

**Government Arts college (Autonomous),
Coimbatore –18
Performance - Teacher Appraisal
Report**

i) General Information



- a) Name : **DR.R.GEETHARAMANI**
- b) Address (Residential) : NO.18,SUBBAIYA
LAYOUT,
KAMARAJAR
ROAD,
UPPILIPALAYAM
POST, CBE-15
- c) Designation : ASSISTANT PROFESSOR
- d) Department : Business Administration (BBA)
- e) Date of Birth : 08/12/1975
- f) Area of Specialization : FINANCE, MARKETING & ENTREPRENEURSHIP

A) Academic Qualifications

Examination passed	Board / university	Subject	Year	Division grade/merit etc.,
SSLC	Board of Secondary Education, Tamilnadu.	Tamil, English, Maths, Science, Social Science.	April, 1991	First
HSC	Board of Higher Secondary Examination, Tamilnadu.	Tamil, English, Maths, Computer Science, Commerce,	March, 1993	First
Under Graduate	Avinashilingam Deemed University, Coimbatore	B Com	April, 1996	First
Post Graduate	Avinashilingam Deemed University, Coimbatore	MBA	April, 1999	First
Post Graduate Diploma	Alagappa University	PGDCA	May 2003	First
NET	University Grants Commission	Dec-06	T090356	Management

ii) Research Experience & Training

Research stage	Title of thesis	University where the work was carried out.
M.Phil (Entrepreneurship)	A Study of the factors affecting the growth of Small manufacturing firms in Coimbatore City	Madurai Kamaraj University
Ph.D	Marketing of Life Insurance Services By Insurance Compnies in Cbe City	Mother Teresa Women's University
No of Publication	7	
Research guidance(give the names of students guided successfully)	Nil	
Training(please specify)		

B) Research Projects carried out -NIL

S. No.	Title of the Project	Name of the Funding Agency	Duration	Remarks

C) Seminars, Conferences, Symposia Workshops etc. attended

S.No	Name of the Seminars/conferences/Symposia/workshops etc.,	Name of the Sponsoring Agency	Place and Date
1	State level Seminar – Impact of WTO Agreement On Indian Agriculture and Textile Sector	Kaamadhenu Arts and Science College	Sathyamangalam & 30.1.2006
2	International Seminar –Changing scenario of Garment Industry	Tirupur Kumaran College for Women &	Tirupur & 14.2.2006
3	National Seminar- Indian Banking in Globalised Era	Karpagam Arts and Science College	Cbe & 24.2.2006
4	National Seminar -CRM	MOP Vaishnav College for women,	Chennai &5.02.2006
5	National Seminar - WomenEntrepreneurship	Vivekanandha College of Arts and Science for Women	Tiruchengode & 25.2.2006
6	Workshop -CRM	Dr. GRD Academy of Management	Cbe & 26.8.2006
7	National Seminar- Opportunities in Modern Marketing	Hindustan college of arts and Science	Cbe & 12.09.2006
8	National Level seminar – Challenges & Opportunities in Banking & Insurance sector	Dr.NGP Arts and Science College	Cbe & 30.09.2006
9	National Seminar – Perspective in Knowledge mgt	VLB Janakiammal College of Engineering and Technology	Cbe & 6.10.2006
10	National Seminar –Competitive Advantage Through Innovation	CIMAT	Cbe & 23.2.2007

11	National Conference – Services Mgt	VLB Janakiammal College of Engineering and Technology	Cbe & 6.10.2007
12	National Seminar –Social Legislation for Social Change	CMS College of Science and Commerce	Cbe & 10.10.2007
13	State Seminar – Innovation Concepts & Techniques in Managerial Decision Making	CMS College of Science and Commerce	Cbe & 15.10.2007
14	National Conference – Indian Insurance Sector- Innovation, sustainability & Social Impact	CMS College of Science and Commerce	Cbe & 23.02.2008
15	National Symposium -CSR	Dr.SNS Rajalakshmi Institute of Management	Cbe & 20.03.2008
16	National Seminar –Recent Trends in Banking	Tamilnadu College of Engineering	Cbe & 2.4.2008
17	National Seminar – Global Challenges in Cyber Business	Nehru College of arts and Science	Cbe & 21.08.2008
18	State Seminar –Changing Scenario in Banking Scetor	Maharaja arts and Science College	Cbe & 19.9.2008
19	International Seminar – Mgt Challenges in the era of Global recession	Sengunthar Institute of Management Studies	Salem & 10.2.2009
20	National Conference – Indian Economy in 21 st Century	UGC Sponsored - Erode arts college	Erode & 17.7.2009
21	National Seminar - E-Goverance	UGC Sponsored - Gobi arts and Science College	Gobi & 7.8.2009

