

SRI GVG VISALAKSHI COLLEGE FOR WOMEN

(AUTONOMOUS)

AFFILIATED TO BHARATHIAR UNIVERSITY
ACCREDITED AT 'A+' GRADE BY NAAC (4th CYCLE)
AN ISO 9001 : 2015 CERTIFICATE INSTITUTIONS
UDUMALPET - 642128



ISO 9001:2015



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DEPARTMENT OF BBA(CA)

Under the

"Association of Invincible Managers"

Cordially invites you to the

Guest Lecture on

"Data Analytics for Decision Making"

BY



Dr. G. Brindha

22- 10- 2021 @ 2.15 PM to 3.15 PM

ORGANISING COMMITTEE

Chief Patron : **Dr. N. RAJESWARI, PRINCIPAL**

MEMBERS

Mrs. B. UMAMAHESWARI - ASSOCIATE PROFESSOR & HEAD

Mrs. P.L. AMIRTHAM - ASSISTANT PROFESSOR

Mrs. M. MAHALAKSHMI - ASSISTANT PROFESSOR

Dr. J. DHIVYA - ASSISTANT PROFESSOR

Mrs. K. USHADEVI - ASSISTANT PROFESSOR



Sri G.V.G. Visalakshi College for Women (Autonomous)
(Accredited at "A+" Grade by NAAC (Fourth Cycle))
An ISO 9001:2015 Certified Institution
Udumalpet



GUEST LECTURE ON
DATA ANALYTICS FOR DECISION MAKING

Date: 22.10.2021

Time: 02.15 PM to 3.15 PM

- Prayer** : **Ms. R. Durga devi**
Ms. M. Keerthana
Ms. J. Jayasubashini
III BBA(CA)
- Welcome address** : **Ms. T. Akalya III-BBA (CA)**
AIM President
- Resource Person** : **Dr.G.Brindha**
Assistant Professor
GRG School of Management Studies
PSGR Krishnammal College for Women
- Vote of Thanks** : **Ms. M. Deepika III BBA (CA)**
AIM vice president

THANK YOU

CURRICULUM VITAE

Dr. BRINDHA GANESAN



+91 - 9443729072



mba.brindha@gmail.com



www.linkedin.com/in/brindha-ganesan-b8b141184

Areas of Expertise

- ❖ Business Analytics
- ❖ Information Technology
- ❖ Marketing

Areas of Focus on Business Analytics

- ❖ Data & its Significance
- ❖ Decision Models
- ❖ Forecasting Models in Analytics
- ❖ Deterministic Models
- ❖ Simulation Models
- ❖ Optimization Models
- ❖ Data Mining

Certifications in Business Analytics

- ❖ “Business Analytics for Decision Making” offered by University of Colorado through Coursera.

Work Experience – 6 years

- ❖ Sri Krishna College of Arts and Science, Coimbatore – 5.6 years as Assistant Professor in the Department of Management. (19.06.2013 to 31.03.2016) & (28.05.2018 to 31.12.2020)

PG Teaching Experience – 2 years.

About

- ❖ Working as an Assistant Professor in GRG School of Management at PSGR Krishnammal College for Women, Peelamedu, Coimbatore.

Academic Profile

- ❖ **Ph.D in Management** at Bharathiar University (2018).
- ❖ **UGC NET in Management (2018).**
- ❖ **M.Phil in Management** at Coimbatore Institute of Management And Technology (2013).
- ❖ **MBA in Bharathiar School of Management and Entrepreneurship Development (BSMED), Bharathiar University** with 71% (2012)
- ❖ **B.Sc Information Technology** degree from **Avinashilingam University for Women, Coimbatore** and secured an aggregate of 87% (2010)
- ❖ **XII & X** from **Evangeline Matriculation Hr. Sec. School,** and secured an aggregate of 87% and 89% respectively.

