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Qualification

Degree	Branch	Institution / University	Year of Passing
Commerce	Commerce	Bharathidasan University,Urumu Dhanalakshmi College	May - 2016
MBA	HR	Alagappa University	2012
Commerce	Commerce	Bharathidasan University,Urumu Dhanalakshmi College	2004
Commerce	Marketing	Bharathidasan University,Urumu Dhanalakshmi College	2000
Commerce	Commerce	Bharathidasan University,Urumu Dhanalakshmi College	1997

Work Experience

Name of Institution	Address of Institution	Designation	From	To
Urumu Dhanalakshmi College	Urumu Dhanalakshmi College, Kattur, Trichy.	Assistant Professor	01-06-2002	31-01-2004
Pavendar Bharathidasan College of Arts and Science	Pavendar Bharathidasan College of Arts and Science, Thanjai Natarajan Nagar, Mathur, Pudukkottai - 622 515	Assistant Professor	17-06-2005	30-04-2021

Teaching / Research Experience

U.G. : 17 P.G. : 9 M.Phil. 5 Ph.D.

Research Guidance

U.G. : P.G. : 9 M.Phil. : 5 Ph.D. :

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1.	Conferences / workshops / Seminars Attended	5
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3.	Publication in Journals	9
4.	Publication in Books	0
5.	Books Published / Edited	0
6.	Conferences / Workshops / Seminars Organised	2
7.	Research Projects	0
8.	Resource Person	0
9.	Consultancy	0
10.	Awards Recieved	0
11.	Patent	0
12.	Extension Activities Undertaken	0
13.	Professional Membership	0
14.	M.Phil. / Ph.D. Produced	0 / 0

1. College level Workshop on **"Faculty Development programme on Student Mental Health"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 15/07/2022 to 15/07/2022.
2. College level Workshop on **"Faculty Development Programme on Fintech the Future of Finance"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 28/05/2022 to 28/05/2022.
3. National level Conference on **"Step Up Sustainable Development Goals into Actions"** sponsored by Synergy SBS-- Cantonment Trichy organized by Bishop Heber College at Trichy during 31/03/2022 to 31/03/2022.
4. College level Workshop on **"A two day Workshop on E-Resources "A Boom for the Teaching & Research"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 26/03/2022 to 27/03/2022.
5. College level Workshop on **"Faculty Development Programme on Six Sigma Strategy"** sponsored by Bishop Heber College organized by Bishop Heber College at Trichy during 07/10/2021 to 07/10/2021.

Research Papers Presented

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1. **"AN INVESTORS' PERCEPTION AND AWARENESS OF MUTUAL FUNDS IN TIRUCHIRAPPALLI DISTRICT"** in the International conference on *Journal of the Oriental Institute* sponsored by BISHOP HEBER COLLEGE, organized by DEPARTMENT OF COMMERCE at TIRUCHIRAPPALLI during 23/03/2022 to 24/03/2022.
2. **"Service loyalty in Public sector Banks with special reference to SBI"** in the International conference on *Emperor International Journal of Finance and Management Research (EIJFMR)* sponsored by , organized by at Karnataka during 21/03/2018 to 21/03/2018.
3. **"Inclusive Growth in Marketing Service - Marketing Opportunities"** in the International conference on sponsored by , organized by Adaikalamatha Institute of Management, Adaikalamatha College at Thanjavur during 14/11/2013 to 14/11/2013.
4. **"Micro Finance and inclusive Growth - Banking Sectors"** in the State conference on *State level seminar* sponsored by , organized by Jamal Mohamed College at Trichy during 21/09/2013 to 21/09/2013.
5. **"A Study on Domestic Marketing Strategy"** in the International conference on sponsored by , organized by at Trichy during 21/08/2013 to 21/08/2013.
6. **"Real Time Gross Settlement - A Milestone in fast transfer of Funds"** in the State conference on *State level seminar* sponsored by , organized by Jamal Mohamed College at Trichy during 12/01/2013 to 12/01/2013.

1. **"customer perception on impact of mobile commerce"** published in Kanpur Philosophers (CONFERENCE PROCEEDING) Vol. 09, Issue No. 01, April 2022 ISSN : 2348-8301.
2. **"Service loyalty in Public Sector Banks with special reference to SBI"** published in EIJFMR (E-JOURNAL) Vol. IV, Issue No. IV, March 2018 ISSN : 2395 5929.
3. **"Domestic Marketing Strategy"** published in HRD TIMES (E-JOURNAL) Vol. 16, Issue No. 02, January 2014 ISSN : 0976 - 7401.
4. **"Inclusive Growth in Marketing Service - Marketing Opportunities"** published in Research Explorer (CONFERENCE PROCEEDING) Vol. 02, Issue No. Special Issue, October 2013 ISSN : 2250 - 1940.
5. **"Customer Relationship Management"** published in Cauvery Research Journal (CONFERENCE PROCEEDING) Vol. 07, Issue No. 1 and 2 Special Issue, September 2013 ISSN : 0975 1300.
6. **"CRM in Banking Sector"** published in HRD TIMES (E-JOURNAL) Vol. 15, Issue No. 04, March 2013 ISSN : 0976 - 7401.
7. **"Changing Scenario in Higher Education in India"** published in Research Explorer (CONFERENCE PROCEEDING) Vol. 02, Issue No. 05, March 2013 ISSN : 2250 - 1940.
8. **"Customer Loyalty"** published in HRD TIMES (E-JOURNAL) Vol. 14, Issue No. 07, June 2012 ISSN : 0976 - 7401.

Conferences / Workshops / Seminars Organised

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1. State level Workshop Entitled **"Research on Commerce and Management Studies - Packaging for Statistical Tools"** at Bharathidasan University College, Perambalur., sponsored by , during 15/03/2013 to 16/03/2013.
2. National level Conference Entitled **"Recent Trends in Indian Capital Market"** at Trichy, sponsored by , during 18/02/2008 to 19/02/2008.

Signature of Staff
(Sujatha P)