

PROFILE

Name : Dr.T.N.Geetha

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Academic qualification

Degree	University	Institution	Year of passing	Class Obtained
B.A	Madras University	Sri.Sarada College for women, Salem	1982	I Class
M.A	Madras University	Sri.Sarada College for women, Salem	1984	I Class
M.Phil.	Annamalai University	Annamalai University	1986	I Class
B.L	Dr.Ambedkar Law University	The Central Law college,Salem	2001	II Class
Ph.D.	Periyar University, Salem-11	Government Arts College,salem-7	2015	-

Department :Economics

Designation : Assistant Professor of Economics

Area of specialization : M.Phil. Labour Economics

Ph.D. Industrial Economics

Date of birth :12-01-1962

Date of entry to service

Private Service : June 1989

Government Service: July 2009

Date of retirement : January 2020

Teaching experience

Course	Years of experience
UG	27
PG	16
M.Phil	10

Books published

Name of the book	Publisher	Year of publishing	ISBN No
Business Economics	PallaviPathipagamS.IndiaPvt Ltd	2008	978-93-80024-15-8
Money,Banking,Global Business	PallaviPathipagamS.IndiaPvt Ltd	2008	978-81-89840-20-4
Banking Theory	PallaviPathipagamS.IndiaPvt Ltd	2008	978-81-89840-21-1

Articles Published(Journals)

Title	Name of the journal	year	ISSN NO
Rural Marketing	Kisan World	Sept 2008, Vol 35, No 09	0971-9229
Marketing Ethics	Kisan World	Aug 008,Vol35, No 08	0971-9229

Articles Published (Edited Volume)

Title	Name of the Book	year	Publisher	ISBN NO
Health indicators –An overview	Health Issues and challenges	2012	Global Research Publications, New Delhi	978-81-89630-55-3
Women’s role in a warming world	Global warming issues and challenges	2014	Discovery Publishing House Pvt.Ltd, New Delhi	93-5056-470-X
Cost effectiveness in Indian healthcare industry- An analysis	Social and economic dimensions of medical tourism	2015	Sara book publication, Ahmedabad	978-1-63040-437-6

Articles Published (Journals) International Level

Title	Name of the Journal	Year	ISSN No
A study on the financial performance efficiency of selected cement industries in India	IJEERT	Volume 2, Issue 3, June 2014	2349-4395
A study on the performance efficiency of selected cement industries in India	IJMSET	Volume 1, Issue 2, June 2014	2349-3755

Papers presented

Title	State/ National/ International	Sponsoring agent	Institution	Year
Rural marketing- Challenges and opportunities	State level	Maharaja Arts and science college, Coimbatore	Maharaja Arts and science college, Coimbatore	7 th March 2008
Future of banking In Indian context	National Seminar	Tamilnadu college of Engineering, Coimbatore	Tamilnadu college of Engineering, Coimbatore	2 nd April 2008
Environment and industry with special reference to software industry	National Seminar	Department of Economics, Periyar University	Department of Economics, Periyar University	27 th & 28 th March 2008
Stock market bubbles	National Seminar	-	Navarsam Arts & Science college for women, Archalur, Erode	7 th Feb 2009
Global recession and its impact on Indian economy	International Seminar	-	Sengunthar Institute of Management Studies	10 th Feb 2009
Total quality management for academics	National Seminar	Indian Institute of Public Administration, New Delhi	KhadirMohideen College, Adirampattinam, Thanjavur	21 st & 22 nd Feb 2009
Global recession and its impact on	National Seminar	-	Selvam Arts and Science college, Namakkal	1 st March 2009

Indian economy				
Health care industry- an overview	National Seminar	UGC sponsored	Gobi Arts & Science College, Gobichettiplayam	4 th & 5 th Feb 2011
Women's role in a warming world	State level	UGC sponsored	Government Arts College,salem-7	7 th March 2011
Financial sector reforms and its impact on Indian economy	State level	UGC sponsored	Government Arts College,salem-7	20 th Feb 2015
Socio-economic aspects of interlinking of rivers in India	National	The central Law college,salem-8	The central Law college,salem-8	7 th and 8 th Oct 2017