Awards & Recognitions

- ❖ **Top ranker** in 10th and 12th exams.
- ❖ University **Proficiency** holder in **UG**
- ❖ Type Writing Lower **Distinction.**

Research Projects

- ❖ Thesis titled “**Emerging Role of Corporate Social Responsibility for Enterprise Excellence: Evidence from Small and Medium Enterprises in Coimbatore**”
- ❖ A real time dissertation titled “**A Study On Customer Online Shopping Experience In Coimbatore**”.
- ❖ A real time project on “**Deficiency Analysis In New Product Development**” for **Soignesys, Pune.**

Swayam Courses Completion

- Introduction to Managerial Economics
- Business Statistics

Certifications

- **Yoga Wellness Instructor** Certification, Ministry of Ayush, Government of India (2021)

Skills

- Excellent presentation and interpersonal skills.
- Possessing excellent Co-ordination ability
- Good time management skill to meet the deadlines
- An extra pointer with the capacity to make reliable research.

Details of Publications:

- Number of Publications : 16
- Number of Paper Presentations: 9
- Number of Conferences, Workshops & Seminars attended : 18
- Faculty Development Program : 12

Personal Details:

Gender : Female
Date Of Birth : 20/02/1990
Marital Status : Married
Nationality : Indian
Languages Known : English, Tamil

Address

3, Selvanayagi Avenue,
Veerappanur,
Pichanur (po),
Madhukkarai via,
Coimbatore – 641105

Scopus Publications

- ❖ **"Corporate Social Responsibility for the Sustainability of Small Enterprises"** in a **Scopus Indexed Journal** "International Journal of Innovative Technology and Exploring Engineering (IJITEE)" ISSN: 2278-3075, Volume-8 Issue-12S, October 2019
- ❖ **"Anatomy Of Downfall of Automobile Industry"** in the eLibrary of Social Science Research Network, **Elsevier**, 30th June 2020.

Publications in International & UGC Journals

- ❖ **"Making the Future Better Place for Living: An Option or Obligation? Building Smart Future through Sustainable Smart Cities"**, Suraj Punj Journal for Multidisciplinary Research, Special Issue, March 2019, ISSN 2394-2886, Impact factor : 6.1
- ❖ **"Excellence through E-learning Portals: New Paradigm Shift in the Education"**, International Journal of Advance and Innovative Research, Volume 6, issue 1 (XXIII), January – March, 2019
- ❖ **"What Matters in Mobile Shopper Marketing? A Holistic Review of Its Key Entities."**, International Journal of Research and Analytical Reviews, September 2018, Volume 5, Issue 3, E-ISSN 2348-1269, P- ISSN 2349-5138
- ❖ **"Effect of Corporate Social Responsibility on Business Performance: A Study on Small and Medium Enterprises in India"**, International Research Journal of Business and Management, Volume No – X, October - 2017 Issue – 10, ISSN:2322-083X. SJI **Impact Factor: 5.172**
- ❖ **"Service Dominant Logic – New Paradigm in the New Era for Creating Value"**, IOSR Journal of Business and Management, E-ISSN: 2278-447X
- ❖ **"Integrated Marketing Communication Strategies of Apple and Samsung"**, International Journal on Research and Development – a Management Review, ISSN: 2319-5479.
- ❖ **Market Survey** titled **"Coir Industry Needs To Reinvent Itself"**, Facts For You, ISSN:0970-2652.
- ❖ **"Co-operative Banks And Urban Development In India"** Facts For You, ISSN:0970-2652.
- ❖ **A cover story** in an agricultural magazine titled **"Strawberry for Strength"**, Kissan World, ISSN:0971-9229.

Publications in Conference Proceedings & Books

- ❖ **“Awareness and Adoption Level of Corporate Social Responsibility in Small and Medium Enterprises”**, Conference Proceedings, ISBN: 978-81-927423-6-6
- ❖ **“Smart Skills for Women Rural Entrepreneurship”**, as a chapter in a book titled “Women and Skill Development: Towards Sustainable Livelihoods”, March 2020.
- ❖ **“Role Of Business Ethics In Modern Scenario”**, Bonfring Journal, ISBN:978-93-82338-38-3.
- ❖ **“Green Marketing For a Green Economy”** Bonfring Journal, ISBN:978-93-82338-33-8.
- ❖ **“Agile Marketing: An Emerging Marketing Technique from Strategy to Spotlight”**, Conference Proceedings, National Conference on Cloud Management, ISBN: 9789384234096

