

Name : Sri Ranjani A R
Staff ID : RCAS05465
Designation : Assistant Professor
Department : Commerce IV
Experience : 1 Year
Qualification : M.Com
Specialization: Marketing
Mail ID : sriranjani.cm@rathinam.in



ACADEMICS

Degree	Branch	Institution / University	Year of Completion
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