

# **Faculty Profile**



**Dr. P Sangeetha, M.Sc., MBA., Ph.D**

Assistant Professor, DoMS

## **HIGHLIGHTS:**

- Number of Journal Publications: 3 (Three)
- H-Index: 1 (One)
- Patents Published: 1 (One)

## **PROFESSIONAL LINKS:**

- Google Scholar ID: <https://scholar.google.com/citations?user=sHonOkcAAAAJ&hl=en>
- Anna University Faculty ID: 281173
- AICTE Faculty ID: 143648066550
- LinkedIn: <https://www.linkedin.com/in/dr-sangeetha-padmanabhan-1801572b8/>

## **PROFESSIONAL BACKGROUND:**

- Teaching Experience till date: 1.4 Years
- Industrial Experience: 15+ Years

## **INTERNATIONAL EXPOSURE:**

- Isreal clinical research project
- China for product releases
- Singapore for AYUSH conference
- Import and export regulations to South Asian countries and Canada

## **AREA OF SPECIALIZATION:**

- Marketing
- Operations
- Entrepreneurship
- Teaching Pedagogies

## **PATENTS PUBLISHED/GRANTED:**

- An Advanced Novel Technique For Digital Marketing Using Ai, Blockchain, And Iot  
(Application No.202441009514 A) Publication Date :08/03/2024

## **COURSES CERTIFIED:**

- NPTEL - Nov 2024 (85%) Logistics and Supply chain management

## **ACHIEVEMENTS AND AWARDS:**

<b>NATURE OF AWARD</b>	<b>AWARD</b>	<b>YEAR</b>	<b>ISSUING AUTHORITY</b>
International	Best Employee Best among 6000 Employees all over the world)	2008	Tianjin Tianshi Biological Development co ltd., China
International	Formulation and analysis of Value Added Water-Research paper	2003	Central Food Technological Institute, India
National	Analysis of Spice Extracts and their usage in formulation of Value Added Water- research paper	2006	Tamil Nadu Agricultural university & Directorate of Arecanut & Spices Development, Kerela
State	Best National Service Scheme Volunteer	2002	Ministry of Youth Affairs, Government of India
University Gold Medal	Best National Service Scheme Volunteer	2001	Barathiar University, Tamil Nadu
College	Outstanding student	2002	PSG College of Arts & Science, Coimbatore, Tamil Nadu
State	Paper presentation - Health & Hygiene	2001	Manonmaniam Sundaranar University, Tamil Nadu

#### **SPECIAL SESSIONS DELIVERED:**

- Business Opportunities in Nutraceuticals – Department of Biotechnology – Kongunadu Arts and Science College, Coimbatore – 30.12.24
- Guest on the National NSS Day at SEC, Chennai – 24.09.24
- Food Industry Entrepreneurship - Department of ECE, SIMATS Engineering - 14.08.24
- Food Delivery startups: Meeting Evolving Consumer Demands - IQAC - Department of Engineering Mathematics - SIMATS Engineering - 22.07.24
- Prototyping: Everything Entrepreneurs Need To Know – Department of Nanotechnology - SIMATS Engineering – 30.08.23

#### **CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:**

- National E conference on National Education Policy – A Paradigm shift and implications on online Education – DPU (Dr D Y Patil Vidyapath, Pune – Blended models of online learning in post graduate students in management - 27<sup>th</sup> and 28<sup>th</sup> Sep 2024.
- International Conference on Educating Post Millenials (ICEM'24) – Saveetha Teaching Learning Centre, Saveetha Engineering college - Effective Assessment of Teaching and Learning Methods in Management Studies, 17<sup>th</sup> May 2024.

- ICMR 24 (International Conference on Marketing Research) – LIBA - Challenges Of Digital Marketing And Its Transformation Of Business In Digital Era, (ISBN: 978-81970849-9-7) - 15<sup>th</sup> – 16<sup>th</sup> March 2024.
- Short term certification course - Enhancing research quality and productivity – 4<sup>th</sup> to 10<sup>th</sup> December 2024 at IIT Madras.

**PROFESSIONAL MEMBERSHIPS:**

- Member and Secretary - International Association of AYUSHPATHI

**OTHER DETAILS (If any):**

- IGEN Ambassador