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POSITION : ASSISTANT PROFESSOR
FACULTY OF : MBA
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LANGUAGES PROFICIENCY
READ : TAMIL & ENGLISH
WRITE : TAMIL & ENGLISH
SPEAK : TAMIL & ENGLISH



1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	COMMERCE	FATIMA COLLEGE, MADURAI	2004
2.	PG	BUSINESS ADMINISTRATION	FATIMA COLLEGE, MADURAI	2006
3.	M.PHIL.	BUSINESS ADMINISTRATION	MADURAI KAMARAJ UNIVERSITY (DDE), MADURAI	2007
4.	PH.D.	BUSINESS ADMINISTRATION	MADURAI KAMARAJ UNIVERSITY, MADURAI	2013
5.	PG DIPLOMA	COOPERATIVE MANAGEMENT	ANNAMALAI UNIVERSITY (DDE), CHIDAMBARAM	2016
6.	NET	BUSINESS ADMINISTRATION	UGC	2012
8.	CERTIFICATE	DIPLOMA IN COMPUTER APPLICATION	EVERONN SYSTEMS INDIA LTD , MADURAI	2002
9.		DIPLOMA IN COMPUTERIZED BUSINESS APPLICATION		2003

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO (PERIOD)
1.	BHARATH NIKETAN ENGINEERING COLLEGE, AUNDIPATTI	JULY 02, 2008 - JUNE 30, 2010
2.	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	JULY 01, 2010 - MAR. 31, 2017
3.	ASSISTANT PROFESSOR, FATIMA COLLEGE, MADURAI	JUNE 14, 2017 - TILL DATE

3. POSITION HELD OUTSIDE

S. No.	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1.	EXAM COORDINATOR (MBA)	BHARATH NIKETAN ENGINEERING COLLEGE, AUNDIPATTI	2009 - 2010
2.	EXAM COMMITTEE COORDINATOR	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2013 - 2015 & 2016 - 2017
3.	EVENT COORDINATOR (BUSINESS KSHETRA – STATE LEVEL CONTEST)	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2012 - 2013
4.	RESEARCH COMMITTEE MEMBER	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2014 & 2016
5.	BOARD OF STUDIES MEMBER	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2010 - 2017

6.	SECRETARY – ACADEMIC COUNCIL MEETING	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2015 & 2016
7.	CAREER GUIDANCE COORDINATOR	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2014 - 2016
8.	IBPS BANK COACHING CLASS COORDINATOR	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2013 & 2014
9.	INDUSTRIAL VISIT COORDINATOR	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	2013 - 2016
10.	QUESTION PAPER SETTER	LADY DOAK COLLEGE, MADURAI	2015 - 2017
11.	QUESTION PAPER SETTER	BHARATHIDASAN UNIVERSITY, TRICHY	2015 - 2017

4. AREAS OF SPECIALIZATION

➤ FINANCE AND MARKETING

5. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMME	THEME	ORGANIZED BY	DATE
1.	FDP	INSTRUCTIONAL DESIGN AND DELIVERY	NATIONAL INSTITUTE OF TECHNICAL TEACHERS TRAINING AND RESEARCH, CHENNAI	Nov. 10 -15, 2008
2.	FDP	DEVELOPING RESEARCH ARTICLES FOR PUBLICATION	DEPARTMENT OF MANAGEMENT STUDIES, PSNACET	AUG. 29, 2009
3.	FDP	MULTIVARIATE DATA ANALYSIS FOR MANAGEMENT RESEARCH	MINISTRY OF HUMAN RESOURCE DEVELOPMENT AND AICTE, NIT - CALICUT	JULY 18 - 22, 2011
4.	FDP	WORKSHOP ON SPSS	MADURAI KAMARAJ UNIVERSITY, MADURAI	NOV. 24 - 25, 2015
5.	FDP	ORIENTATION PROGRAM FOR NEWLY JOINED STAFF	FATIMA COLLEGE, MADURAI	JUNE 14 - 22, 2017