22	National Conference – Legal & Regulatory framework For Corporate Sector	Dr.NGP Arts and Science College	Cbe & 17.2.2010
23	International Conference – Global Recession & its Impact	Nehru Institute of Management Studies	Cbe & 18.2.2010
24	National Seminar –Indian Business Ahead	Maharaja arts and Science College	Cbe & 19.2.2010
25	National Seminar – Facets of Commerce	Sree Narayana Guru College	Cbe & 19.2.2010
26	National Conference –E-SCM	Vidhyasagar College of arts and science	Udumalpet & 6.3.2010
27	National Conference – Think Global –Go Rural	K.S.Rangasamy College of Arts and Science college	& 18.03.2010
28	National Seminar – Emerging Trends in Service Sector	Hindustan college of arts and Science	Cbe & 27.1.2011
29	National Seminar – A Sustainable development Towards Innovative Process	Kaamadhenu Arts and Science College	& 10.2.2011
30	National Seminar – Business Ethics & Social Responsibility	Sree Narayana Guru College	Cbe & 10.2.2011
31	National Conference –CRM IN Service Sector	Kongunadu Arts and Science College	Cbe & 11.2.2011
32	National Seminar – Application of Modern Mgt Thoughts	Hindustan college of arts and Science	Cbe & 24.02.2011

33	National Conference – Global Trends in Mgt	Adithya Institute of Technology	Cbe & 23.09.2011
34	International Conference – challenges of Indian Business In global economy	Annai Mathammal Sheela Engineering College	Namakkal & 23.09.2011
35	National Conference – Business Mgt Strategies	Sri Krishna arts and Science college	Cbe & 14.09.2012
36	International Conference – Impact of Global Crisis in Indian Business	Annai Mathammal Sheela Engineering College	Namakkal & 14.09.2012
37	National Conference – Looming Opportunities & Threats	Karpagam University	Cbe & 28.09.2012
38	National Conference –Mgt in New Era	Dr.G.R.Damodaran college Of science	Cbe & 14.2.2013
39	National Conference – Business Sustainability in Globalized Environment	Adithya Institute of Technology	Cbe & 15.02.2013
40	National Conference – Women Entrepreneurship	Kongu Engineering college	Erode & 8.3.2013
41	National Seminar –Service Excellence in Retail, Hospital, Banking & Insurance	Mannar Thirumalai naicker College	Madurai & 19.3.2013
42	National Conference – Innovation Approaches in Business Horizon	Nandha College of Technology	Erode & 22.3.2013
43	International Conference – Navigating the Prespective of Global Business Opportunities	SNR sons College	Cbe & 8.4.2013

44	International Conference	Vivekananda Institute of Information and Management Studies	& 12.04.2013
45	International Conference – Innovative & Competent Business Strategies	Asian Mgt Science Association	Malaysia & 27.07.2013
46	National Conference – Goals & Priorities for Youth of India	CMS College of Science and Commerce	Cbe & 4.01.2014
47	FDP- Tally	Sri Ramakrishna College of arts & Science for women	Cbe & 6.01.2014
48	International Conference – Innovative practices in Global Business	Nehru Institute of Technology	Cbe & 5.2.2014
49	National Conference – Consumer Protection	Kaamadhenu Arts and Science College	Sathyamangalam & 14.2.2014
50	International Conference- Emerging Paradigms in Mgt Research	Vivekananda Institute of Information and Management Studies & Mother Teresa University	Kodaikanal & 27.02.2014
51	National Conference – Application Of Modern Mgt Thoughts	Hindustan college of arts and Science	Cbe & 5.3.2014
52	Training Program	Government Arts College, Cbe	Cbe & 11.03.2020
53	Webinar on E-Commerce for all Businesses	PSG CAS	15.05.2020

