



SOURASHTRA COLLEGE, MADURAI – 625 004

(An Autonomous Institution Re-Accredited with 'B' Grade By NAAC)
VILACHERY ROAD, PASUMALAI, MADURAI – 625 004

Dr S.S.SUGANTHY PROFILE




NAME	Dr S.S.SUGANTHY
QUALIFICATION	M.Com. M.Phil., Ph.D
DESIGNATION	ASSISTANT PROFESSOR
DEPARTMENT	COMMERCE
DATE OF BIRTH	07/10/1984 AGE 36
DATE OF APPOINTMENT	20-01-2016
MOBILE NUMBER	9843906979
E-MAIL	suganthymanikandan@hotmail.com

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Educational Qualification: B.com., M.com., MBA., M. Phil., Ph.D.

Degree	Subject	College / University & Place	Year Completed
B. Com (Computer Applicataion)	Commerce	Sourashtra College, Madurai.	2005
M.Com.,	Commerce	Madurai Kamaraj University, Madurai.	2008
M.Phil.,	Commerce	Madurai Kamaraj University, Madurai.	2010
MBA.,	Commerce	Madurai Kamaraj University, (DDE) Madurai	2013
Ph.D	Commerce	Madurai Kamaraj University, Madurai.	2013

ACADEMIC EXPERIENCE IN OTHER INSTITUTIONS:

Designation	Institution	Duration
Assistant Professor	Sourashtra College for Women, Madurai.	Aug 2012 – Jan 2013
Assistant Professor	Sourashtra College, Madurai.	Feb 2014 – Jan 2016 (Under Self Finance)
Assistant Professor	Sourashtra College, Madurai	20.01.2016-Till date

ACADEMIC ACTIVITIES

LIST OF RESEARCH PUBLICATIONS (with ISSN)

S.No	Name of the Journal (Nat'l / Int'l)	Paper Title	ISSN	Month & Year
1.	Shanlax International journal of Commerce	Growth And Performance on SSI Entrepreneurs Business And its pressure	2321-4168	Feb - 2015
2.	Roots International Journal of Multidisciplinary Research.	A study on employee retention with special reference to Tafe- Madurai	2349-8684	Feb - 2016
3.	Shanlax International Journal of Commerce	A study of Internet Marketing In india Challenges & opportunities	2320-4168	Feb - 2017
4.	Roots International Journal of Multidisciplinary Research	Bit Coin Crypto Currency	2349-8684	Dec - 2017
5.	International journal of creative research thoughts	Customer attitude towards the mobile phone services industry	2320-2882	April – 2018
6.	International Journal of Creative Research Thoughts	Socio-Economic Characteristics of Insured House Holds	2320-2882	June-2023
7.	International Journal of Research and Analytical Reviews	Factors Influencing Entrepreneurs' Attitude Towards Financial Institutions	2348-1269 2349-5138	June-2023
8.	Journal Of Emerging Technologies and Innovative Research	Preference Of Different Types of Gold Ornaments by Women Buyers	2349-5162	July-2023

PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)

S.No	Topic /Publishers (State / Nat'l / Int'l)	Paper Title	ISBN	Month & Year
1.	Foreign Direct Investment in Retail Trade - opportunities and Challenges	FDI In Retail Trade - A Threat To Retail Sector	978-93-806860-6-6	Feb 2013
2.	Innovative Facades in E-Commerce (Int)	Analysis Of Mobile Commerce Data Facilities And Internet Smart.	978-93-81723-26-5	July 2014

3.	“Higher education in India during the plan periods” (Nat)	An Overview of Foreign Direct Investment Higher Education	978-93-806-86-110	Aug 2014
4.	“Indian service in the Information and communication technology Era: Emerging trends, issues, and prospects.	“Indian cellular Mobile services Industry: A decade of growth, Now slowing Down”	938-31-9109-0	Dec 2014
5.	“Impact of Globalisation on the prospects of Indian Banking Sector’(Nat)	“Impact of Globalisation on the prospects of Indian Banking Sector’	938065729-3	Jan 2015
6.	“Impact of urbanization in India” (Nat)	Effect of urbanization on solid waste organization in india.	978-81-920-478-5-0	Mar 2015
7.	“Rural women entrepreneurship-The dynamics of progress and its reversal”.(Nat)	“Rural women north state Empowwement, entrepreneurship & MSMEs In India.	978-93-81429-57-0	Mar 2015
8.	Make in India-Initiatives, ideas & challenges (Nat)	Innovation and Entrepreneurship in Today’s Scenario.	978-93-81723-54-8	Aug 2016
9.	Payments banks opportunities and challenges.(Nat)	Emerging trends in Indian banking sector.	978-93-81723-58-6	Sep2016
10.	Emerging trends and challenges	A study of selected SHGs in self help group	978-81-909344-8-0	Jan 2019
11.	Emerging trends and challenges	Future E-Commerce in india	978-81-909344-8-0	Jan 2019
12.	ESN Publications	Challenges of digitizing education in post pandemic	978-93-93967-14-5	April 2022

