

**Name** : Sri Ranjani A R  
**Staff ID** : RCAS05465  
**Designation** : Assistant Professor  
**Department** : Commerce IV  
**Experience** : 1 Year  
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## ACADEMICS

<b>Degree</b>	<b>Branch</b>	<b>Institution / University</b>	<b>Year of Completion</b>
M. Com	Commerce	Avinashilingam Institute for Home Science and Higher Education for Women	2024
B. Com	Commerce	Avinashilingam Institute for Home Science and Higher Education for Women	2022

## Journal Publications

- Aiswarya, R., Atheesh Selvan, B., & **Sri Ranjani, A R.** (2025). Evaluating the effectiveness of traditional and digital marketing strategies. *Journal of Educational Planning and Administration*, 39(1), 147–150. National Institute of Educational Planning and Administration.
- Shameem rifana, M., Sri santhiya, V., & **Sri Ranjani, A R.** (2025). Consumer perception towards customer relationship management. *Journal of Educational Planning and Administration*, 39(1), 159–165. National Institute of Educational Planning and Administration.

## Book Chapters

- Sri Ranjani A R. (Eds.). (2025). “*Advancements in Contactless Transactions: Tracing the Path from cards to Biometrics*” (Vol. 1). The Wordss wiggle Publication. ISBN 978-93-49882-13-3.

## Proceedings

- Sri Ranjani A R (Eds.). (2025). *Proceedings of the National Seminar on Mathematics in Social Services and Welfare Schemes* (March 25–26, 2025). Department of Mathematics, Dr. N.G.P. Arts and Science College. ISBN 978-93-49348-76-9
- Sri Ranjani A R. (Eds.). (2025). “*Digital marketing strategies for Insurance sector*” (1st ed.). Forschung. <https://doi.org/ISBN-978-93-91772-41-3>
- Sri Ranjani A R. (Eds.). (2025). *Fostering economic growth: enhancing India – Malaysia Trade and investment collaboration* (1st ed.). CiiT Publications. ISBN 978-93-6126-546-4

## PRESENTATIONS

	State Level	National	International
Conference	-	-	1
Seminar	-	1	-

## PARTICIPATION

	State Level	National	International
Conference	-	2	2
Seminar	1	2	-
Workshop	2	1	-
FDP/PDP	2	6	1

## AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Golden Guru	GRT Jewellers	2025