Paper Presentations

- ❖ International Conference on “Higher Education & Industry” and presented a paper titled **“Clubbed Efforts Of Industry-Academy Association: An Analysis Of Sustainable Models”** at **Clayton State University, Southern Metro Atlanta, GA.**
- ❖ A National Seminar on **“Women Entrepreneurship and Skill Development: Issues, Challenges and opportunities”** and presented a paper titled “Smart Skills for Women Rural Entrepreneurship” at **“University of Mysore”**, Mysuru.
- ❖ A National Conference on “Multidisciplinary Research in Social Sciences and Management Studies” and presented a paper titled **“Awareness and Adoption Level of Corporate Social Responsibility in Small and Medium Enterprises”** at **DYPIMS, Pune.**
- ❖ International Conference on “New Achievements in Multidisciplinary Research” and presented a paper titled **“Corporate Social Responsibility for the Sustainability of Small Enterprises”** at **“Sri Krishna Arts & Science College”**, Coimbatore.
- ❖ A national conference on “Advances in Management Practices and Business Culture” at Sri Krishna College of Arts and Science and **presented** a paper titled **“Emerging cultures in business context”**.
- ❖ A national conference on “Business Management Strategies : Issues and Challenges” at Sri Krishna College of Arts and Science and presented a paper titled **“Issues and challenges in the formulation of marketing strategies”**.
- ❖ A national conference on “Emerging Dimensions in Management” at Karpagam University and presented a paper titled **“The Role of Business Ethics in Modern Business Scenario”**

- ❖ **An International Conference** on “Services Marketing – Taking the Show Abroad” in P.K.R Arts College for Women and presented a paper titled “Service Dominant Logic – New Paradigm in the New Era for Creating Value”.
- ❖ **A National Conference** on “Emerging Trends in Business and Finance” and presented a paper titled “Excellence through E-learning Portals: New Paradigm Shift in the Education” at Jain, Deemed to be University, Bangalore.

Faculty Development Programmes

- ❖ A FDP on “**Business Statistics**” equivalent to 1.5 weeks duration from NPTEL & Swayam.
- ❖ **An AICTE sponsored Faculty Development Programme** on “NLP Techniques for teaching Gen Z students: Rethinking new ways of communication” from 4.11.2019 to 09.11.2019 at Sri Ramakrishna College of Arts and Science
- ❖ **A Faculty Development Programme on “How to write a Case Study”** by Atmiya University, Rajkot.
- ❖ **A Faculty Development Programme on “Moodle Learning Management System”** by “Kaypeeeyens College of Arts and Science Kotagiri, Nilgiris.
- ❖ **A Faculty Development Programme on “R Programming”** at “Sri Krishna Arts & Science College”, Coimbatore.
- ❖ **A Faculty Development Programme on “Recent Trends In Artificial Intelligence and Impact on Teaching Professionals”** at “RVS College of Arts & Science”, Coimbatore.
- ❖ **A Faculty Development Programme on “NAAC : Revised Accreditation Framework – Issues and Challenges”** at “Sri Krishna Arts & Science College”, Coimbatore.
- ❖ **A Faculty Development Programme on "Crafting the Literature Review"** at “ Sri Krishna Arts & Science College”, Coimbatore
- ❖ **A Faculty Development Programme** on “IoT based System Design using NI Platform” organized by Centre for Professional Development and Training in Association with National Instruments at Sri Krishna College of Engineering and Technology.
- ❖ **A Faculty Development Programme** on “Dynamics of Teaching Pedagogy” at Sankara Institute of Management Science
- ❖ **A Faculty Development Program** on Research And Development – The Resource for Continuous Learning at Ranganathan Engineering College.
- ❖ **Faculty Development Program** on “Quest For Excellence” in Professional Group of Institutions