54	National Level Webinar on Role of Insurance sector in COVID Pandemic sector	Ratinam College of Arts & Science	16.05.2020
55	Online FDP - Present Challenges & Opportunities in Indian Business Environment	Shrimathi Devkuma Nanalal Bhatt Vaishnav College for Women	17.05.2020
56	Online FDP –Learning, Pedagogy & Effective use of Research Methodology	ASM -Group of Institute	17.05.2020 to 21.05.2020
57	Webinar on Trends in Commerce Study through Online Learning	G.T.N. Arts College (Autonomous),	18-05-2020.
58	Webinar on Industry 4.0	Sri Eshwar College of Engineering	19.05.2020
59	Webinar on Effects of Lockdown on the savings & Investment Pattern of Common Investor	Shasun Jain College for Women	19.05.2020
60	Webinar on Future of Communication Engineering	Sri Eshwar College of Engineering	20.05.2020
61	Webinar on "Role of Freight Forwarders	PSG CAS	22.05.2020
62	<i>National Webinar on "GAMIFICATION IN EDUCATION</i>	Kongu arts and science college (autonomous)	23.05.2020
63	Webinar on Future of Finance & way forward for Students & Professionals	Karpaga Vinayaga College of Engineering & Technology	24.05.2020
64	Oline FDP –Changing Business Strategies Post Covid 19	Jeppiar Engineering College	26.05.2020 to 30.05.2020

65	FDP –Influential Communication	Sree Narayana Guru College	28.05.2020
66	International webinar on Conquering chaos	Bharathidasan college of arts and science	29.05.2020.
67	International Conference _ Innovation in Business & Mgt	Sri Ramakrishna College of arts & Science College for women	Cbe & 10.05.2022
68	Attended In-Service Teacher Training Programme under TANSICHE	Bharathiar University.	5/5/2022 & 6/5/2022
69	Attended Naan Mudhalvan FDP on Capital Marketing/Digital Marketing	Bharathiar University.	30/1/2023 t 3/02/2023
70	National Seminar – Emerging trends in Higher Education insights, Challenges & Opportunities	NAAC Sponsored - Sri Ramakrishna College of arts & Science College for women	9.02.2023 & 10.02.2023

Publications (International / National):

1.FACTORS AFFECTING THE GROWTH OF SMALL MANUFACTURING FIRMS IN CBE CITY,CMRD, JOURNAL OF MANAGEMENT RESEARCH, ISSN 0973-8401, Vol.7.No.1Jan-June 2008. Pg.8-12

2.A STUDY ON ASCERTAINING THE INFLUENCE OF PROMOTIONAL ACTIVITIES ON CONSUMER BEHAVIOUR IN CASE OF CONSUMER PRODUCTS IN URBAN KERALA, India Journal of Research, ISSN 2250-1991, Pg.26-28

3. A STUDY ON PUBLIC SPEAKING ANXIETY AMONG UNDERGRADUATE STUDENTS, Journal of the Oriental Institute ISSN: 0030-5324, Vol. 71, Issue. 01, No.16, January-March: 2022 pg. 143-147

4. A STUDY ON THE FACTORS CONTRIBUTING TO MOONLIGHTING AMONG EMPLOYEES AND ITS IMPACT ON PRODUCTIVITY OF THE ORGANIZATION, SOUTH INDIA JOURNAL OF SOCIAL SCIENCES, ISSN: 0972 – 8945 Vol. XX, No.5, July – December 2022,pg. 283-287

5. PEOPLE ANALYTICS: MAKING SENSE OF PEOPLE DATA TO DRIVE BUSINESS SUCCESS, Humanities and social studies, Vol.12, Issue 1, No.3, Jan-June 2023, Pg.172-176

6. A STUDY ON CONSUMER PERCEPTIONS OF FOOD DELIVERY APPS IN A DIGITAL LANDSCAPE Rabindra Bharati University Journal of Economics ISSN : 0975-802X, Vol. : XXVII, No:7, 2023

7. A STUDY ON FACTORS INFLUENCING THE RETIREMENT PORTFOLIO ALLOCATION International Journal of Cultural Studies and Social Sciences, Vol-20, Issue-1, No.32, January - June: 2024 :: ISSN: 2347-4777 (UGC CARE Journal)

Text Books Published

S.No	Name of the Book Published	Publisher and Place
1	Income Tax Law & Practice	Thakur Publishers, Chennai

iii) Teaching Experience

Courses Taught	Name of University/ College/Institution	Duration	
		Period of employment From - To	Years of Experience
BBM	Texcity Arts & Science College, Cbe	19.06. 2000 to 28.09. 2002	2 Yrs
BBM	Sree Narayana Guru College, Cbe	17.06.2004 to 14.06.2005	1 yr
BBM	Sri Ramakrishna College of arts & Science College for women, Cbe	13.06.2005 to 31.07.2015	10 yrs

