

DEPARTMENT OF B.Com(Corporate Secretaryship)

Name : **Dr. N. SUJATHA**
Designation : **Vice Principal**
Asst. Prof. & Head, Dept. Of M.Com. (General) & Dept. Of B.Com Corporate Secretaryship
Qualification : **M.Com., M.Phil., Ph.D., (SET)**
Years of service : **23 Years**

Research Papers/Articles:

Sl.No	Title of the Paper/Articles	Name of the Publisher/Journal	Year of Publication
1.	CUSTOMER RETENTION AND BRAND LOYALTY STRATEGIES – a DETAIL STUDY Page No. 2260-2265 ISSN NUMBER 2347-6648	.DOI:09.0014.PARI SHODH.2020.V912.0086781.57043	UGC CARE List Group IVolume 9, Issue 2, FEBRUARY 2020
2.	A Challenges of Digital Technology towards Banking Products and Services”	Ganesh Govind Publication	ISBN No.978-81-930868-7-2,January 2016
3.	Stress management of employees working in MNC’s of chennai city	International Journal of Exclusive Management Research	February-March 2013,Vol 3, ISSN-2249-8672.
4.	CSR & employee job satisfaction in public sector undertakings’	International Journal of Exclusive Management Research	October2013,Special Issue, ISSN No. 2249-8672.
5.	A study on quality of work – life of women executives working information technology in india”	International Journal of Academic Research for Multidisciplinary	March-April 2014,Vol , ISSN-. 2320-5083
6.	An Analysis of Marketability of ITC products in India	International Journal Management Focus	March Special Issue-2014, ISSN No.2277-5684
7.	Techno globalism in Telecommunication Industry with ref, to Mobile Services in India.	Anuragam Publication, Chennai	ISBN:978-93-81568-82-8,June 2012
8.	Empowerment of Women through Micro Financing	Nikey Media Publication,Chennai	ISBN: 978-93-82570-15-8

9.	Thirukkuralil Aruviyail sinthanai kurugal	Kannadasan Pathipagam, Chennai	January 2004.
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CONFERENCES ATTENDED & PAPERS PRESENTED:

FDP & Online Webinar, Quiz Attended

SL.NO.	DATE	TITLE	LEVEL	INSTITUTION
1.	11.08.2021	Performance Enhancement of Commerce Graduates	National	Alpha Arts & Science College, Chennai
2.	06.08.2021	Career Opportunities in Commerce and Business Administration	National	IIF College of Commerce & Management Studies, Delhi
3.	22.04.2021 TO 29.07.2021	Writing Impactful Research	International	Sabaragamuwa University of Srilanka in association with Emerald Publishing and Gulf Medical University
4.	30.04.2020	ON INNOVATIVE APPROACHES IN MODERN TEACHING	INTER COLLEGE	Shree Chandraprabhu Jain College
5.	05.05.2020	USE OF ELSEVIER TOOLS IN RESEARCH WORKFLOW	NATIONAL	Dept. of Commerce, University of Madras & Elsevier
6.	06-05-2020	கல்வியிசைப்பூல	INTER COLLEGE	Shree Chandraprabhu Jain College
7.	27-05-2020	பல்கலைக்கழகங்களில் பழக்கவழக்கங்கள்	NATIONAL	Shree Chandraprabhu Jain College
8.	29-05-2020	பல்கலைக்கழகங்களில் திருமுறைகள்	NATIONAL	Shree Chandraprabhu Jain College
9.	18.05.2020	IMPACT OF COVID-19 & SOCIAL SECURITY MEASURES IN THE UNORGANIZED SECTOR IN INDIA	INTER COLLEGE	Shree Chandraprabhu Jain College
10.	15.5.2020	TEACHING PEDAGOGY AFTER COVID-19	NATIONAL	BHARATH INSTITUTE OF HIGHER EDUCATION,
11.	20.05.2020	IEEE REFERENCE MANAGEMENT TOOL FOR RESEARCH ARTICLES AND THESIS WRITING	NATIONAL	IEEE SIGHT PROFESSIONALS BANGALORE SECTION
12.	06.05.2020	COVID-19, PANDEMIC GENERAL AWARENESS QUIZ	NATIONAL	DOMS, JERSALEM COLLEGE OF ENGINEERING
13.	20.05.2020 to 29.05.2020	MOODLE LEARNING MANAGEMENT SYSTEM	NATIONAL	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
14.	26-05-2020	NATIONAL LEVEL	NATIONAL	JP COLLEGE OF ARTS &

		ONLINE MANAGEMENT QUIZ 2020		SCIECNE
15.	18.06.2020	STATISTICAL METHODS	NATIONAL	AMET UNIVERSITY
16.	30.06.2020	FUTURE OF HIGHER EDUCATION – NINE MEGA TRENDS	NATIONAL	ICT ACADEMY
17.	16.07.2020	ENVIRONMENTAL ISSUES UNDER PANDEMIC ERA	NATIONAL	ENVIRO CLUB, SCPJC
18.	15.07.2020	HOW TO GROW YOURSELF AS A LEADER	NATIONAL	WCC, SCPJC
19.	11.05.2020	IMPACT OF COVID-19 ON INFORMATION TECHNOLOGY	INTERNATIONAL	PATRICIAN INSTITUTION'S INNOVATIONAL CELL

