

OBJECTIVES

To achieve my goal as a Master of Business Administration in a professional institution and updates my professional talents in a better manner for the benefit of our organization.

EDUCATION

MBA (Finance and Marketing)

KSR College of Engineering (Autonomous) Tiruchengode - 2019

BE (COMPUTER SCIENCE AND ENGINEERING)

Sri Shanmugha College of Engineering and Technology Salem - 2017

HSC – Vivekananda Matric Higher Secondary School , Tiruchengode - 2013

SSLC – Bharath Matriculation School Mallasamudram - 2009

SKILLS & ABILITIES

Programming Languages : C, C++, JAVA SE7

Software Applications : SPSS

Front End : HTML 5

COMMUNICATION

Languages Known: English and Tamil

TRAINING SKILLS

- I attended DIGITAL MARKETING course and got 80% in 2018
- I attended NIIT Training Course-Java and got 86% in 2016.
- I attended one month Skill Matrix Training -C and C++ in 2016.

PROJECT AND INTERNSHIP DETAILS

INTERNSHIP

“Saranya Spinning Milss (P) Ltd” -The objective of the internship project is to analyses process of organization.

PG MAIN PROJECT

“ A Study on Customer Satisfaction Towards The Service Of Karur Vysya Bank – Karur”

The objective of the project is to analyses the service of KARUR VYSYA BANK and level of customer satisfaction.

UG MAIN PROJECT

“RADIO FREQUENCY IDENTIFICATION BASED USER TRACING WITH FACE RECOGNITION ”

The objective of the project is to take the attendance for students . It will reduce the man work by using VISUAL STUDIO

MINI Project

Blood Donator : The objective of the project is to search the blood donator in nearby places and find particular persons in same blood group by using HTML and SQL.

EXPERIENCE

- Currently working as Assistant Professor, Department of BBA at K.S.R College of Arts and Science for Women , Tiruchengode, From July 2023 to till date.
- Worked as an Admission officer at Sri Shanmugha Educational Institution, Sankari, From 2019 to2020.

JOB RESPONSIBILITIES

- Course Coordinator
- Active Member in Institution Innovation Council (IIC)
- Active coordinator in department association club

PROGRAMMES ORGANIZED

- Expert Talk “ How to Initiate an international Business”(Guest:C. Kishore kumar ,Founder and CEO , WeGeni and FintechGie,Salem).
- Industrial Talk “Retail Management” (Guest: N.Gobi, Project Manager, SmartIt Pvt Ltd,Coimbatore) .

PUBLICATION

K.Keerthana, Proceedings of ICSSR Sponsored “ ESG Integration for Climate Resilience& Sustainable Development in the view point of Green Technologies and Innovation “ organized by University of Kerala,21st to 23rd August 2024.

K.Keerthana, International Conference “ Marketing Mngement with AI” organized by KSR College of Arts and Science for Women,Tiruchengode ,2024

K.Keerthana, Proceedings of ICSSR Sponsored,”A Study on Problems and Challenges of Women Entrepreneurs” organized by Bishop Ambrose College ,Coimbatore, ISBN-978-81-970162-0-2, Page No:45,2024

K.Keerthana, Proceedings of ICSSR Sponsored ,”Assesing the Development of Digital Transformation from the Point of View point of operational Excellence “ Sri Krishna Arts and Science College, Coimbatore, ISBN-978-81-969201-9-3,Page NO:331-334, 11th &12th March 2024.

K.Keerthana, Proceedings of ICSSR Sponsored” Economic Benefits of Five Trillion Dollar Economy” , Presidency College (Autonomous), Bangalore, ISBN -978-93-6163-465-9, Page No:134. Jan 2024.

K.Keerthana, Proceedings of ICSSR Sponsored “Role of AI in Modern Health care Sector” organized by Sri Krishna arts and Science College, Coimbatore, ISBN-9788-196-264178,Page No:256,20th&21st Dec 2023.

K.Keerthana, International Conference “A Study On Healing Emotional Disturbance in Organization” organized by KSR College of Arts and Science for Women,Tiruchengode,2019.

WORKSHOP AND PARTICIPATION

K.Keerthana,E- awareness workshop “ NPTEL” , 30th July 2024.

K.Keerthana, Seven Days Online Faculty Development Program “Essential Skills for Professional Development in Higher Education” organized by Star International Foundation for Research and Education 1st July 2024.

K.Keerthana, One Day Online Faculty Development Program “AI Tools for Teaching” organized by Star International

Foundation for Research and Education , 22nd June 2024.

K.Keerthana, Five Days National Level Faculty Development “A Digital Hygiene Approach with BlockChain Technology” organized by Sri Krishna Arts and Science College, Coimbatore, March 01 2024.

K.Keerthana, Presented “ A Study on Service Marketing” In the International Conference Organized by Dr.Ambedkar Law University, Chennai, 30th & 31st Jan 2024.

K.Keerthana ,Five day Faculty development program “ Research Methodology ,AI tools in Research and Intellectual Property Rights “organized by Sri Venkateswara College of Computer Application and Management ,Coimbatore, 22-26 Jan 2024.

K.Keerthana, Seven days national Level faculty Development “ Emerging Trends & Challenges in E-commerce & Management Education” organized by Hindustan College of Arts & Science ,Coimbatore, 19th Sep to 26th Sep 2023.

K.Keerthana, Five days workshop on “SPS Research” organized by Star International Foundation Research and Education , 26th December to 30th December 2023.

K.Keerthana, Five days Online Faculty Development Program “ Research and Development Process ,Proposal Drafting and Funding Opportunities” organized by K.S.Rangasamy college of arts and Science (Autonomous), Tiruchengode , 11th December to 15th December 2023.

K.Keerthana, one week Faculty Development Program “ Opportunity to Leverage the teaching skills in digital and professional landscape” organized by Dwaraka Doss Goverdhan Doss Vaishnav College , 22nd December 2023.

K.Keerthana, National Webinar on “How we Manage our Finance” organized by Tawakal Solutions and Private Service Limited Baramula, 29th November 2023 .

K.Keerthana, Participated in Professional Development Program for Teachers on “Basics of New Pension Scheme” organized by Chaudhary Charan Singh University Meerut, 29 June 2023.

K.Keerthana, workshop on INTELLECTUAL PROPERTY RIGHTS AND INNOVATIONS organized by Sri Shanmugha College of Engineering and Technology ,Tiruchengode 2016.

K.Keerthana, Intra Department Paper Presentation organized by KSR College of Engineering in the year of 2018.

DECLARATION

I hereby declare that above furnished details are true to the best of my knowledge.

Place : Tiruchengode

Signature

Date :

[KEERTHANA.K]

