

Name : Remeeja Behum J
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Designation : Assistant Professor
Department : Commerce
Experience : 2 Yrs 2 Months
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B.Com	Commerce	CBM College	2004
M.Com	Commerce	SMS College	2008
M.Phil	Commerce	SNR Sons College	2012
Ph.D	Commerce	CBM College	Pursuing

RESEARCH AND PUBLICATIONS

Book Chapters

Remeeja Behum J. "Social Enterprise and Philanthropist Leaders in Coimbatore City" in the book Multidisciplinary Research in Global Prosperity through Research and Development, Multi Spectrum Publication, 2024. ISBN: 978-81-969082-0-1.

Remeeja Behum J. "Digital Marketing Strategies for Insurance Companies", published in a book titled Revolutionizing Indian Insurance: The Power of Innovation and Digitalization, Forschung Publication, 2025. ISBN: 978-93-91772-41-3.

Remeeja Behum J. "Problems and prospects of women entrepreneurship with reference to Coimbatore City" in the book Multidisciplinary research and innovation, Merimax International Publication, 2025. ISBN: 978-81-986735-8-9.

Remeeja Behum J. "Exploring the role of UPI on Digital Payments in India: Challenges and Opportunities" in the book Electronic Money and Financial Management, The Wordsswiggle Publication, 2025. ISBN: 978-93-49882-27-0.

Books

Remeeja Behum J. Entrepreneurship Development, The Opus Coliseum, 2025. ISBN: 978-93-6341-769-4.

Proceedings

Remeeja Behum J. "Impact of global warming on tribal communities in the Nilgiri Hills". In Ek Bharat Shreshtha Bharat: Culture, skills, beliefs and rituals of Janajatis of India with special reference to the scheduled tribes of the Nilgiris district, 2024. ISBN: 978-93-89105-97-1

Remeeja Behum J. "Women entrepreneurs in India: A key factor in the acceleration of sustainable economic growth". In Nari Sashaktikaran: Gender empowerment strategies to glass ceiling to eradicate gender discrimination, 2025. ISBN: 978-93-6126-735-2

PARTICIPATION

	State Level	National	International
Conference	-	2	-
Seminar	-	1	-
Workshop	-	3	-
FDP/PDP	-	4	-