LIST OF SEMINARS / CONFERENCES / WORKSHOPS : PARTICIPATED

S. No.	Topic (State / Nat'l / Int'l)	Organized by Dept.	Date
1.	Goods And Service Tax	Dept.of commerce and Research Centre Sourashtra College	28 th Aug 2018
2.	Multi criteria decision making workshop	Rest Society for Research International, Krishnagiri	23.04.2020 - 25.04.2020
3.	An interactive approach for online design, Development and Delivery”	University of Hyderabad	07.5.2020-09.05.2020

4.	An interactive approach for Online course design, develop and delivery for higher education	Panimalar Engineering College, Chennai	06.05.2020 - 12.05.2020
5.	A comprehensive online course on personnel and stress management	Erode Arts and Science College	13.05.2020-10.05.2020
6.	Basic Curriculum Development	SBT College Of Special Education, Chennai	23.05.2020
7.	Research Methodology and Data Analysis	South Indian Researchers Association	09.10.2020-10.10.2020
8.	National Workshop on Research Methodology	GOVT.V.Y.T.PG Autonomous college Durg chhattisgarh	24.05.2021-30.05.2021
9.	A Study on Impact of Digital Marketing on Consumer Purchase Behaviour	Patrician College Of Arts and Science	25.08.22-26.08.2022

Details Of Ph.D., Research Scholars

S. No	Name Of the Candidate	Research Title	Month Year of Award of Phd.,
1	B. S. Sangeetha	Effectiveness Of Online Promotional Tools: A Study in Madurai City	Ongoing
2	N. Moorthiyammal	SHG Is A Pretictive Tool For Woment Empowerment: An Empirical Study At Madurai District	Ongoing

LIST OF SEMINARS / CONFERENCES / WORKSHOPS: ORGANISED

S. No.	Topic (State / Nat'l / Int'l)	Position (Organizing Secretary/Convenor)	Organized by Dept.	Date
1	Innovative Business Practices in Globalization Era	Convener	Sourashtra College Dept. of commerce and Research Centre	Feb 2019
2	Recent Developments and Techniques in education, Finance and Entrepreneurship	Convener	Sourashtra College Dept. of commerce and Research Centre	Mar 2023
3.	Financial Wellness Program	Convener	Sourashtra College Dept. of commerce and Research Centre	Mar 2023

LIST OF SEMINAR/ CONFERENCE ATTENDED/PAPER PRESENTED

S. No.	Topic (State / Nat'l / Int'l)	Organized by Dept./University/ College	Paper Title	Date
1.	Prospects of FDI in promoting retail trade in India	Sri Ganesh College of Arts and Science	FDI and its impact on Indian Buisness	15 th Feb2013
2.	Banking in economic development	K.C.S. kasi nadar college of arts and science	Fortunes of financial inclusion challenges in india	12 th September 2014
3.	Venture capital for sustainable rural Entrepreneurship and Economic Development	Dr.N.G.P. Arts and Science College	Rural entrepreneurship in India challenge and problems	18 th February 2016
4.	Contemporary issues and futuristic trends in management	Vijay institute of management, dindigul.	A study on core, challenges, and issues of business ethics	Feb 2019

Additional Responsibilities taken in our College: (such as NSS/NCC/Various Clubs/Various Committees/etc.,)

S.No.	Position	NSS/NCC/Committee/Club/etc.,	Date/Period
1	Programme Officer	Youth Red Cross (YRC)	June 2016 to Till Date
2	Member	Band Team	June 2017 ToTill Date
3	Co-ordinator	Thatha Patti club	June 2022 To Till Date

