

Merrin Geordie Pottas  
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Assistant Professor

### MBA – Finance & Marketing

Mrs Merrin Geordie has been into the teaching Industry for the past four years. She started her journey with Viswajyothi School of Management Studies from 2020 with a multitude of practical experience before joining our institution in various domains viz. marketing and human resource management through her exposure in family business, finance and corporate skills through her experience as a tax audit advisor with KPMG and general administration skills through her experience with a leading travel solutions expert in Kerala. She was also the best outgoing student in her post-graduation. She chose to focus on sharing her knowledge and experience gained from her career and academics by engaging in the Marketing and HR Department. She is also mentoring students through soft skills development which are instrumental for their placements and career progression in the corporate world.

### Educational Qualification

Bachelor of Commerce: Rajagiri College of Management and Applied Sciences - 2009

Master of Business Administration: St Josephs Business School -2012

### Areas of Interest

Marketing, Human Resources Management and Foundations in Management

### Papers presented in Conferences/Seminars

- Presented a paper on the topic “**Effectiveness of Gureilla Marketing as a Promotional Tool** ” at the national Conference on held at the Santhigiri B School.
- Presented a paper on the topic “**Role of Social Entrepreneurship in the sustainable development of society** ” at the International Conference held at the Santhigiri College of Computer Sciences.
- Presented a paper on the topic “**Effectiveness of Gureilla Marketing as a Promotional Tool** ” at the International Conference on held at the SCMS school of Management.