

## STAFF PROFILE



**1.Name** : A.SUGANYA

**2.Designation** : Assistant professor

**3.Date of Entry into Service** : 15-07-2015

**4.E-mail** : [suganyasuganma@gmail.com](mailto:suganyasuganma@gmail.com)

**5.Mobile (Optional)** :

**6.Education** :M.Com (CA)., M.Phil

**7.Areas of specialization** :Financial Management, Marketing

### **8.Projects undertaken**

Title of the Project	Name of the funding Agency	Duration	Completed/Ongoing	Amount	Remarks
Nil					

### **9.Seminars Organized**

Title of Seminars/Conference/ Workshop	Date	Sponsoring Agency	National/State/International	Co-ordinator/Convenor
Demonetization in India: Prospectus and Challenges	6 <sup>th</sup> January 2017	UGC Sponsored	National	Department of Commerce and Economics
Block analysis and Block Chain	28 <sup>th</sup> December 2017	Department of Commerce	International	Department of Commerce, Madura College.
Banking and Insurance – A Catalyst towards India's Vision 2022	31 <sup>st</sup> August 2018	Department of Commerce	International	Department of Commerce, Madura College.

### 10.Seminars, Workshop and Conferences Attended

Title of the Seminar/ Conference/Workshop	Date	Sponsoring Agency	National/State/ International	Co-ordinator/ convener
Online Marketing in Today's Scenario	10.02.2010	Fatima College	National	Department of Commerce
One day Workshop on Placement Preparations	23.07.2011	Fatima College	Regional	Placement Cell, Fatima College.
Organized Retailing	09.03.2012	Fatima College	National	Department of Commerce
Green Marketing – A Thrust on Renewable Energy Products	05.3.2013	Fatima College	National	Department of Commerce
Impact of GST on small and medium scale industries	22.12.2017	S.VellaichamyNadar College	National	Department of Commerce
Quadruple Business Dimensions in Bottom Line Reporting	06.09.2019	The Madura college	National	Department of Commerce
One day Workshop on Learning management system	17.10.2019	The Madura college	Regional	IQAC
Impact on changes & challenges towards Global Marketing in Post Covid -19	3.6.2020	Fatima college	International	Department of Commerce
The gateway of Learning Techniques	4.6.2020 to 6.6.2020	Dr.M.G.R. Educational & Research Institute	National	Faculty of Education
Success in Life –You can design your Life	8.06.2020	Rajapalayam Raju's College	National	Women's Development cell
Green Marketing	9.6.2020	Islamiah Women's Arts & Science College	National	Department of Commerce
Social Impact of Covid -19 on Research	12.6.2020	SeethalakshmiRamaswami College	National	Department of Commerce
Changing Accounting career: Opportunities &skillset required	18.6.2020	Pondicherry University	National	Department of Commerce
Global Pandemic challenge: Mental Health & Future Education	19.6.2020, 20.6.2020	G.T.N.Arts college	International	Department of zoology

Zoom Yourself	23.06.2020	Idhaya Engineering college for women	National	Immaculate youth Movement
Ladder Towards Basic research & High Impact publications	26.06.2020	Mar Gregorios College	National	Department of Commerce With computer application

### 11. Books Published:

Title of the Book Published	ISBN No.	Publisher if any	Year of Publishing	Authored/Edited

### 12. Research Publications:

Title of the Paper	ISSN No. if Any	Volume No. & Page No. if any	Year	International / National/state
Prospects and problems of Eco-tourism in Thenmala Tourism Destination in kerala			2014	National
Problems faced by the government and the private hospitals	93-84734-084		2015	National
Analytical Study on Effectiveness of the celebrity endorsement in brand recall & purchase intention			2015	National

Influence on celebrity Endorsement on buying behavior.	978-93-85977-05-3		2016	National
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### 13. Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,			
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

### 14. Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level

### 15. Academic council/Board of Studies Member

Institution	For a period of	Dept.
Fatima College	2 Years	Commerce

### 16. Honours Achieved

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

### 17. Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)

Whether NSS/NCC/AEEP/YRC	Period

### 18. Reviewer/editor of a journal

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h-index

### 19. Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration From	To
Counsellor Training Programme	Anugraha,counselling& psychotherapy Institute	14.8.2013	16.8.2013
Orientation programme for newly recruited teacher	Madura College	26.9.2015	27.09.2015
Empowering College Teachers with Effective Teaching Skills	OAA MAVMM, Madurai	12.03.2016	12.03.2016

## 20.Any Other Information :

### Seminars, Workshop and Conferences Presented

Title of the Seminar/ Conference/Workshop and Date	Title	Sponsoring Agency	National/State/ International	Co-ordinator/ convener
Marketing of Eco Tourism: prospects and challenges on 3 <sup>rd</sup> and 4 <sup>th</sup> Sep.2014	Prospectus and problems of ecotourism.	Fatima college, Madurai	National	Department of Commerce
Emerging issues in health care marketing on 20 <sup>th</sup> Feb. 2015	Problems faced by the government and the private hospitals	St.Xavier's College, Palayamkottai.	National	Department of Commerce
Competency Building Strategies in Business and Technology for Sustainable Development on 19 <sup>th</sup> Feb. 2016	A Study on Effectiveness on Celebrity Endorsement	Sri Ganesh School Management, Mettupatti.	International	Department of Management Studies
New Dimensions of Management in the Globalized Era on 31 <sup>st</sup> Mar. 2016	Influence on Celebrity Endorsement on Buying Behaviour	Madurai Kamaraj University, Madurai.	National	Department of Management Studies
Demonetisation prospectus and challenges on 6 <sup>th</sup> January 2017	Impact of demonetization on rural population	Madura college	National	Department of commerce
Emerging Trends in Banking,Insurance&	Business Intelligence	Thiagarajar college	International	Department of commerce

International Trade on 27 <sup>th</sup> &28 <sup>th</sup> March 2019				
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