6. NATIONAL/INTERNATIONAL SEMINARS, WORKSHOPS, CONFERENCES & SYMPOSIUMS

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	WORKSHOP ON SIX SIGMA FOR PRODUCTIVITY IMPROVEMENT AND CUSTOMER SATISFACTION	QUALITY CIRCLE FORUM OF INDIA AND SACS M.A.V.M.M. ENGINEERING COLLEGE	AUG. 22, 2009	PARTICIPATED	-
2.	REGIONAL SEMINAR ON LEADERSHIP – SOME SUCCESSFUL INDIANS EXPERIENCES	DEPARTMENT OF MANAGEMENT STUDIES, MKU	OCT. 23, 2009	PARTICIPATED	-
3.	REGIONAL SEMINAR ON CAREER OPPORTUNITIES IN FINANCE AND ACCOUNTING – EMERGING TRENDS	VIDYABHARATHI GROUP OF INSTITUTIONS, KOCHI AND CED, MADURAI	FEB. 12, 2010	PARTICIPATED	-
4.	NATIONAL SEMINAR ON BUSINESS STRATEGIES FOR SUSTAINABLE GROWTH	KARPAGAM COLLEGE OF ENGINEERING, COIMBATORE	OCT. 29, 2010	PRESENTED	CRM A BOON FOR INSURANCE BUSINESS
5.	INTERNATIONAL CONFERENCE ON IMPACT OF GLOBAL FINANCIAL CRISIS (ICIGFC2009)	GNAMAMANI EDUCATIONAL INSTITUTIONS, NAMAKKAL	OCT. 30, 2009	PRESENTED	THE GLOBAL FINANCIAL CRISIS EFFECT ON INDIAN BANKING INDUSTRY

6.	INTERNATIONAL CONFERENCE ON GLOBAL RECESSION AND ITS IMPACT	NEHRU INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE	FEB. 18 2010	PRESENTED	IMPACT OF GLOBAL RECESSION ON BRAND BUILDING
7.	INTERNATIONAL CONFERENCE ON GLOBAL MARKETING STRATEGIES AND PRACTICES	NEHRU INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE	OCT. 08 & 09, 2010	PRESENTED	GREEN MARKETING ISSUES AND STRATEGIES
8.					IMPACT OF MARKETING STRATEGIES DURING RECESSION
9.	INTERNATIONAL CONFERENCE ON EMERGING CAPITAL MARKETS : ISSUES AND CHALLENGES	BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI	JAN. 08 & 09, 2011	PRESENTED	D-EFFECT – AN INDIAN EXPERIENCE
10.	INTERNATIONAL CONFERENCE ON GLOBALIZATION AND CONSUMER PROTECTION	KALASALINGAM UNIVERSITY, KRISHNANKOIL	JAN. 28 & 29, 2011	PRESENTED	THE ROLE OF HALLMARKING TOWARDS THE CONSUMER PROTECTION ON GOLD
11.	NATIONAL SEMINAR ON MOBILE COMMERCE – THE WHEEL OF ECONOMIC GROWTH	ST.JOSEPH’S INSTITUTE OF MANAGEMENT, TIRUCHIRAPPALLI	FEB. 04 & 05, 2011	PRESENTED	WHETHER MOBILE MARKETING INCREASES BRAND VALUE OF CAR
12.	NATIONAL LEVEL SEMINAR ON PRIDE 2011 (HR CONCLAVE)	R L INSTITUTE OF MANAGEMENT STUDIES, MADURAI	FEB. 19, 2011	PARTICIPATED	-
13.	NATIONAL SEMINAR ON RESEARCH COLLOQUIUM	VIVEKANANDA COLLEGE, MADURAI	FEB. 26, 2011	PRESENTED	A STUDY ON BRAND EQUITY OF VARIOUS CARS IN FAMILY CAR SEGMENT WITH REFERENCE TO MADURAI DISTRICT
14.	WORKSHOP ON RESEARCH AND DATA ANALYSIS USING SPSS	NATIONAL INSTITUTE OF TECHNOLOGY, CALICUT	JULY 19, 2011	PARTICIPATED	-
15.	NATIONAL SEMINAR ON THE RISE OF INDIAN BRANDS	SRM UNIVERSITY, CHENNAI	SEP. 08 & 09, 2011	PRESENTED	IMPACT OF BRAND EQUITY ON CPD : AN EMPIRICAL INVESTIGATION WITH SPECIAL REFERENCE TO CAR OWNERS IN MADURAI DISTRICT
16.	NATIONAL SEMINAR ON ENTIME 2011	SATHYABAMA UNIVERSITY, CHENNAI	OCT. 13 & 14, 2011	PRESENTED	LEVERAGING MICRO FINANCE – A CONVERGENCE AND /OR DIVERGENCE
17.	NATIONAL SEMINAR ON BANKING AND INSURANCE VISION -2020	SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE, MADURAI	JAN. 24, 2012	PRESENTED	KEY FACTORS INFLUENCING BANCASSURANCE SUCCESS – A STUDY WITH REFERENCE TO MADURAI DISTRICT
18.	INTERNATIONAL CONFERENCE ON EMERGING MARKETS AND ISSUE IN MANAGEMENT	VIT UNIVERSITY, VELLORE	MAR. 16, 2012	PRESENTED	EMPIRICAL ANALYSIS ON WEAK FORM OF MARKET EFFICIENCY IN EMERGING MARKETS
19.	WORKSHOP ON SPSS	MISS COLLEGE, MADURAI	FEB. 04, 2016	PARTICIPATED	-
20.	E-COMMERCE – A DRIVE TOWARDS CASHLESS ECONOMY PROSPECTS AND CHALLENGES	SARAH TUCKER COLLEGE, TIRUNELVELI	DEC. 20, 2016	PRESENTED	A STUDY ON CUSTOMER AWARENESS OF E-COMMERCE CASHLESS TRANSACTION WITH REFERENCE TO MADURAI CITY
21.	NATIONAL SEMINAR ON DEMONETIZATION IN INDIA – PROSPECTUS AND CHALLENGES	MADURA COLLEGE, MADURAI	JAN. 06, 2017	PRESENTED	A STUDY ON IMPACT OF DEMONETIZATION ON GDP AND REAL ESTATE PRICE