Conference

Title	State/ National/ International	Sponsoring agent	Institution	Year
Contemporary legal education In the globalized world	National	The central law college,Salem-8	The central law college,Salem-8	2016

Participation in Seminars

Title	State/ National/ International	Sponsoring agent	Institution	Year
Financial sector reforms in India (FSRI)	National Level	Department of Economics, Periyar University	Department of Economics, Periyar University	12 th & 13 th March 2009
Issues and developments on Human Rights.	National Level	UGC	Government Arts College, salem-7	19 th Feb 2014

Participation in Faculty development programme

Title	Sponsoring agent	Institution	Year
Skill based teaching techniques for college teachers	UGC	Government Arts College (A), Salem-7	13 th Feb 2014
Flipped classroom pedagogy	Dept. of Computer Application	Government Arts College (A), Salem-7	26 th Dec 2017

Workshops attended

Title	Workshop	Sponsoring agent	institution	year
Varumunkappomthittam in Tamilnadu	National workshop	UGC & NABARD	The Gandhi gram Rural Institute, Dindigul	22/2/2011
Co-operative intervention and economic growth in India(CIEGI)	National workshop	Department of Economics, Periyar University	Department of Economics, Periyar University	24 th March 2011
Skill based teaching techniques for college teachers		UGC	Government Arts College, Salem-7	13 th Feb 2014
Data analysis using SPSS in social science research	State level workshop	UGC	Government Arts College, Salem-7	23 th Feb 2015
Time series modeling and forecasting	National workshop	Department of Economics	Periyar University, Salem-11	23 rd & 24 th March 2016
Research methodology in social science research	International level workshop	Department of Commerce	Government Arts College, Salem-7	9 th Jan 2017
Challenges and opportunities of goods and services tax(GST) in India	State level workshop	UGC sponsored	Department of Economics, Erode arts & Science College, Erode-9	14 th Feb 2017
Economic statistics and	State level	Department	Government	

application of statistical methods in economic research	workshop	of Economics	Arts College, Salem-7	17 th March 2017
Intellectual property rights and plagiarism	State level workshop	Department of Economics	Government Arts College, Salem-7	26 th Feb 2018
Union budget 2019-2020	State level workshop	Department of Economics	Government Arts College, Salem-7	8 th Fe 2019

Symposium attended

Title	Institution	Year
Union Budget 2018-19	Department of Economics , GAC Salem-7	05-02-2018

Details of orientation programme

Institution	Sponsoring agent	Title	period
Academic Staff college, University of Madras, Chennai	UGC sponsored	Intensive training programme in Economics	9-07-2009 to 5-8-2009

Details of Refresher course

Institution	Sponsoring agent	Title	period
Academic Staff college, Bharathiar University, Coimbatore	UGC sponsored	Social sciences (Multidisplinary)	01-2-2013 to 21-2-2013
Academic Staff college, Bharathiar University,	UGC sponsored	Social sciences (Multidisplinary)	18-11-2015 to 08-12-2015

Coimbatore			
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Details as a resource person

Title	Institution	Date
Industrial policy since 1948 - 1991	Muthayammal Memorial college of arts & Science, Rasipuram	14 th March 2015
Top ten legal rights a women should know	Sri Ganesh college of Arts & Science, Salem	8 th March 2016
Current economic climate that a graduate should know	The Central Law college, Salem-8	Sept 2016
E-Services problems and issues	The Central Law college, Salem-8	1 st April 2017

Others

Title	Sponsoring agent	Date
World aids day awareness programme human chain	Indian Red Cross Society, Salem branch	1 st Dec 2014

Academic contributions

1. Board of studies : Periyar University, Salem-11 for the year 2008
2. Board of Studies : Government Arts College, Salem-7
3. Question paper setter: Yes, for various autonomous colleges
4. As external examiner : Yes, for various autonomous colleges