Attended FDP/ Other Programme

S.No	Topic	Programme	Name of the College/ University	Date/Period
1.	“Teaching Methods and inter-personal Relationships”	FDP	Sourashtra college	15.03.2014
2.	“Enrichment of Teaching Skills”	FDP	OAA-MAVMM Scholl of Management	14.02.2015
3.	Teachers on Tech Effectiveness.	Orientation Programme.	Sourashtra college	07.03.2015
4.	Redefined Role of Teachers	FDP	Sourashtra college	05.03.2016
5.	Innovative in teaching	FDP	Sourashtra college	17.03.2018

6.	E-Learning Resource & Training Methodology	FDP	Sai Ram Engineering College, Chennai	27.04.2020 - 09.05.2020
7.	Act-Right Now, Covid - 19 & Its Implications	FDP	School Of Commerce, Jain (Deemed To Be University)	29.04.2020 - 01.04.2020
8.	My Life My Pride My Career	FDP	Patrician College Of Arts and Science, Chennai	10.05.2020
9.	Learning Pedagogy on Teaching & Assessment Tools	FDP	Sree Narayana Guru College, Coimbatore	17.06.2020 - 25.06.2020
10.	Innovation Incubation & Entrepreneurship	FDP	Rajapalayam Rajus'college, Rajapalayam	05.06.2020

List of Orientation / Refresher Attended

S.No	Organized by colleges/ universalities	Name of the programme	Month & year
1.	Bharathidasan university	104 th orientation programme	08.11.2018 to 05.12.2018
2.	Gujarat University	1 st Online Refresher Course	07.09.2020 to 20.09.2020
3.	University of Delhi	Two Week Inter Disciplinary Refresher Course	17.05.2021 to 31.05.2021
4.	University of Delhi	Two Week Refresher Course In Commerce and Management.	25.06.2021 to 08.07.2021
5.	Newman College	Two Week Inter Disciplinary Refresher Course in "Advanced Research Methodology"	21.06.2022 to 05.07.2022

LIST OF WEBINARS: ORGANISED

S. No.	Topic (State / Nat'l / Int'l)	Position Guest Speakers	Organized by	Date Time
1.	A View On Covid 19	Dr. S.S. Sudhakar, Professor Dept. Of Bio Technology, anonmaniyam University, Tirunelveli	Dept.of commerce and Research Centre	22.05.2020 10AM-11AM
2.	An Introduction To Human Resource Management	Dr.A.S. Vinitha Assistant Professor Dept. of Commerce Sri Sankara Vidyapeetom College Perumbavoor Kerala.	Dept.of commerce and Research Centre	26.05.2020 10AM-11AM
3.	Education Through Digital Learning	Dr. Sangeeta n Pawar Dept. of Commerce	Dept.of commerce and	26.05.2020

		University of Mumbai Mumbai	Research Centre	12 NOON-1PM
4.	How To Build and Marinating positive Attitude	Dr. P.J. Sebastian HOD Dept. Of Commerce Bharatmata College Trikkakara Kerala	Dept.of commerce and Research Centre	27.05.2020 10AM -11AM
5.	MSMEs – An Overview	Dr.D. Chennappa Professor Dept. Of Commerce Osmania University Hyderabad	Dept.of commerce and Research Centre	28.05.2020 10AM-11AM
6.	Strategic Supply Chain Management	Dr.B.B. Goyal Professor University Business School Punjab University Chandigarh	Dept.of commerce and Research Centre	28.05.2020 4PM-5PM
7.	A Road Map for Research Preparing and Presenting Research Papers In Conferences And Seminars	Mr.J.S. Sivaprakash Assistant Professor Loyola College Chennai.	Dept.of commerce and Research Centre	30.05.2020 4PM - 5PM
8.	Investor Awareness Program	Mr. Karthick C.S Securities MarketTrainer - SEBI Co-founder-Knowise learing academy	Dept.of commerce and Research Centre	18.01.2023 5PM-6PM

LIST OF QUIZ: ORGANISED

1.	HUMAN RESOURCE MANAGEMENT	02.07.2020
2.	FINANCIAL ACCOUNTING	02.07.2020

NSS TRAINING PROGRAMME

1	Three Day National Level NSS Training Programme 'PIE - 2020'	16.07.2020 - 18.07.2020
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Position held:

1. Acted as YRC programme officer.
2. Acting as a member in BAND team, Sourashtra College