

**Name** : P. Sumitha  
**Designation** : Assistant Professor  
**Department** : Business Analytics  
**Qualification** : B. Com. (CA), M. Com., M. Phil., PGDCA, (Ph. D.)  
**Experience:** Teaching: 1 Year  
**Area of Specialization(s)** : Marketing, Human Resource Management  
**Email (Official ID)** : sumitha@drngpasc.ac.in

#### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	PSGR Krishnammal College for Women	Pursuing
M. Phil.	Commerce	PSGR Krishnammal College for Women	2014
M. Com.	Commerce	PSGR Krishnammal College for Women	2013
B. Com.	Computer Applications	Dr. GRD College of Science	2011

#### Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
Diploma	Computer Applications	Bharathiar University	2014
Diploma	Marketing Communication	Dr. GRD College of Science	2010
Certification	Marketing Communication	Dr. GRD College of Science	2009

#### Other Publications: International / National Journals

- Ms. Sumitha. P., **Skill Development and Rural Women Entrepreneurship**, International Journal of Exclusive Management Research, an UGC Listed Journal: 49166, Issue. Special Issue, pp. 111-113, February 2018, ISSN Online: 2249 – 2585, ISSN Print – 2249-8672.
- Sumitha. P., Dr. S. Suma Devi, **Academic Research for Empowerment of Faculty - An Empirical Study**, Researchers World - Journal of Arts, Science, Commerce, Vol. VIII, Issue. 3(8), pp. 25-32, July 2017, ISSN: 2231-4172.
- Sumitha. P., Dr. S. Suma Devi, **A Study on Job Satisfaction of Faculty on Academic Research**, International Journal of Research in Economics and Social Sciences (IJRESS), Vol. 7 Issue. 7, pp.327-333, July- 2017, ISSN (o): 2249-7382.

- 4) Sumitha. P, **Human Resources in Digital Era**, Intercontinental Journal of finance research review, Vol. 5, Issue. 3 Special edition, pp- 191-195, Feb 2017, ISSN: 2221-0354, online ISSN: 2347-1654.
- 5) Dr. S. Suma Devi, Sumitha. P, **Impact of Academic Research on the Job Performance of Teaching Faculty in Arts and Science Colleges in Coimbatore**, International Journal of Applied Research, Vol. 2(1), pp.34-37, 2016, ISSN Print: 2394-7500, ISSN Online: 2394-5869.
- 6) Dr. S. Suma Devi, Mrs. L. Nithya, Ms. Sumitha. P, **A Study on Work and Family Conflict of Women Police in Coimbatore City**, International Journal of Research in Engineering and Applied Sciences, Vol. 6, Issue. 3, pp. 180-187, March 2016.
- 7) Dr. S. Suma Devi, Ms. Sumitha. P, **An Empirical Study on Stress among Faculty Working in Arts and Science Colleges**, PARIPEX - Indian Journal of Research, Vol. 5, Issue. 3, pp. 218-220, March 2016.
- 8) Dr. S. Suma Devi, Mrs. L. Nithya, Ms. Sumitha. P, **Ready to Cook Food – Preference and Usage of Working Women**, International Research Journal of Commerce, pp. 16-21, January 2014.
- 9) Dr. S. Suma Devi, Ms. Sumitha. P, **A Study on the Service Quality and Passengers' Satisfaction towards International Airways**, Indian Journal of Applied Research, Vol. 4, Issue: 12, pp.143-145, December 2014, ISSN - 2249-555X.
- 10) Dr. S. Suma Devi, Ms. Sumitha. P, **A Study on the Service Quality and Passengers' Satisfaction towards Domestic Airways**, Indian Journal of Applied Research, Vol. 4, Issue. 11, pp.144-146, November 2014, ISSN - 2249-555X.

#### **Presentations in Conference**

- 1) **Cyber Crime – A Challenge to Growth of E-Commerce in India**, International Conference on Impact of Cyber Crime, Security Management in Digital Transaction, Sankara College of Science and Commerce, 5-Oct-19.
- 2) **A Study on Innovative Practice in Employee Engagement and Commitment**, International Conference on Innovation in Management Practices, Sankara College of Science and Commerce, 26-Sep-18.
- 3) **Digital India Opportunities and Challenges**, International Conference on Impact of Digital Economy in India, Bharathidasan College of Arts and Science, 12-Sep-18.

