

Resume

Personal Information :

Name : A.SUGANYA
Department : Commerce
Mobile No : 9629584412
E-mail Address : suganyasuganma@gmail.com

Academic Qualifications:

Degree	College	Class
PhD	The Madura College	(Pursuing)
M.Phil	Fatima College	First class with distinction
M.com(CA)	Fatima College	First class with distinction
B.com(CA)	Fatima College	First class with distinction

Teaching Experience:

- From 2015 to 2024 (9 years) in The Madura College.

Subject Specialization:

- Financial Management ,
- Operation Research
- Management Accounting
- Marketing
- E-commerce.

Academic Profile:

- .
- Acted as an alumni member for Board of Studies meeting in Fatima College .
- Acted as a Course In charge for Certificate Courses.
- Cleared Ph.D. Entrance exam conducted by MKU.

Seminars Organized:

Title of Seminars/Conference/ Workshop	Sponsoring Agency	National/State/International	Coordinator/Convenor
Demonetization in India: Prospectus and Challenges	UGC Sponsored	National	Department of Commerce and Economics ,The Madura College
Block analysis and Block Chain	Department of Commerce	International	Department of Commerce, The Madura College
Banking and Insurance – A Catalyst towards India's Vision 2022	Department of Commerce	International	Department of Commerce, The Madura College

Seminars, Workshop and Conferences Attended :

Title of the Seminar/ Conference/Workshop	Sponsoring Agency	National/State/ International	Co-ordinator/ convener
Online Marketing in Today's Scenario	Fatima College	National	Department of Commerce
One day Workshop on Placement Preparations	Fatima College	Regional	Placement Cell, Fatima College.
Organized Retailing	Fatima College	National	Department of Commerce
Green Marketing– A Thrust on Renewable Energy Products	Fatima College	National	Department of Commerce
Impact of GST on small and medium scale industries	S.Vellaichamy Nadar College	National	Department of Commerce
Quadruple Business Dimensions in Bottom Line Reporting	The Madura college	National	Department of Commerce
One day Workshop on Learning management system	The Madura college	Regional	IQAC

Impact on changes& challenges towards Global Marketing in Post Covid -19	Fatima college	International	Department of Commerce
The gateway of Learning Techniques	Dr.M.G.R.Educational& Research Institute	National	Faculty of Education
Success in Life–You can design your Life	Rajapalayam Raju's College	National	Women's Development cell
Green Marketing	Islamiah Women's Arts& Science College	National	Department of Commerce
Social Impact of Covid -19on Research	Seethalakshmi Ramaswami College	National	Department of Commerce
ChangingAccounting career: Opportunities &skillsetrequired	PondicherryUniversity	National	Department of Commerce
Global Pandemic challenge: Mental Health & Future Education	G.T.N.Arts college	International	Department of zoology
Zoom Yourself	Idhaya Engineering college for women	National	Immaculate youth Movement
Ladder Towards Basic research & High Impact publications	MarGregorios College	National	Department of Commerce With computer Application

Research Publications:

Title of the Paper	International / National/state
Prospects and problems of Eco- tourism in Thenmala Tourism Destination in kerala	National
Problems faced by the government and the private Hospitals	National
Analytical Study on Effectiveness of the celebrity endorsement in brand recall & purchase intention	National

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 rd and 4 th Sep. 2014	Prospectus and problems of ecotourism.	Fatima college, Madurai	National	Department of Commerce
Emerging issues in health care marketing on 20 th 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 th Feb. 2016	A Study on Effectiveness on Celebrity Endorsement	Sri Ganesh School Management, Mettupatti.	International	Department of Managemen t Studies
New Dimensions of Management in the Globalized Era on 31 st Mar. 2016	Influence on Celebrity Endorsement On Buying Behaviour	Madurai Kamaraj University, Madurai.	National	Department of Managemen t Studies
Demonetisation prospectus and challenges on 6 th 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