbai*, vol. XCVI, no. 6, 2023, ISSN 0972-0766, p. 75.

Dr.G.Arut Geevitha "A Study on Problems and Challenges Faced by Micro Small and Medium Enterprises: A Special Reference to Manufacturing Sector in Coimbatore District." *Journal of Fundamental and Comparative Research*, vol. IX, no. 2, 2023, p. 134.

Dr.G.Arut Geevitha "Customer Satisfaction Towards Artificial Intelligence on Digital Marketing." *Journal of Survey in Fishery Science*, vol. 10, no. 4S, 2023, p. 3473.

Dr.G.Arut Geevitha "Awareness of E-Banking Services in Coimbatore South Zone." *International Journal of Cultural Studies and Social Sciences*, vol. 20, no. 2, no. 11, July-Dec. 2024, pp. 1-3.

Book Chapters

Dr.G.Arut Geevitha **Advanced Trends in Multidisciplinary Research and Innovation**. (2024, July). Digital Marketing and its Impact on the Consumer Behaviour: E-shopping behaviour.

Dr.G.Arut Geevitha **Sri Ramakrishna College of Arts and Science**. (2024, September). Green Marketing.

Dr.G.Arut Geevitha **Rathinam College of Arts and Science**. (2025, February). Enhancing Transparency and Efficiency in the Insurance Sector through Block Chain Technology: Innovations and Implications.

Dr.G.Arut Geevitha **Economic Renaissance Charting India's Path to Prosperity**. (2025). An Analysis of Digital Business in India and How it Affects The Country's Economic Growth.

Dr.G.Arut Geevitha **Vivekanandha College of Arts and Science**. (2023, October). A Study on Uses and Digital Technology in Education.

Dr.G.Arut Geevitha **Vivekanandha College of Arts and Science**. (2023, October). An Assessment of Decision on Paradigm Shift in Higher Schooling by Using Digital Transformation.

PRESENTATIONS

	State Level	National	International
Conference	2	5	6
Seminar	1	8	1

PARTICIPATION

	State Level	National	International
Conference	2	2	-
Seminar	2	2	-
Workshop	4	1	1
Orientation	2	-	-
FDP/PDP	4	26	1

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Award of Appreciation for Coordinator of “Advanced Excel 2016” Career Oriented Course	TIAC – The Insititute of Advanced Computing	2023
Excellent Contribution in Field of Organizing Extension Activities.	Rotary Club of Coimbatore South	2024
Appreciation for the Academic Excellence and Empowering Students to Attain Professional Courses including CMA	CMA Chapter, Coimbatore	2024
Best Faculty Award by TNGSTPA and ICP Professional Academy	ICP Professional Academy	2025
Excellence in Education Award	Masters Professional Academy	2025
Golden Gurus	GRT Jewellers	2025