



SOURASHTRA COLLEGE, MADURAI – 625 004

(An Autonomous Institution Re-Accredited with 'B' Grade By NAAC)

VILACHERY ROAD, PASUMALAI, MADURAI – 625 004

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NAME	Dr S.SUGANTHY	
QUALIFICATION	M.COM. M.PHIL., PH.D	
DESIGNATION	ASSISTANT PROFESSOR	
DEPARTMENT	COMMERCE	
DATE OF BIRTH	07/10/1984 AGE 33	
DATE OF APPOINTMENT	20-01-2016	
MOBILE NUMBER	9843906979	
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Educational Qualification : B.com., M.com., 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
Ph..D	Commerce	Madurai Kamaraj University, Madurai.	2013

ACADEMIC EXPERIENCE IN OTHER INSTITUTIONS:

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

ACADEMIC ACTIVITIES
(Kindly attach the proof for every activity)

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	2121-4168	Feb-2015
2	Roots International Journal of Multidisciplinary Researches.	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	April-2017
4	International journal of creative research thoughts	Customer attitude towards the mobile phone services industry	2320-2882	April 2018

PAPERS PUBLISHED IN EDITED VOLUMES (with ISBN)

S.No	Topic /Publishers (State / Nat'l / Int'l)	Paper Title	ISBN	Month & Year
1	Innovative Facades in E-Commerce(Int)	Factors Influencing Mobile Commerce:A strategic analysis of opportunities in Banking Marketing,Education,Tourism and technology.	978-93-81723-26-5	July 2014
2	"Higher education in India during the plan periods"(Nat)	An Overview of Foreign Direct Investment Higher Education	978-93-806-86-110	Aug 2014
3.	"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
4.	"Impact of Globalisation on the prospects of Indian Banking Sector'(Nat)	"Impact of Globalisation on the prospects of Indian Banking Sector'	978-93-80657-29-5	Jan 2015

5.	“Impact of urbanization in India”(Nat)	Effect of urbanization on solid waste organization in india.	978-81-920-478-5-0	Mar-2015
6.	“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
7.	Make in India-Initiatives,ideas& challenges (Nat)	Innovation and Entrepreneurship in Today’s Scenario.	978-93-81723-54-8	Aug-2016
8.	Payments banks opportunities and challenges.(Nat)	Emerging trends in Indian banking sector.	978-93-81723-58-6	Sep-2016
9.	Emerging trends and challenges	A study of selected SHGs in self help group	978-81-909344-8-0	Jan 2019
10.	Emerging trends and challenges	Future E-Commerce in india	978-81-909344-8-0	Jan 2019

LIST OF SEMINARS / CONFERENCES / WORKSHOPS ORGANIZED: NIL

S. No.	Topic (State / Nat’l / Int’l)	Position (Organizing Secretary/Convenor)	Organized by Dept.	Date
1	Sourashtra College,Madurai.	Goods and service Tax	Dept.of commerce and research centre	Feb 2018

LIST OF SEMINAR/ CONFERENCE ATTENDED/PAPER PRESENTED

S. No.	Topic (State / Nat’l / Int’l)	Organized by Dept./University/College	Paper Title	Date
1	Foreign Direct Investment in Retail Trade – Oppurtunities and	Sourashtra College madurai	FDI in Retail Trade – A Threat to Retail Sector	1&2 Feb 2013

	Challenges			
2	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 Feburay2013
3	Innovative Facades in E-Commerce(Int)	Vidhunagar Hindu nadars Sentilkumara Nadar college.Virudunagar.	Factors Infuencting Mobile Commerce:A strategic analysis of opportunities in Banking Marketing,Education,Tourism and technology	25&26 july 2014
4	Higher education in India during the plan periods”(Nat)	Mannar Thirumalai naicker college. Madurai.	An Overview of Foreign Direct Investment Higher Education	22 Aug 2014
5	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
6	“Indian service in the Information and communication technology Era:Emerging trends,issues, and prospects	Ayya nadir janaki ammal college.sivakasi	“Indian cellular Mobile services Industry:A decade of growth ,Now slowing Down”	18&19 Dec 2014
7	“Impact of Globalisation on the prospects of Indian Banking Sector	Vivekananda college,Madurai	“Impact of Globalisation on the prospects of Indian Banking Sector’	23&24 Jan 2015
8	Contemporary issues and challenges in commerce and management	Sri ganesh college of arts and science	Influence external shortest speculation and implication	13 th feburary 2015
9	Rural women entrepreneurship - The dynamics of progress and its reversal”	A.V.V.MSriPushpam college, poondi, Tanjavur.	“Rural women north state empowwement, entrepreneurship &MSMEs In India.	20&21 Mar 2015
10	Impact of urbanization in India”	Kandaswami Kandar’s college,Velur-Namakkal	Effect of urbanization on solid waste organization in india	06&07 Mar 2015
11	Make in India- Initiatives,ideas& challenges Venture capital for sustainable rural	Virdhunagar Hindu Nadar senthikumar Nadar college Virudhunagar. Dr.N.G.P. Arts and	Innovation and Entrepreneurship in Today’s Scenario Rural entrepreneurship in India challenge and problems	19&20 Aug 2016 18 th Febuary 2016

	Entrepreneurship and Economic Development	Science College		
12	Payments banks opportunities and challenges	Virdhunagar Hindu Nadar senthikumar Nadar college Virudhunagar	Emerging trends in Indian banking sector.	29&30 Sep 2016.
13	Recent trends in Digital marketing in the Global Business	Sourashtra College Madurai	A Study of Internet marketing in India	24 Feb 2017
14	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.,)
(Kindly attach the activity report with evidence)

S.No.	Position	NSS/NCC/Committee/Club/etc.,	Date/Period
1	Programme Officer	Youth Red Cross (YRC)	JUNE 2016

Attended Orientation/Refresher/FDP/Other Programme

S.No.	Topic	Orientation/Refresher/FDP	Name of the College/University	Date/Period
1	“Teachin Methods and inter-personal Relationships”	FDP	Sourashtra college	15-3-2014
2	“Enrichment of Teachin Skills”	FDP	OAA-MAVMM Scholl of Management	14-02-2015
3.	Teachers on Tech Effectiveness.	Orientation programme.	Sourashtra college	07-03-2015
4.	Redifined Role of Teachers	FDP	Sourashtra college	05-03-2016
5.	Innovative in teaching	FDP	Sourashtra college	17-03-2018

List of Orientation Attended

s.no	Organized by colleges/ universities	Name of the programme	Month & year
1.	Bharathidasan university	104 th orientation programme	08-11-2018 to 05-12-2018

Position held:

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



Signature of the Staff