BBA	Arignar Anna GAC, Attur	20.08.2015 to 18.08.2016	1 yr
BBA	Governemnt Arts College(Autonomous), Cbe	19.08.2016 to till date	8 yrs

Total Teaching Experience (in years and months) :

a)	Under-graduate	22
b)	Post-graduate	-
c)	Research	-

viii) Innovations/ Contributions in Teaching

a) Design of Curriculum :	I have extended full co-operation with the department in suggesting changes in course content and modification required in the syllabus
b) Teaching methods :	Learner-centered method followed using Case studies, Role plays, Syndicate method, Group Discussion, Seminars, Teaching through A/V aids, Chalk and Talk and Industrial Visits
c) Laboratory experiments :	Prepared Lab – Manuals
d) Evaluation methods :	Classroom Tests, Quizzes, Activities, Assignments, Problem solving experiments, Regular students feedback, Projects and Internal tests
e) Preparation of resource material including books, reading materials, laboratory manuals etc.:	1. Mainly prescribed text books 2. Written One text books 3. Journals and magazines 4. Internet, Magazines, News papers
f) Remedial Teaching / Student Counseling (academic) :	I take special care in finding out the slow learners and the students with some social and personal problems. After identifying such students, I give suitable counseling and guidance to overcome their problems relating to learning process. I also conduct special classes apart from regular classes with prior permission from the Head of the Department. I give them full freedom to approach me to get rid of their academic problems.

g) Any other :	I speak to the students about their moral and social responsibility. I also make them to realize the need for their personality development and the need to be an honest citizen of this country. I also encourage them to participate in extracurricular activities.
----------------	---

IX) Research Contribution

a). PhD/M.Phil undergoing scholars- NIL

Sl. No	Name of the PhD/ M.Phil(PT/FT) Scholar	Name of the University	Broad Field	Registration Number	Year of registration

b). PhD/M.Phil Awarded --NIL

Sl.No	Name of the PhD/M.Phil (PT/FT) scholar	Name of the University	Title of the thesis	Year of registration of the scholar	Year of award of PhD

X) Extension Work/ Community Service

A) Please give a short account of your contribution to:

Acted as a Coordinator of Women Empowerment Cell from 2014 -2015 in Sri Ramakrishna College of arts and Science for Women, Coimbatore. During the period various awareness programme was conducted. Plastic Eradication programme Jointly with Tamilnadu Forest Department was conducted in Nilgirs South Division to save the environment. Millet Mela and Nutrition Awareness was created among Young teenage students to lead a quality lifestyle. Legal rights for women, Girl child Protection and self defense programme was arranged for girl children and their parents. Swatch Bharath in Coimbatore railway Station and Sparrow day Rally was organized to create awareness among public to maintain cleanliness in public place and to protect sparrow.

B) Positions held / leadership role played in organizations linked with Extension Work National Service Scheme (NSS), or NCC or any other similar activity

C. Participation in Corporate Life

Please give a short account your contribution to:

a) College/ University / Institution	<ol style="list-style-type: none"> 1. Member of Department Admission committee 2. Placement Incharge of Few Departments in GAC, Cbe 3. Naan Mudhalvan Incharge of Few Departments in GAC, Cbe 4. Department Coordinator for TANSCHÉ 5. Member of the Inspection Commission for granting recognition of starting of new programme and continuance of provisional affiliation of BBA of various institution under Bharathiar University
b) Co-curricular Activities	<ol style="list-style-type: none"> 1. Coordinator of few Programs Conducted in BBA Department, GAC, Cbe 2. Member of Water Conservation Cell in GAC, Cbe.
c) Enrichment of Campus Life (Hostels, sports, games, cultural activities)	As a Department Cultural Coordinator motivate the students to participate in various Inter-College Cultural Events
d) Students Welfare and Discipline	Organised Various Soft skill programs to enhance the Students skill
e) Membership / Participation in Bodies	Member of Inspection committee for awarding courses by the university
f) Professional Organization of Teachers	

D.(a) Membership of Professional Bodies, Societies, Editorship of Journals etc.

E. Any other information

R.GeethaRamani
(Signature of the Teacher)