22.	FINANCIAL MARKETS ISSUES AND CHALLENGES	BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI	JAN. 07 & 08, 2017	PRESENTED	A STUDY ON EFFECT OF FINANCIAL INCLUSION ON CASHLESS ECONOMY WITH REFERENCE TO MADURAI DISTRICT
23.	IMPACT OF DEMONETIZATION ON SMALL AND MEDIUM SCALE INDUSTRIES	S.VELLAICHAMY NADAR COLLEGE, MADURAI	JAN. 27, 2017	PRESENTED	A STUDY ON IMPACT OF DEMONETIZATION ON VARIOUS SECTORS OF THE ECONOMY

7. ARTICLES PUBLISHED IN JOURNALS/PROCEEDINGS/MAGAZINES/BOOKS

S. No.	JOURNAL/PROCEEDING/MAGAZINE/BOOK NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISS. No.	PAGE No.	ISSN /ISBN	PUBLISHER	IMPACT FACTOR
1.	SEDME (NI-MSME)	EFFECTIVENESS OF MICRO FINANCE TOWARDS ALLEVIATION OF POVERTY – AN ANALYTICAL STUDY	JUNE 2011	38	2	85-94	0970-8464	NATIONAL INSTITUTE FOR MICRO, SMALL AND MEDIUM ENTERPRISES	1.219
2.	INDIAN JOURNAL OF APPLIED RESEARCH	INVESTORS' ATTITUDE TOWARDS PHYSICAL AND ELECTRICAL FORM OF GOLD INVESTMENT IN SOUTH INDIA	OCT. 2011	1	1	5-7	2249-555X	INDIAN JOURNALS.COM	0.348
3.	INDIAN JOURNAL OF APPLIED RESEARCH	EFFECT OF BRAND EQUITY ON CONSUMER PURCHASING BEHAVIOR ON CAR : EVIDENCE FROM CAR OWNERS IN MADURAI DISTRICT	DEC. 2011	1	4	166-68	2249-555X	INDIAN JOURNALS.COM	0.348
4.	ZENITH – INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH	WHETHER MOBILE MARKETING INCREASES THE BRAND VALUE OF A CAR?	FEB. 2012	2	2	422-33	2231-5780	ZIRAF	3.567
5.	INTERNATIONAL JOURNAL OF MARKETING, FINANCIAL SERVICES & MANAGEMENT RESEARCH	TESTING THE RANDOM WALK THEORY : AN INDIAN PERSPECTIVE	OCT. - DEC. 2012	1	4	54-61	2277-6788	ZIRAF	0.468
6.	RESEARCH JOURNAL OF SOCIAL SCIENCE & MANAGEMENT (INTERNATIONAL JOURNAL)	A STUDY ON ENTREPRENEURIAL COMPETENCIES AMONG MASTER OF BUSINESS ADMINISTRATION STUDENTS IN MADURAI DISTRICT	DEC. 2012	2	8	1-8	2251-1571	TIJ RESEARCH PUBLICATIONS PTE. LTD.,	0.564
7.	INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH AND REVIEW	FINANCIAL LITERACY TOWARDS BANKING PRODUCTS AND SERVICES: A SURVEY	MAR. 2014	4	3	396-402	2249-7196	SOCIETY OF SCIENTIFIC RESEARCH	2.85