Workshops & Seminars

- ❖ **A three day online workshop** on “Academic Writing in Social Sciences for Post Doctoral Fellowship Holders and Young Faculty” by **ICSSR – Southern Regional Centre, Osmania University**, Hydrebad.
- ❖ **A webinar on** “Enhancing Research Effectiveness using Scopus, ScienceDirect and Mendeley” by Kurukshetra University.
- ❖ **A webinar on** “Role of Digital Marketing in Complete Lockdown” by McGrawHill
- ❖ **A webinar on** “Challenges in Research: Publications & Ethics” by Audisankara College of Engineering & Technology (Autonomous),Gudur,Andhra Pradesh.
- ❖ **A webinar session on** “Digital Transformationa and Marketing Analytics” by **KCT Business School**, Coimbatore
- 4. **A seminar** on “Recent Trends in Information Technology Industry” at Avinashilingam University for Women.
- 5. **A seminar** on “Global Warming” at Bharathiar University.
- 6. **A seminar** on “Brand Building: An Indian Experience” at BS MED, Bharathiar University.
- 7. **International Conference** on “Contemporary Issues and Challenges before Indian Managers and Entrepreneurs-A Global perspective” in G.R.D Academy of Management.
- 8. **A national seminar** on “Commonly used Econometric Techniques in Emprical Research”, by Department of Econometrics at Bharathiar University.
- 9. **A workshop** on “SEBI’s Financial Educaiton for Young Investors” at Sri Krishna College of Arts and Science.
- ❖ **An AICTE sponsored national seminar** on “Advanced Research Methods for Management” at Coimbatore Institute of Management and Technology.
- ❖ **An AICTE sponsored national seminar** on “Enhancing Management Education: A national workshop on Case Development” at Coimbatore Institute of Management and Technology.
- ❖ **A NAAC sponsored national seminar** on “Quality Improvement and Sustenance in Higher Eduction” at Coimbatore Institute of Management and Technology.
- ❖ **A NAAC sponsored national seminar** on “IQAC-The path finder in the post-accreditation period” at P.K.R Arts College for Women.
- ❖ **A National Conference** on “Social Transformation and The Impact on Women Empowerment” at Dr G R Damodaran College of Science.
- ❖ **International Conference** on “Global HRM Strategies for Sustainable Development” in P.K.R Arts College for Women.

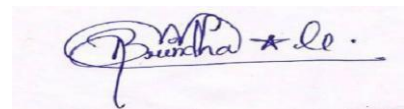
- ❖ **National Level Workshop** on “Parametric and Non Parametric Tools” in P.K.R Arts College for Women.
- ❖ **National Level Workshop** on “Multivariate Analysis Using SPSS, AMOS, & R” in Kongu Engineering College.
- ❖ **Knowledge Sharing Program** on “Innovative Approaches for Teaching and Evaluation” by IBS, ICFAI Business School.
- ❖ **A NAAC Sponsored National Seminar** on “Emerging Challenges in Quality Sustenance and Harnessing Best Practices in Higher Education at “ Sri Krishna Arts & Science College”, Coimbatore.
- ❖ **The Southern Regional Conclave** on “Logistics” at “ Sri Krishna Arts & Science College”, Coimbatore.
- ❖ **A webinar on “An Effective Research Paper Writing Skills”** by Bhagvan Mahavir University from 13/04/2020 -16/04/2020
- ❖ **A webinar on “Impact of Covid - 19 on Future Investment Pattern of Investors”** by Bhagvan Mahavir University

DECLARATION

I do hereby declare that the particulars of information and facts stated herein above are true, correct and complete to the best of my knowledge and belief.

PLACE: Coimbatore.

DATE : 15.10.2021



BRINDHA G

Guest Lecture
On
Data Analytics for Decision Making

Date: 22.10.2021

Time: 2.15 pm - 3.15 pm

Venue: Smart Room no: 112

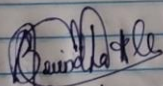
A Guest Lecture on Data Analytics for Decision Making was conducted by Department of BBA(CA)

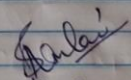
Guest Speaker: Dr. Brindha G.
Assistant Professor,
G.R.G. School of Management Studies
PSGR Krishnammal College for Women
Coimbatore.

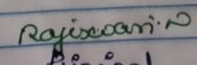
delivered speech on Data Analytics which is useful for making decision in our normal life, and uncertain situations arises in working place/Business.

Beneficiaries - 44 members.

11) Year students along with our Faculty members.

