

Name :Dr. B. Geethpriya
Staff ID : RCAS03822
Designation : Assistant Professor
Department : Department of Commerce
Experience : 8 Years
Qualification : M.Com IB.,M.Phil., PGDCA., Ph.D
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D	Marketing	Government Arts College	2023
M.Phil	Marketing	Sri Jayendra Saraswathi Maha Vidyalaya	2012
M.Com IB	International Marketing	Bharathiar University	2009
B.Com	Commerce	CBM College	2007

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
PGDCA	Computer Applications	Bharathiar University	2011

RESEARCH AND PUBLICATIONS

GRANTS

Title	Agency	Amount	Year	Status
Green Finance for a Viksit Bharat	ICSSR-SRC	20,000	2024	Completed
A Study on Impact of Family Instability and Juvenile Delinquency Towards Minor with Special Reference to Coimbatore South	TNSCST	7,500	2023	Completed

Journal Publications

Dr.B.Geethpriya " Assessing the Implementation of Social Security Initiatives for the Public: through Insurance Sector" Journal of Research Administration, Vol. 5 No. 2, (2023), ISSN:1539-1590 | E-ISSN:2573-7104

Dr.B.Geethpriya. " Customer Satisfaction Towards Artificial Intelligence on Digital Marketing" Journal of Survey in Fisheries Sciences, 10(4S) 3473-3478 2023.

Dr.B.Geethpriya " A Study on Effects & Cultural Impacts of Social Networking Sites Among students with Special Reference to Coimbatore City" International Journal of Trend in Scientific Research & Development, April-2018| ISSN No 2456-6470 | IF : 4.101.

Book Chapters

Dr.B.Geethpriya, Dr.T.M.Hemalatha, Latest Developments in Commerce and Management. (2024). In *Latest Developments in Commerce and Management* (pp. 1-5). IoT Academy Publisher. ISBN: 978-93-93622-37-2.

Dr.B.Geethpriya & Ms.Kavipriya B, Innovative Research Technology, Green Entrepreneurship Startups, (pp 1898-1903), ISBN 978-93-6126-266-1.

Dr. B. Geethpriya and Ms. S. Ashma Begum, E-Commerce, published on September 2023 by Innovation Online Training Academy, (pp 160-165), ISBN: 978-93-93622-54-9.

Dr.B.Geethpriya, Dr.I.Shanmugapriya, An Empirical Study on Exploring the Relationship Between Employer Branding and Employee Retention Advanced Trends in Multidisciplinary Research and Innovation (pp 138-141), Weser Books, ISBN: 978-3-96492-593-0.

Dr.B.Geethpriya, Dr.T.M.Hemalatha, Digital Twins in Agriculture: Simulating And Optimizing Farm Operations, Digital Twins in Agriculture (pp 101-112), ISBN:- 978-81-973379-6-3.

Dr. B. Geethpriya, Ms. V. Priyanka, Powering Progress: Unveiling the Economic Impact of 165 Renewable Energy and Clean Technology, Economic Resurgence: India's Thriving Path to Development (pp 165-168), published by Indu Book Services Pvt. Ltd., ISBN: 978-81-19907-44-1.

Dr.B.Geethpriya, Biometric Standards in Financial Services, The Future of Digitalization Crafting Exceptional User Experiences in Biometric Contactless Payment Systems, (pp 86-90), The Words wiggle Publication **Books**, ISBN: 978-93-49882-13-3.

Book

Dr.B.Geethpriya, Essentials of Research Methodology: A Practical Guide, Taran Publications (December 2024), ISBN: 9789348149541.

Proceedings

Dr.B. Geethpriya, Impact of Digital Transformation in Green Management Business, Impact of Digital Transformation in Business: Challenges and Opportunities, (pp 55-60), Hindustan College of Arts and Science.

Dr.B. Geethpriya " Women Entrepreneurs." ICSSR Sponsored One-Day National Level Seminar, Bishop Ambrose College, Coimbatore.

Dr.B. Geethpriya “Green Finance for a Viksit Bharat in Green Bond Investment Strategies” ICSSR-SRC Sponsored One Day National Seminar on Green Finance for a Viksit Bharat, Rathinam College of Arts and Science, Coimbatore.

PRESENTATIONS

	State Level	National	International
Conference	1	5	3
Seminar	1	4	0

PARTICIPATION

	State Level	National	International
Conference	1	3	2
Seminar	1	4	1
Workshop	3	5	0
FDP/PDP	2	11	3

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Appreciation for the Academic Excellence and Empowering Students to Attain Professional Courses including CMA	The Institute of Cost Accountants of India – Coimbatore Chapter	2024
Best Faculty Award by TNGSTPA and ICP Professional Academy	ICP Professional Academy	2025
Swayam Elite Silver Award	NPTL	2025
Golden Guru Award	GRT Jewelers	2025
Indian Icon Award	Magizhchi Foundation	2025