

Name : Mrs. B. Chitra
Staff ID : RCAS04732
Designation : Assistant Professor
Department : Commerce IV
Experience : 1 Year
Qualification : M. Com CA, (Ph.D.)
Specialization: Marketing
Mail ID : Chitra.cm@rathinam.in



ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D.	Commerce – Marketing	Nallamuthu Gounder Mahalingam College of Arts and Science, Pollachi	Ongoing
M.Com	Commerce CA	School of Distance Education in Bharathiar University	2021
B.Com	Commerce CA	Nallamuthu Gounder Mahalingam College of Arts and Science, Pollachi	2019

Book Chapters

- Chitra B. (2025). *Advancements in contactless transactions: Biometric Standards in Financial Services* (Vol. 1). Coimbatore: The Words Wiggle Publication. ISBN: 978-93-49882-13-3

Proceedings

- Chitra B. (2025). *Marketing in digital era: Internet marketing trends, techniques and tools*. Coimbatore: ESN Publications. ISBN: 978-93-90956-05-0

Book

- Chitra B. (2025). *Foundations of research methodology in commerce and management*. Coimbatore, Tamil Nadu: SSS Publications. ISBN: 978-81-982563-0-0

PARTICIPATION

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

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Golden Guru	GRT	2025
Indian Icon Award	Magizhchi Foundation	2025