

DR. K. SANGEETHA

Ph.D. (Finance) | Associate Professor | Researcher in Finance & Marketing

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SUMMARY

Dr. K. Sangeetha is an accomplished academician and administrator with over 15 years of experience in Management and Finance. She holds a Ph.D. in Business Administration (Finance) from Bharathiar University and an MBA in Finance and Marketing from Anna University, where she graduated with First Class Distinction and secured College First Rank, earning a medal and merit certificate for academic excellence. She currently serves as Associate Professor and Head – Examinations at Firebird Institute of Research in Management, Coimbatore, and is actively involved in academic administration, accreditation, international academic collaboration, and industry engagement.

PROFESSIONAL EXPERIENCE

S.No	Name of the Institution	Designation	Period
1	Firebird Institute of Research in Management	Associate Professor & Head - Examinations	Aug 2022 – till date
2	Dr. G.R. Damodaran College of Science, Coimbatore	Assistant Professor	Sept 2020 – Aug 2022 (2 years)
3	Angappa College of Arts & Science, Coimbatore	Assistant Professor	Aug 2012 – Sept 2020 (8 years 1 month)

ROLES AND RESPONSIBILITIES

- **Head – Examinations:** Leading the complete Examination Section, including examination planning, conduct, evaluation, results, revaluation, and academic records.
- **Study Abroad Programme - Coordinator – MMU, Malaysia:** Managing the end-to-end Study Abroad Programme, including admissions, visa processing, Micro-Credential courses, academic coordination, results, and graduation activities.
- **MERITTO ERP & DIGIICAMPUS LMS Coordinator:** Coordinating institutional Meritto ERP and Digii Campus LMS operations covering courses, attendance, assessments, examinations, results, OBE attainment, and system requirements and maintaining admission records through Meritto ERP.
- **NBA Accreditation – Criterion 3 In-charge:** Leading Criterion 3 documentation and coordination covering COs, POs, attainment analysis, direct and indirect assessment, and accreditation evidence.

- **Industry Collaboration Coordinator:** Coordinating academic and industry partnerships with **EY, Deloitte, Grant Thornton (GT), and Imarticus Learning**, including industry-led courses, training, expert sessions, and student engagement.
 - **Academic & Administrative Coordination:** Supporting academic operations including timetables, faculty workload, course planning, academic schedules, assessments, and student communications.
 - **Faculty & Visiting Faculty Coordination:** Coordinating faculty and industry experts for course delivery, academic schedules, resources, assessments, LMS requirements, and documentation.
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ACADEMIC QUALIFICATION

- ✓ **Ph.D. – Faculty of Business Administration**
University: Bharathiar University, Coimbatore | Specialization: Finance
Title: Evaluating the Performance of Selected Equity Exchange Traded Funds in India
Institution: G.R. Damodaran Academy of Management, Coimbatore
- ✓ **MBA – Finance & Marketing**
Institution: Kalaingar Karunanidhi Institute of Technology, Anna University, Chennai
CGPA: 8.52 – 1st Class with Distinction | Duration: Sept 2010 – July 2012
- ✓ **B.Sc. – Computer Science**
Institution: Shri Nehru Maha Vidhyalaya College of Arts & Science, Bharathiar University, Coimbatore. Percentage: 73% – 1st Class | Duration: June 2007 – May 2010
H.S.C: 80%, ELGI Matriculation Higher Secondary School, 2007
S.S.L.C: 71%, ELGI Matriculation Higher Secondary School, 2005

ACHIEVEMENTS

- College First Rank holder in MBA – awarded a medal and merit certificate.
- Received scholarship from ELGI Trust for good academic performance at the school level.

