

BIODATA

NAME & QUALIFICATION: Dr. K. SUJATHA, M.B.M., M.Com., M.Phil., M.B.A., PGDECOMM., PGDCA., Ph.D., SET.



DESIGNATION: Head & Assistant professor

DEPARTMENT NAME: B.com Bank Management

Email id: sujakrish75@gmail.com Official id: sujatha@sigc.edu

Specialization if any: Marketing

PROFESSIONAL MEMBERSHIP:

Total Teaching Experience: 24

No. of research articles published in UGC CARE / SCOPUS / WEB of SCIENCE indexed journals: 01

No. of other research articles published: 08

LIST OF ARTICLES PUBLISHED IN JOURNALS:

1. Sujatha K, Maheswari V and Meenakumari M. Strategic Measurement of service quality Management of select two-wheeler dealers in Tiruchirappalli district. Alohana Chakra Journal (UGC CARE GROUP) – 2020
2. Sujatha K. Strategic Measurement of service quality Management of select two-wheeler dealers in Tiruchirappalli district. SurajSansthan Publication – 2019
3. Sujatha K. Foreign direct investment and its growth in India. Scientific Transactions in Environment and Tec novation – 2016
4. Sujatha K. The role of management in the banking sector. Jamal academic research journal – 2014
5. Sujatha K. Developing economies of women entrepreneurship. Sai publication, Chennai – 2013
6. Sujatha K. An Analytical study on strategic planning to combat occupational stress in the present Indian scenario. Sankhya International journal of Management and Technology – 2011
7. Sujatha K. Problems in services marketing. Naina Mohamed College of Arts and Science – 2011
8. Sujatha K. Job satisfaction among College teachers with special reference to different categories of self-financing Arts and Science College in Trichy district. Cauvery Research journal - 2010

NATIONAL JOURNALS: 05

INTERNATIONAL JOURNALS: 03

LIST OF PAPERS PRESENTED IN CONFERENCES

1. An analytical study on strategic planning. Rajah serfoji Government College Thanjavur – 2018.
2. Latest Trend in financial market. National Seminar. Shrimati Indira Gandhi College Trichy - 2016
3. Corporate social responsibility and sustainability. National Seminar. Shrimati Indira Gandhi College Trichy – 2016
4. E-Banking. International Seminar. Nehru Memorial College Puthanampatti – 2016
5. The role of Management in the Banking sector. International Seminar. Jamal Mohamed College Trichy – 2014
6. An analytical study on strategic planning combat occupation stress in the present scenario. International Conference. AVVM Sri Puspham College Poondi -2012
7. Problems in service marketing. National Conference. Naina Mohamed College Aranthangi – 2011
8. Performance of mutual funds in India. National Conference. Aadahavan College of Arts and Science Manapparai - 2010
9. The new Era of Marketing Communication. National Conference. Srinivasan College of Arts and Science Perambalur - 2010
10. Major challenges and issues in asia and pacific region. National Seminar. Jamal Mohamed College Trichy - 2010
11. A new perspective to finance and competition. National Conference. Bishop Heber College Trichy – 2010
12. Economic depression and IT Industry. National Seminar. Selvam Arts and Science College Namakkal – 2009
13. Impact of Miicro Credit on Self Help Group Members. National Seminar - AVVM Sri Pushpam College Pundi – 2009
14. Reforms in primary capital market. National Conference. Pavendar Bharathidasan College of Arts and Science Mathur - 2008
15. Women Entrepreneurship. National Seminar. Shrimati Indira Gandhi College Trichy – 2008

16. A study effectiveness of training programme. National Seminar. National College Trichy – 2007

17. Avenues for financial investment. National Seminar. Pavendar Bharathidasan College of Arts and Science Mathur - 2007

NATIONAL CONFERENCES: 14

INTERNATIONAL CONFERENCES: 03

PARTICIPATION IN WORKSHOP / CONFERENCES / SEMINARS / FDPs

Workshop Attended

1. International Workshop on Effective teaching of finance. Bharathidasan University Trichy - 2012
2. National Workshop on Research Methodology and Statistical Package. St. Joseph's College Trichy - 2008
3. State Workshop on Research Methodology. Shrimati Indira Gandhi College Trichy – 2007
4. Regional Workshop on Research Methodology. St. Joseph's College Trichy – 2006
5. Regional Workshop on General Health Awareness Programme for women. Shrimati Indira Gandhi College Trichy - 2005

Attended National level Seminar

1. National level Seminar on Indian Banking Challenges Head. Selvam Arts and Science College Namakkal - 2007
2. National level Seminar on Change Management. P.S.G.R. Krishnammal College for Women Coimbatore. 2007

