

Mrs. Geetha V

MBA

Assistant Professor, SVCE, Bengaluru

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Biography

Mrs. Geetha V has 11 years of experience in teaching and 5 Years of experience in research. She received BBM in finance from Bangalore University and MBA in HR from VTU from Sir M Visveswaraya Institute of Technology. Her area of interest includes International Human Resource Management, Integrated Marketing Communication, Supply Chain Management, Consumer Behaviour, Compensation and Benefits.

To her credit prolifically published around 9 papers in national / inter-continental journals and conferences.

Research Interests

- Marketing
- HR
- International Human Resource Management
- Integrated Marketing Communication
- Supply Chain Management
- Consumer Behaviour
- Compensation and Benefits.

Selected Publications

Journal

1. **Mrs. Geetha V ” Tribulations of negative marketing and fake news on society through Advertisement - A Conceptual scaffold”** Journal of management, volume: 5, issue: 3, (2018), ISSN: 23473959, IAEME Publication.(UGC Approved Journal)

Inter-Continental Journal

1. **Mrs. Geetha V “Magnitude of Training headed for Agro Industries & Rural development”** on “**Small & Medium Scale Enterprise opportunities & challenges in Digital India”** in association with NABARD & SIDBI, held at Silicon City College, Bengaluru on 18th March 2017.

NATIONAL CONFERENCES

1. Mrs. Geetha V “**A study on Mobile marketing**” on **A recent trends in Management** at K S School of Engineering and Management held on May 6th 2016.
2. Mrs. Geetha V “**A study on Product placement- A new technique in Advertisement and Promotion**” on **a recent trends in Management** at K S School of Engineering and Management held on May 6th 2016.
3. Mrs. Geetha V” **A study on the role of corporate social responsibility for rural development in rural entrepreneurs**” on **Rural entrepreneurship** at Alva’s Institute of Engineering and Technology Moodbidri held on April 28th, 29th and 30th 2016. United Publishers,
4. Mrs. Geetha V “**Indian retail sector - growth challenges and perspectives**” on **Emerging Indian Scenario Harnessing The Opportunities** at sai vidya institute of technology, Bangalore, held on Feb, 2015 Archers and Elevators Publishing House, ISBN: 978-93-83241-82-8
5. Mrs. Geetha V “**Capacity Building for Women Empowerment with respect to Rural Education**” at Sambhram Institute of Technology, Bangalore 23rd December 2011.