- 4) **Social Media and its Role in Marketing**, National Conference on Impact of Digital Marketing on Traditional Marketing, Maharani College arts and Science College, 15-Feb-18.
- 5) **Skill Development and Rural Women Entrepreneurship**, National Seminar on Rural entrepreneurship - A pedestal for inclusive growth through strategic innovation, PSGR Krishnammal College for Women, 13-Feb-18.
- 6) **Banking on Digital Channel**, International Conference on Global Banking Scenario, Sankara College of Science and Commerce, 28-Sep-17.
- 7) **Business Management and Development**, International Seminar on Innovative Marketing Strategies for Business Growth, Morappur College of Arts and Science, 14-Sep-17.
- 8) **Human Resource Management – Trends in Higher Educational Institutional**, International Seminar on Impact of Accounting and Finance on Global Economic Turbulence, PSGR Krishnammal College for Women, 2-Mar-17.
- 9) **Human Resource in Digital Era**, National Level Seminar on Demonetization to Digitization, PSGR Krishnammal College for Women, 22-Feb-17.
- 10) **Human Resource Development Practices in Higher – Education Institutions**, International Seminar on the Secret of Business Success, Morappur College of Arts and Science, 9-Feb-17.
- 11) **Effects of Demonestisation Dimensions of Cashless Economy**, National Conference on Impact of Demonetization on Alternate Payment Mechanism, SNMV College of Arts and Science College, 27-Jan-17.
- 12) **Human Resource Management Information System with Digital Media**, International Conference on Emerging Trends and Innovations in Digital Marketing, Sankara College of Science and Commerce, 29-Sep-16.
- 13) **Human Resource Development for Entrepreneurs in Small and Medium Enterprise**, National Seminar on Rural Women Entrepreneurship Skill Development in India, P.K.R. Arts College for Women, 22 & 23-Sep-16.
- 14) **A Empirical Study on Stress among Faculty Working in Arts and Science College**, International Conference on Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, 19-Feb-16.

- 15) **Challenges of Customer Relationship Management in Indian Airlines**, International Seminar on Emerging Trends in Global Business, Nehru Memorial College, 16-Feb-16.
- 16) **E-Banking Services for Educated Women**, International Conference on Repositioning India – Emerging Dimensions, S.N.R, Sons College, 16-Feb-16.
- 17) **Ethics in Business**, National Conference on Corporate Culture and Ethics, Kovai Kalaimagal College of Arts and Science, 23-Sep-15.
- 18) **Green Advertising An Effective Tool for Sustainable Communication**, International Seminar on Emerging Trends, Challenges in Global Business Environment, Dr. R.V. Arts and Science College, 23-Sep-15.
- 19) **Motivation and Problems of Micro Women Entrepreneurs in Coimbatore City**, International Seminar on the Role of Social Enterprise in the Globalized Economy, Tirupur Kumaran College for Women, 25-Aug-15.
- 20) **Green hrm: Practices and Strategic Implementation in the Organisations**, International Conference on Innovative HR Practices in Corporate World, Rathinam College of Arts and Science, 19-Aug-15.
- 21) **Ethics in Business Functions**, National Seminar on Ethics in Changing Global Business Environment, PSGR Krishnammal College for Women, 11-Feb-14.
- 22) **Human Resource Information System**, International Conference on Innovative and Implementation of Information Technology in Global Business, Kongunadu Arts and Science College, 3-Feb-14.
- 23) **Rural Agricultural Development – Climate Changes**, National Conference on Rural Agricultural Development in India: Challenges and Prospects, Kaamadhenu Arts & Science College, 9 & 10-Jan-14.
- 24) **New Technologies and Innovation**, National Conference on Brand India, Nirmala College for Women, 4-Oct-12.

### **Participation in Seminars**

- 1) **Perspectives in Research Methodology**, Sankara College of Science and Commerce, 4-Mar-17.
- 2) **Advanced Research Methods for Management** (AICTE Sponsored), Coimbatore Institute of Management and Technology, 11-Oct-13.

### **Participation in Workshop**

- 1) **Entrepreneurship Development**, Dr. N.G.P. arts and Science College, Coimbatore, 20-Nov-18 to 1-Dec-18.
- 2) **GST, Tally**, PSGR Krishnammal College in association with South Indian Chartered Accounts Students Association (SICASA) and Tethering technologies, 25 & 26-Sep-17.
- 3) **Research Methodology for Business Studies**, Pondicherry University, 4 & 5-Aug-16.
- 4) **Research Methods in Commerce and Management**, PSGR Krishnammal College, 25 & 26-Feb-16.
- 5) **Research Analysis using SPSS**, Dr. G.R. Damodaran College of Science, 11-Aug-14.
- 6) **Gender Empowerment**, Avinashilingam University, 4-Feb-13.
- 7) **Creative Workshop of Mr. Alvin Saldanha**, G.R.D. School of Commerce and International Business, 23-Dec-08.

### **Participation in Orientation Programme / Short Term Courses**

- 1) **Foreign Exchange for You** (Completed the FEMA challenge), Reserve Bank of India – Chennai, Coimbatore, 6 & 7-Jul-12.
- 2) **Experimental Learning Program**, Ignite Your Potential and Adventure in Attitude, Masterstroke HR Solutions India Pvt. Ltd, 10-Sep-08.

### **Participation in Faculty Development Programme**

- 1) **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 to 9-Dec-18.
- 2) **Goods and Services Tax**, NGM College associated with ICAI, Coimbatore, 5-Aug-17.

- 3) **Developing Business Research Skills** (AICTE Sponsored), GRG School of Management Studies, 7-19-15.
- 4) **Research and Development – The Resource for Continuous Learning**, Ranganathan Engineering College, 21-Sep-13.