E Quiz

1. April 2020 - Covid-19 E-Quiz - Vinayaka Mission Research Foundation
2. May 2020 - Covid-2019 Quiz - Government Arts College Trichy
3. May 2020 - Trade Com Quiz - Jamal Mohamed College Trichy
4. May 2020 - Lockdown Big Quiz - Jamal Mohamed College Trichy
5. May 2020 - Jmc Com Quiz - Jamal Mohamed College Trichy

6. May 2020 - Online Quiz On Test Your Knowledge On Plagiarism - Crescent Institute Of Science And Technology Chennai
7. May 2020 - E-Quiz On Higher Education System - Jamal Mohamed College Trichy
8. May 2020 - Covid-19 Awareness Quiz - Don Bosco Arts And Science College Chennai
9. May 2020 - E-Quiz On Financial Management - Jamal Mohamed College Trichy
10. May 2020 - Online Quiz On Double Entry System - Sri Ramakrishna College Of Arts And Science Coimbatore
11. May 2020 - E-Quiz On Aptitude Test For Faculty On Oblt - Usha Rama College Of Engineering And Technology Andhra Pradesh
12. May 2020 - E-Quiz On General Economics - A.D.M College For Women Nagapattinam
13. May 2020 - E-Quiz For General Economics - National College Trichy
14. May 2020 - National Level E-Quiz On Co-Op 2020 - National Cooperative Union Of India Gujarat
15. May 2020 - E-Quiz On Covid-19 - My Government
16. May 2020 - E-Quiz On General Banking Awareness - Dharmamurthi Rao Bahadur CalavalaCunnanChetty Hindu College Chennai
17. May 2020 - Basic Grammar Quiz - Sh Skill Enhancement Center
18. May 2020 - E-Quiz On Economics For Competitive Exams - Government Arts College For Men Nandanam Chennai
19. May 2020 - E-Quiz On Brain Pop - Sri MeenakshiVidyal Arts And Science College Trichy
20. May 2020 - Online Quiz On Allied Chemistry Ii - Palanisami College Of Arts Perundurai
21. May 2020 - National Level E-Quiz On Hr Planning Need Of The Hour In Textile Industry - Nift-Tea College Of Knit Wear Fashion Tiruppur
22. May 2020 - E-Quiz On Indian Economy - SreeSevuganAnnamalai College Devakottai
23. May 2020 - Online Quiz On Research Methods And Techniques - SrimadAndavan Arts And Science College T.V Koil
24. June 2020 - E-Quiz On Chemistry - P.T.LeeChengalvarayaNaicker College Kanchipuram

25. June 2020 - E-Quiz On Physics - P.T.LeeChengalvarayaNaicker College Kanchipuram
26. June 2020 - E-Quiz On Basic Applied Physics - Sri Malolan College Of Arts And Science Chengalpet
27. June 2020 - Online Quiz On Self Assessment Of Communication Skills - Lords Institute Of Engineering And Technology Hyderabad
28. June 2020 -Online Quiz On Books And Authors - PsgrKrishnammal College Coimbatore
29. June 2020 - E-Quiz On Historical Impact Of Epidemic - Thiru.Vi.Ka Government Arts College Thiruvarur
30. June 2020 - National Level E-Quiz For Covid-19 On Research Methodology For Social Science - National College Trichy
31. June 2020 - Nationl Level E-Quiz On Indian Economy Yesterday, Today And Tomorrow - Kamaraj College Thoothukudi
32. June 2020 - Online Quiz On Basic Principles Of Physics - Srinivasa Institute Of Engineering And Technology Cheyyeru
33. June 2020 - E-Quiz On Management Accounting - Shrimati Indira Gandhi College Trichy
34. June 2020 - Quiz On Awareness Of Health And Safety Measures - SeethalakshmiRamaswami College Trichy
35. June 2020 - Online Quiz On Combating Covid-19 With Immune Boosting Foods - KhadirMohideen College Adirampattinam
36. June 2020 - E-Quiz On Research Methodology - Shrimati Indira Gandhi College Trichy
37. June 2020 - E-Quiz On Role Of Chemistry In Daily Life- Shrimati Indira Gandhi College Trichy
38. July 2020 - E-Quiz On Digital Library - Rvs Agricultural College Thanjavur
39. July 2020 - National Level E-Quiz On Economics And Analytics- Shrimati Indira Gandhi College Trichy
40. July 2020 - National Level E-Quiz On Research Methodology - Rvs Agricultural College Thanjavur