CERTIFICATIONS

Financial Institutions and Markets – NPTEL Online Certification

Indian Institute of Technology Kharagpur (NPTEL, MoE, Govt. of India)

Duration: 12 Weeks | Jan–Apr 2026 | Credits Recommended: 4

Roll No.: NPTEL26MG43S1450503933

PATENT

Interactive and Group Engagement Manual for Management Foundation Course at Firebird Institute of Research in Management

- Publication No.: IN202641073696 (10)
- Date of Filing: 13-06-2026
- Publication Date: 26-06-2026
- Journal No.: 26/2026
- Granting Authority: Intellectual Property Office, India

BOOK CHAPTERS

- **Evaluating Marketing and Promotional Effectiveness on Social Media and Bookmarking Platforms (2025)**
Published in: Applied Research for Growth, Innovation and Sustainable Impact – Dr. Harold Andrew Patrick et al. (eds)
© 2026 Taylor & Francis Group, London | ISBN: 978-1-041-16441-8
DOI: 10.1201/9781003684657-65
- **Artificial Intelligence in Banking – Impact on Customer Satisfaction, Engagement, and Decision Making (2025)**
Book Chapter, ICRP – Integrating Indian Philosophies in Education and Leadership
Published by: Ciit Publications | ISBN: 978-93-6126-769-7 | Page No.: 173
- **Socially Responsible Investments – A Quick Fix for Financial Crimes (2023)**
Published in: Smart Analytics, Artificial Intelligence and Sustainable Performance Management in a Global Digitalised Economy (Contemporary Studies in Economic and Financial Analysis, Vol. 110, Part B), Chapter 4 Edited by: Pallavi Tyagi, Simon Grima, Kiran Sood, B. Balamurugan, Ercan Özen and Eleftherios Thalassinou | Emerald Publishing Limited, Leeds | Pg. No.: 73–82 ISBN: 978-1-83753-417-3 | Series ISSN: 1569-3759 | DOI: 10.1108/S1569-37592023000110B004

JOURNAL PUBLICATIONS

S.No	Name of the Journal	Title	Issue	Page No
1	MSW Management – Multidisciplinary, Scientific Work and Management Journal (ISSN: 1053-7899), Forester Communications Inc.	Respect as a Determinant of Employee Well-Being: Exploring Psychological Capital in the Indian Financial Service Sector	2026, Vol. 36, Issue 2	2439–2442
2	Emperor International Journal of Finance and Management Research (ISSN: 2395-5929), Mayas Publication	Macroeconomic Determinants of Stock Market Returns: Evidence from Nifty 50	Jan 2023, Vol. IX, Issue I	–
3	International Journal of Analytical and Experimental Modal Analysis (ISSN: 0886-9367)	Artificial Intelligence and its Impact on Financial Services	Oct 2021, Vol. 8, Issue X	926–937
4	International Journal of Management, Technology and Engineering (ISSN: 2249-7455)	Evaluating the Performance of Selected Exchange Traded Funds in India	Sept 2018, Vol. 8, Issue IX	1818–1828
5	International Journal of Advanced Research in Management, Engineering and Technology – IJARMET (ISSN: 2456-2998)	A Study on the Performance of Selected Exchange Traded Funds in India	May 2017, Vol. 2, Issue 5	756–766
6	Wide Spectrum Research Journal (ISSN: 2250-2815)	Construction of Optimal Portfolio with Special Reference to NSE Nifty Stocks – An Analytical Approach	July 2013	106–114

S.No	Name of the Journal	Title	Issue	Page No
7	PRERANA Journal of Management Thought and Practices (ISSN: 0974-908X)	The Study on the Performance of Mutual Funds during Crisis and Post Crisis Period	March 2012	13–26

CONFERENCES ATTENDED / PAPERS PRESENTED

S.No	Nature	Conference Name	Institution	Title of Paper	Date
1	International	New Gen Entrepreneur – Travel towards Digital Revolution	Rathinam College of Arts & Science	New Gen Entrepreneur in Digital Era	12 Sept 2019
2	International	Sustainable Changing Scenario of Business & Economic Environment	Hindusthan College of Arts & Science	Performance of Gold Exchange Traded Funds in India	11 Jan 2017
3	National	Emerging Trends in Consumer Behaviour	G.R. Damodaran Academy of Management	A Study on the Factors Influencing Consumer Behavior	25 Feb 2016
4	International	Emerging Trends in Global & Indian Financial Markets	Hindusthan College of Arts & Science	Exchange Traded Funds – A New Perspective in India	6 Feb 2015
5	National	HR & Marketing Strategies in the Post Recession Milieu	G.R. Damodaran Academy of Management	A Study on Consumer Brand Preferences	5–6 Mar 2014
6	National	Research Methods in Social Sciences	P.K.R Arts & Science College for Women	Data Processing	3–4 Jan 2014
7	National	Management Blueprint	Karpagam University	SME Exchange: EMERGE – A New Perspective in NSE	19 Sept 2013
8	International	Contemporary Issues & Challenges Before Indian Managers & Entrepreneurs	G.R. Damodaran Academy of Management	Construction of Optimal Portfolio	6 Feb 2013
9	National	Corporate Finance – Structural Changes & Emerging Paradigms	Dr. N.G.P Arts & Science	Global Financial Crisis and Its Impact	8 Feb 2013
10	National	Looming Opportunities & Threats in 2013	Karpagam University	The Study on the Performance of Mutual Funds During Crisis and Post Crisis Period	28 Sept 2012
11	National	Contemporary Practices for the Success of Indian Business	RVS Engineering College	Contribution of Insurance Sector to the Growth of Indian Economy	4 Feb 2011

