

# SRI GANESH SCHOOL OF BUSINESS MANAGEMENT

(Approved by AICTE, New Delhi, Affiliated to Anna University of Technology)

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**Educational Qualification** : MBA, MHRM  
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**Gender** : Female  
**Date of Birth** : 04.10.1980

**Experience (Academic)** : 3 years

## PUBLICATIONS:

S.NO	AUTHOR NAME	TITLE OF THE ARTICLE	JOURNAL NAME	YEAR OF PUBLICATION	ISSUE NO	PAGE NO
1.	R.GEETHANJALI					
2.	R.GEETHANJALI		INDO ASIAN JOURNAL			

## PAPER PRESENTED AND WORK SHOP ATTENDED:

S.NO	TITLE OF THE PAPER	NAME OF THE SEMINAR	INSTITUTION	NATIONAL/ INTERNATIONAL
1.	Change Management and Today's market Place: Prospects, Proficiencies, Methods and Skills	Challenges of Indian business in global Economy	Annai Mathammal Sheela Engineering College	National
2.	Measurement of Brand awareness and brand perception	Ever Green and Ever challenging Management Concepts	Mahendra Engg. College	International

## OTHER RESPONSIBLE POSITION HOLDING AND HELD:

- Acting as a Class Advisor

**COMPUTER SKILLS:** MS Office, SAP, VB

**PROJECTS GUIDED:** 20