WEBINAR

41. April 2020 - Central Vigilance Commission -Central Government New Delhi
42. May 2020 - Online Webinar - On Digital Marketing 101 Indian Institute Of Digital Education New Delhi
43. May 2020 - Public Relation Marketing Quiz - Sri Krishna Adithya College Of Arts And Science Coimbatore
44. May 2020 - Online Course On Enhancing Soft Skill - Sri Krishna Adithya College Of Arts And Science Coimbatore
45. May 2020 - Online Webinar On How To Get Published In Scientific Journal - Sai Ram Institute Of Technology Chennai
46. May 2020 - A Comprehensive Online Course On Personnel And Stress Management - Erode Arts And Science College
47. May 2020 - Online Webinar On Cyber Law - National College Trichy
48. May 2020 - Online Webinar On Entrepreneurship In India - National College Trichy
49. May 2020 - A Two Day Online Course On The Essence Of Research Methodology - Jamal Mohamed College Trichy
50. May 2020 - Online Webinar On Post Pandemic Marketing - National College Trichy
51. May 2020 - Online Course On Companies Act 2013 - Jamal Mohamed College Trichy
52. May 2020- Webinar On Behavioral And Psychological Dimension Of Analytics - International Journal Of Advanced Study And Research Chennai
53. May 2020 - Online Webinar On Covid-19 And Survival Of Indian Economy - National College Trichy
54. May 2020 - Online Webinar On Booming Trends In Business Opportunities - National College Trichy
55. May 2020 - National Webinar On Covid-19 Moving Forward From Now - Bora Institute Of Management Science Lucknow
56. May 2020 - International Web Conference On Impact Of Covid-19 On Education System - Dr.BabaSahebAmbedkarMarathwada University Aurangabad
57. May 2020 - Webinar On Impact Of Covid-19 On International Higher Education For Agriculture - Kumaraguru Institute Of Agriculture

58. June 2020 - Webinar On Developing A Winning Mindset For Everyday Life - National College Trichy
59. June 2020 - Webinar On Tools For Making Your Thesis Complete - Usha Rama Engineering College Andra Pradesh
60. June 2020 - Webinar On Introduction To Nano Technology - P.T.LeeChengalvarayaNaicker College Of Engineering Kanchipuram
61. June 2020 - Webinar On Medicinal Plants And Community Health - Government Pg College NagnathPokhariUttarakhand
62. June 2020 - Webinar On Mathematical Modelling For Knowledge Visualization - Dr.Mgr Janaki College Arts And Science Chennai
63. June 2020 - Webinar On Nano Structured Metal Oxides For Supercapacitor Application - Trinity College For Women Namakkal
64. June 2020 - Webinar On Farmer Producer Organisations And The Transformation Of Farming - Kumaraguru Institute Of Agriculture
65. June 2020 - International Web Conference On Impact Of Covid-19 On Library Resource Sharing - Mit Group Of Institution Aurangabad
66. June 2020 - Webinar On Application Of Bioinformatics In Agriculture Research - Jsa College Of Agriculture And Technology Cuddalore
67. June 2020 - National Webinar On Knowledge Generation In Education During Covid-19 Pandemic Qualitative Research - Bombay Teachers Training College Mumbai
68. June 2020 - National Webinar On Research Methodology - Loyola College Chennai
69. June 2020 - National Webinar On Challenges And Opportunities In Agriculture A Multidisciplinary Approach - Vanavarayar Institute Of Agriculture Pollachi
70. June 2020 - National Webinar On Tools And Strategies Of Ict For Interactive Pedagogy - Jmj College For Women Andra Pradesh
71. June 2020 - National Webinar On Locust And Man - Mother Terasa College Of Agriculture Pudukkottai
72. June 2020 - International Webinar On Principle And Application Of Green Chemistry In Organic Synthesis And Analytical Science - Kiet Group Of Institutions Lucknow

FDP

73. May 2020 - Three Day Faculty Development Programme On Economic Down Turn And Phenomenal progress -NallamuthuGounderMahalingam College Pollachi
74. May 2020 - Faculty Development Programme On Free And Open Access Resources For Teaching, Learning And Research - Sri AdiChuchanagiriWomens College Cumbum
75. May 2020 - Online International Faculty Development Programme On Management Of Virtual Classroom - National College Trichy
76. May 2020 - National Level Faculty Development Programme - LalaLajpat Rai College Of Commerce University Of Mumbai
77. June 2020 - Faculty Development Programme On Covid-19 Dataset Analysis Using Pandas In Python - Rajalakshmi Engineering College Chennai
78. June 2020 - Faculty Development Programme On International Webinar On Introduction To E-Learning And Its Challenges - Patrician College Of Arts And Science Chennai

Any other services provided / Positions held during your tenure as Teacher: Rotaract club

BOOKS PUBLICATION

1. Organisational Behaviour (ISBN NUMBER :- 978-93-80530-21-5) (Year :- 2010). AgasthiarNoolagam
2. Human Resource Management (ISBN NUMBER :- 978-93-80530-20-8) ;(Year :- 2010). AgasthiarNoolagam

Courses Attended

- ❖ UGC Sponsored Refresher Course Conducted By Bharathidasan University Trichy. In Environmental Education (Interdisciplinary) from 09.11.2005 to 29.11.2005 obtained A Grade.
- ❖ One day Orientation training on Vocational Educational Attended on 27.08.2011 for College teacher's of Affiliated Colleges.