FACULTY DEVELOPMENT PROGRAMMES / WORKSHOPS ATTENDED

S.No	Nature	Name of the Programme	Institution	Duration / Date
1	NPTEL-AICTE Faculty Development Programme	Financial Institutions and Markets	IIT Madras (NPTEL Coordination) / IIT Kharagpur	12 Weeks / Jan–Apr 2026
2	Workshop	Educational Transformation: Integrating AI Teaching Pedagogy and Research	Kristu Jayanti Deemed to be University	7 Days / 22–29 Sept 2025
3	Online Workshop	Research Paper Writing and Introduction to Econometrics and SPSS	Sri Bhagawan Mahaveer Jain Evening College	5 Days / 15–19 June 2021
4	Online FDP	Managing Online Classes and Co-Creating MOOCs	Teaching Learning Centre, Ramanuj College, University of Delhi	2 Weeks / 20 Apr – 6 May 2020
5	Training Programme	Python 3.4.3	Spoken Tutorial – IIT Bombay	4 Days / 14–17 Apr 2020
6	Faculty Development Programme	Skill Development for Research in Finance	PSGR Krishnammal College for Women	2 Weeks / 4–16 Nov 2019
7	Workshop	The Art of Winnable Project Proposal for Funding	Principals Welfare Cell – ASFASM	1 Day / 23 Mar 2019
8	Colloquium	Parsing Current Indian Banking Scenario	Sri Ramakrishna College of Arts & Science	1 Day / 9 Feb 2018
9	Workshop	Marketing Strategies in the Post-Recession Milieu	G.R. Damodaran Academy of Management	1 Day / 8 Mar 2018
10	Workshop	Academic Integrity & Plagiarism, Reference Manager (Mendeley) & Citation Analysis	PSG College of Arts & Science	1 Day / 24 Jan 2018
11	Faculty Development Programme	IBS – ICFAI Business School	IBS – ICFAI Business School	1 Day / 20 Aug 2016
12	Workshop	Fine Tuning of Research Paper Writing & Citation Analysis	PSG College of Arts & Science	1 Day / 9 Feb 2016
13	Workshop	Financial Derivatives & Its Trading Strategies	PSG Institute of Management	1 Day / 29 Jan 2016
14	Workshop	Advanced Program on Stock Exchange	PSG Institute of Management	1 Day / 28 Aug 2015
15	Workshop	Challenges in Social Science Research & Data Analysis – Hands-On-Experience	Sri Ramakrishna College of Arts & Science for Women	1 Day / 31 Jan 2015

S.No	Nature	Name of the Programme	Institution	Duration / Date
16	Faculty Development Programme	Behavioral Finance	G.R. Damodaran College of Science	1 Day / 10 Jan 2014
17	Workshop	Currency Derivatives	GRG School of Management	1 Day / 23 Nov 2013
18	National Workshop	Research Methodology	PSG Institute of Management, Coimbatore	3 Days / 26–28 Sept 2013
19	Workshop	National Programme on Technology Enhanced Learning (IIT Madras)	Nehru Arts & Science College	1 Day / 31 Aug 2013
20	Training Programme	Process Performance Improvement	BMQR Certifications Pvt Ltd.	1 Day / 23 Aug 2013
21	Workshop	Budget Analysis 2012	Akshaya Institute of Management Studies, Coimbatore	1 Day / 5 Apr 2012