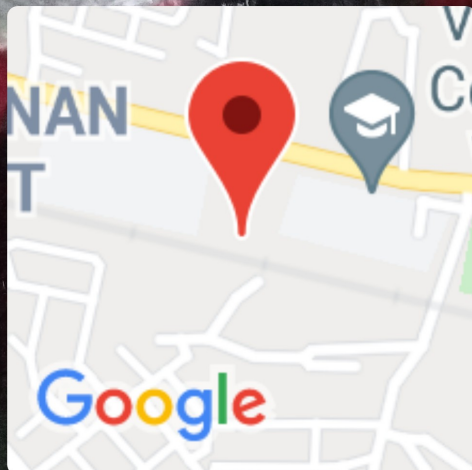

Guest Speaker
(Dr. G. Brindha)


Head of the Department
(Mrs. B. Umamaheswari)


Principal
(Dr. N. Rajeswari)



GPS Map Camera



Udumalaipettai, Tamil Nadu, India

H7H8+992, Udumalaipettai, Tamil Nadu 642128, India

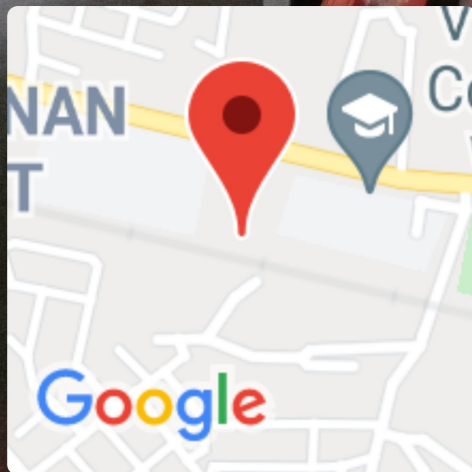
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GPS Map Camera



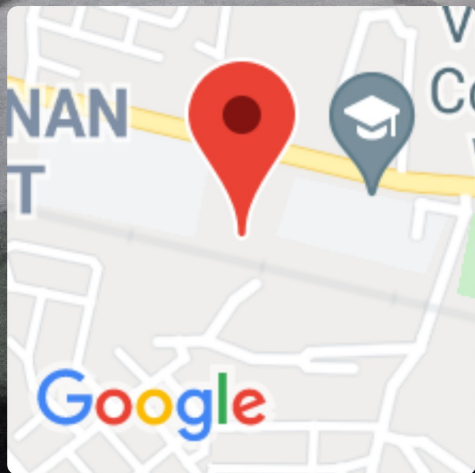
Udumalaipettai, Tamil Nadu, India

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Lat 10.577758°

Long 77.265019°

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Udumalaipettai, Tamil Nadu, India

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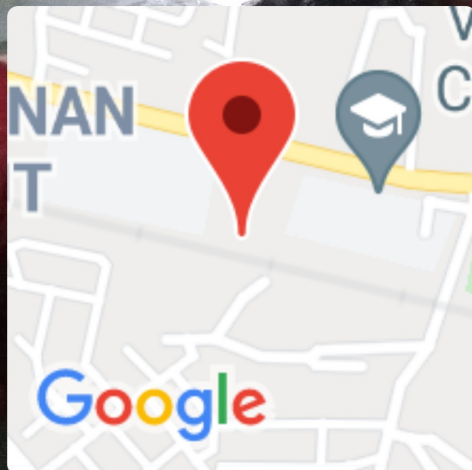
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GPS Map Camera



Udumalaipettai, Tamil Nadu, India

H7H8+992, Udumalaipettai, Tamil Nadu 642128, India

Lat 10.577759°

Long 77.264943°

22/10/21 02:43 PM

Feedback Form

Your session is most valuable one. We obtained more knowledge through this session. We follow what you told in this session. Such an inspiring and motivational speech you gave to us. Thanks for arranging this kind of session to us. Thanks to management, and Birudha mam. And also to the department, they allowed us to attend this session. We gain so many knowledge through this session. Also we apply these in our life and get benefited throughout the life. Your words still in our mind and make all others get motivated through your speech. Please continue your words all youngsters to change their mind and start focusing in their career. Thanks to the department and management for arranging this.