8. CHAPTERS PUBLISHED IN BOOKS

S. No.	BOOK NAME	TITLE OF THE CHAPTER	YEAR	PAGE No.	ISBN	PUBLISHER
1.	GLOBAL MARKETING STRATEGIES AND PRACTICES	IMPACT OF MARKETING STRATEGIES DURING RECESSION	OCT. 2010	34-36	978-93-80530-17-8	NEHRU INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE

2.	GLOBAL MARKETING STRATEGIES AND PRACTICES	GREEN MARKETING ISSUES AND STRATEGIES	OCT. 2010	343-346	978-93-80530-17-8	NEHRU INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE
3.	BUSINESS STRATEGIES FOR SUSTAINABLE GROWTH	CRM – A BOON FOR INSURANCE BUSINESS	OCT. 2010	292-296	978-81-9104-721-9	KARPAGAM COLLEGE OF ENGINEERING, COIMBATORE
4.	GLOBALIZATION AND CONSUMER PROTECTION	THE ROLE OF HALLMARKING TOWARDS CONSUMER PROTECTION ON GOLD	JAN. 2011	707-708	978-81-905380-1-5	KALASALINGAM UNIVERSITY, KRISHNANKOIL
5.	THE RISE OF INDIAN BRANDS	IMPACT OF BRAND EQUITY ON CONSUMER PURCHASE DECISIONS : AN EMPIRICAL INVESTIGATION WITH SPECIAL REFERENCE TO CAR OWNERS IN MADURAI DISTRICT	SEP. 2011	7-12	978-81-921765-0-5	SRM UNIVERSITY, CHENNAI
6.	EMERGING TRENDS IN MANAGERIAL EXCELLENCE	LEVERAGING MICROFINANCE IS IT A CONVERGENCE AND OR DIVERGENCE?	OCT. 2011	197-200	978-81-909042-4-7	SATHYABAMA UNIVERSITY, CHENNAI
7.	EMERGING MARKETS AND ISSUES IN MANAGEMENT	EMPIRICAL ANALYSIS ON WEAK FORM OF MARKET EFFICIENCY IN EMERGING MARKETS – EVIDENCE FROM INDIA AND CHINA	MAR. 2012	96	978-81-921178-7-4	VIT UNIVERSITY, VELLORE

9. MEMBER IN EDITORIAL BOARD OF NATIONAL/INTERNATIONAL JOURNALS

- INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH IN MANAGEMENT STUDIES (IJIRMS), ISSN NUMBER – 2445-7188, IMPACT FACTOR – 0.7261, MEMBER IN ADVISORY BOARD .

10. MAJOR ASSIGNMENTS

S. No.	MAJOR ASSIGNMENT	INSTITUTION	THEME/TITLE	DATE
1.	GUEST LECTURE	DEPARTMENT OF MANAGEMENT STUDIES, DEVANGAR ARTS AND SCIENCE COLLEGE, ARUPPUKOTTAI	EMPLOYMENT OPPORTUNITY FOR MANAGEMENT STUDENTS	19.08.2015
2.	GUEST LECTURE	DEPARTMENT OF MANAGEMENT STUDIES, GVN COLLEGE, KOVILPATTI	CAREER OPPORTUNITIES AND SKILL DEVELOPMENT	08.09.2015
3.	GUEST LECTURE	DEPARTMENT OF MANAGEMENT STUDIES, YADAVA COLLEGE (CO-ED), MADURAI	CAREER GUIDANCE	02.02.2016
4	GUEST LECTURE	PG AND RESEARCH DEPARTMENT OF COMMERCE , G.VENKATASWAMY NAIDU COLLEGE (SFC)	WOMEN ENTREPRENEURSHIP	03.02.2018
5	MODERATOR	DEPARTMENT OF COMMERCE, LADY DOAK COLLEGE, MADURAI	NATIONAL CONFERENCE ON RETAIL	12.01.2018

11. ACHIEVEMENTS

S. No.	NAME OF THE AWARD	AWARD RECEIVED FOR	SPONSORS / SOURCE	DATE
1.	BEST PAPER AWARD - NATIONAL SEMINAR	BEST ARTICLE ON “IMPACT OF BRAND EQUITY ON CUSTOMER PURCHASE DECISION : AN EMPIRICAL INVESTIGATION WITH SPECIAL REFERENCE TO CAR OWNERS	SRM UNIVERSITY , VADAPALANI , CHENNAI	SEP. 08 & 09, 2011

12. MEMBERSHIP IN PROFESSIONAL BODIES

- **MADURAI MANAGEMENT ASSOCIATION FROM 2014 TO TILL DATE**