



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

Pitchandampalayam (PO), Vaikkalmedu, Erode, Perundurai Road, ERODE –638052.



DEPARTMENT OF MANAGEMENT STUDIES

INDIVIDUAL FACULTY DATA SHEET

Name of the College : Nandha Engineering College
Name of the Department : Management Studies
Name of the Degree & Course : MBA
Name of the Faculty Member : Ms.T.Sangeetha
Regular or Adjunct : Regular
Designation : Assistant Professor
Mail Id : sangeetha.t@nandhaengg.org
Gender : Female
Faculty code given by COE :
Date of Joining the present Post : 21.06.2023
Scale of Pay :



Educational Qualifications:

Category	Name of the Degree	Specialization	Years of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	BBM	Business Management	2004	Vellalar College For Women, Erode	Bharathiar University, Coimbatore	59	II
PG	MBA	HR and Marketing	2006	Kongu Arts and Science College, Erode	Bharathiar University, Coimbatore	69	I



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DEPARTMENT OF MANAGEMENT STUDIES

PG	M.Phil	Marketing	2007	Periyar University , Salem	Periyar University Salem	65	I
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Academic Experience:

Name of the college	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
Nandha Engineering College (Autonomous) (Affiliated to Anna University- Chennai) Erode, Tamilnadu, India	Assistant Professor	21.06.2023	Till date			
RVS Institute of Management Studies & Research	Assistant Professor	10.01.2020	10.01.2022	2	0	0
Nandha College of Technology, Erode, Tamilnadu, India	Assistant Professor	12.08.2015	31.05.2018	2	9	19
Sasurie College of Engineering, Vijayamangalam, Erode, Tamil Nadu, India	Lecturer	20.09.2006	31.10.2010	4	1	10

Industrial Experience:

Name of the college	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
MRT Infracon	Project Administrator & Accounting Head	12.01.2022	20.06.2023	1	5	8



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DEPARTMENT OF MANAGEMENT STUDIES

National Journals :

T.Sangeetha “Rural Marketing Environment in Post LPG Era” ICFAI, March 2007

International/National Conferences :

1. “Recent Trends in Higher Education: Challenges & Strategies” Ms.T.Sangeetha 15th March 2017
2. “Contemporary Issues on Modern Research” Ms.T.Sangeetha 7th Sep 2016
3. “Innovative Strategies for Retaining Customer” Ms.T.Sangeetha 26th Oct 2007
4. “Impact of FDI on Indian Economy” Ms.T.Sangeetha 17th Oct 2008
5. “Insights of Remarketing in Retargeting” Ms.T.Sangeetha 22nd Sep 2017
6. “Customer Servicing Strategy in Digital World:” Ms.T.Sangeetha 7&8 Oct 2015
7. “Black Money Eradication Challenges in Indian Industrial Sector” Ms.T.Sangeetha 10th Feb 2017
8. “Resource & Tools for Research” Ms.T.Sangeetha 25th Feb 2017
9. “Corporate Management” Ms.T.Sangeetha 11th Feb 2017
10. “Entrepreneurship Awareness Program” Ms.T.Sangeetha 29th Feb – 2nd Mar 2016.
11. “Entrepreneurship Awareness Program” Ms.T.Sangeetha 11th – 13th Feb 2016
12. “Awareness of Environment and Health” Ms.T.Sangeetha 30th Sep 2015



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DEPARTMENT OF MANAGEMENT STUDIES

13. “Rural Marketing Network Changing Profile and Pattern” Ms.T.Sangeetha 12th Sep 2006
14. “Buyer Behaviour & attitude towards Retail petroleum Service industry” Ms.T.Sangeetha 15th & 16th Sep 2006
15. “Venturing into the Indian Investment Market” Ms.T.Sangeetha 15th March 2014

Area of Expertise :

S.No	Subject of Area
1	Total Quality Management
2	Service Marketing
3	Retail Marketing
4	Organizational Behaviour
5	Marketing Management
6	Human Resource Management
7	Social Media Web Analytics
8	Consumer Behaviour
9	Strategic Management
10	Principles of Management