- Attended and Presented paper titled “Teaching Learning Methodologies for Effective Education” in the UGC and NAAC International Conference conducted by Ethiraj College, Chennai. January 2004..
- Attended and Presented paper titled “Micro Financing” in the International Symposium organised by Loyola College, Chennai. February 2007.
- Attended and Presented paper titled “Challenges and Emerging Issues in Logistic Management” in the International Conference conducted by RKM Vivekananda College, Mylapore. September 2012.
- Attended and Presented paper titled”Globalisation of Service Sector Hospitality Industry with Ref.to Taj Hotel in the National Level Seminar conducted by Erode Arts and Science college on February 2004.
- Attended and Presented paper titled”Career Women Today” in the National Level Seminar conducted by M.O.P.Vaishnav College for Women, Chennai. on February 2004.
- Attended and Presented paper titled”Women in Higher Education” in the State Level Seminar conducted by Theivanai Ammal College for Women, Villupuram. March 2004.
- Attended and Presented paper titled”Services Marketing Strategies for the New Millennium”Inter-Collegiate Level Seminar conducted by Dr.MGR Janaki College for women, October 2003.
- Attended and Presented paper titled”Futuristic Perspectives of Colleges of Arts & Science in the Changing Global Scenario” in the State Level Conference conducted by D.B.Jain College, March 2004.
- Attended and Presented paper titled”Impact of Economic Empowerment of Women in the Globalisation Era” in the State Level Seminar conducted by SDNB Vaishnav College for Women, September 2005.

- Attended and Presented paper titled "IT for Banking, financial services, Insurance & ITES" in the National Level Conference conducted by Madras Christian College, September 2006.
- Attended and Presented paper titled "Emerging Issues in Consumerism" in the National Level Seminar conducted by Bharathidasan University, Tiruchirappalli, December 2006.
- Attended and Presented paper titled "Six Sigma in Higher Education" in the National Level Symposium conducted by Dr.MGR Janaki College for women, September 2007.
- Attended and Presented paper titled "Women Entrepreneurship-An overview" in the National Level Seminar conducted by Dr.MGR Janaki College for women, January 2009..
- Attended National Level Seminar conducted by University of Madras on "ROLE OF COLLEGE TEACHERS IN ENHANCING QUALITY IN HIGHER EDUCATION" August 2012.
- Presented paper titled "FDI IN RETAIL SECTOR IN INDIA" in the National Conference conducted by Sri Ganesh college of Arts & Science, Salem. February 2013.
- Attended and Presented Paper in the National Level Seminar conducted by P.B. Siddharatha College, Vijayawada titled "ATTRACTING TALENT: GETTING THE RIGHT PEOPLE". March 2013.
- Attended and Presented Paper in the National Level Seminar conducted by RDB Institute of Management, Thanjavur titled "CSR & Employee Job Satisfaction in Public Sector undertaking", October 2013.
- Attended and Presented Paper in the National Level Conference conducted by Sathyabama University titled "Empowerment of Women through Micro Financing" October 2013.
- Presented paper in National Conference ON ENTREPRENEURIAL COMPETENCY held on 30th January 2014 in the topic of "Promotion of entrepreneurs in rural areas: need of the hour". organized by Excel Business School, Namakkal.
- Attended and Presented paper titled National Conference On "ENTREPRENEURSHIP IN INDIA: PROSPECTS AND CHALLENGES" held on 7th February 2014. in the topic of "A study on entrepreneurial attitude among graduates @ arts & science colleges". organized by Thiruthagal college of Arts and Science, Chennai.
- Attended and Presented Paper titled National Conference On "EMERGING TRENDS AND CHALLENGES OF WOMEN ENTREPRENEURSHIP IN INDIA" held on 10/02/2014 by K.C.S. Kasi Nadar college of Arts & Science, Chennai. In the topic of "Empowering women in it industry"
- Attended and Presented Paper titled National level Seminar On "Analysis of Profitability and marketability of ITC products in India" held on 26/02/2014 by Rajagiri Dawood Batcha College of Arts & Science, Thanjavur.
- Presented Paper titled National level Seminar On "A Challenges of Digital Technology towards Banking Products and Services" on January 2016 organised by SCP Jain College, Minjur.

Experience and Activities and position held :

- a) **General/Refresher Course:** Attended 21 days refresher course on soft skills Training programme” at Academic staff college, University of Madras.
- b) **Training Programme:** Attended one day Training programme on Humane Education organised by KARUNA International , August 2015.
- c) Attended First Aid Training Course organized by Youth Red Cross Society,Chennai.

Academic Activities:

- Served as **Chief Superintendent** for Conducting University of Madras Semester Examinations.
- Been as **Chief Superintendent** for conducting TNPCEE for 5 years.
- Been as **Chief Superintendent** for conducting University of Madras Examinations, JIPMER, Manonmaniam University.
- Served as **Programme co-ordinator** for TamilNadu Open University and Bharathiar University to conduct MBA,MCA courses.
- **Organising Secretary** for National level Conference conducted in January 2016.
- Been as Course Affiliation Incharge,College Advisory Committee, Time Table committee , Admission cell.
- **Editorial member** for in house publications like News Letter etc.,
- served as College Magazine preparation committee member.
- **Placement Officer** and organised many pre-placement training programmes and tie up with reputed concerns to place the students.
- Serving as Women Counselling Cell Convener and organising various programmes like legal rights, women skill development training programmes, Gynaecological, nutritional, psychological counselling .
- Serving as Cultural Committee Co- ordinator arranged many cultural events and prepared students to take part intra and inter collegiate competitions.
- Examiner in paper valuation for University of Madras and RMKV College, SIET College, LNG college, DR.MGR University , DGV College.
- Question paper setter and External Resource person for syllabus setting committee in Ramakrishna Mission Vivekananda College.LNG College.