

Name : Dr. D. Sujini
Designation : Assistant Professor
Department : Commerce in Business Process Services
Qualification : M.Com., M. Phil., Ph. D.
Experience : Teaching: 13.2 Years; Research: 7 yrs
Area of Specialization(s) : Marketing
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D	Marketing	LRG College of Arts & Science for Women, Bharathiar University	July.2023
M. Phil	Marketing	Dr. N.G.P College of Arts & Science, Bharathiar University	July.2014
M. Com	Marketing	PSGR Krishnammal College for Women, Bharathiar University	May.2010
B. Com	Commerce	Ramakrishna College of Arts & Science for Women, Bharathiar University	Apr.2008

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
TFAP	Tally	CSC Computer Education	2007
TCAP	Tally	Institute of Certified Book Keepers	2007
Type Writing	Lower - English	Department of Technical Education	2007
NPTEL	Marketing Management I	Indian Institute of Technology - Kanpur	2019
Coursera	Digital Strategy and Business Opportunity	Digital Marketing Institute through Coursera	2022
Coursera	FinTech and the Transformation in Financial Services	Copenhagen Business School through Coursera	2022
Coursera	Market Research & Consumer Behaviour	IE Business School through Coursera	2022

Research Publications

- D. Sujini, “**GST Impact on Car Showrooms with reference to Coimbatore City**” in Euro Asia research and Development Association, Volume 8, Issue 1, January 2018, ISSN: 2249-7382, Impact Factor: 6.939, page no: 380 – 390.
- D. Sujini, “**Status of Rural Women Entrepreneurship**” in International Journal of Exclusive Management Research, Volume 8, Issue 2, Feb 2018, ISSN: 2249-2585, Page number: 124.
- D. Sujini, “**A study on perception of service quality and satisfaction towards services provided by select private sector banks in Coimbatore**” in International Journal of Management and Social Research, Speak Foundation, ISSN: 2249-0191, Volume : 8, No: 1.4, Dec 2018.
- D. Sujini, “**Variation in Growth Rate of Indian Gross Domestic Products and Gross Domestic Product at market price – A Cause Analysis of Economic Indicator**”, in International Journal of Management and Social Research, Speak Foundation, ISSN: 2249-0191, Volume : 8, No: 1.4, Dec 2018.
- D. Sujini, “**A Study on Consumer Attitude & Awareness Towards Electronic Goods**” in International Journal of Management and Social Research, Speak Foundation, ISSN: 2249-0191, Volume : 8, No: 1.4, Dec 2018.
- D. Sujini, “**A Comparative Study on Deposit Schemes of IOB and KVB**” in International Journal of Research and Analytical Reviews, June 2019, Volume 6, Issue 2, E-ISSN 2348-1269, P- ISSN 2349-5138, page no: 42 – 46.
- D. Sujini, “**A Study on Depositors Awareness about Deposit Schemes of Indian Overseas Bank and Karur Vysya Bank**” in International Journal of Research and Analytical Reviews, June 2019, Volume 6, Issue 2, E-ISSN 2348-1269, P- ISSN 2349-5138, page no: 26 – 30.
- D. Sujini, “**A Comparative Study on Deposit Schemes of IOB and KVB**” in International Journal of Research and Analytical Reviews, June 2019, Volume 6, Issue 2, E-ISSN 2348-1269, P- ISSN 2349-5138, page no: 42 – 46.
- D. Sujini, “**A Study on Depositors Perception about Deposit Schemes of IOB and KVB**” in International Journal of Research and Analytical Reviews, June 2019, Volume 6, Issue 2, E-ISSN 2348-1269, P- ISSN 2349-5138, page no: 90 – 94.
- D. Sujini, “**A Study on Depositors Satisfaction about Deposit Schemes of IOB and KVB**” in International Journal of Research and Analytical Reviews, June 2019, Volume 6, Issue 2, E-ISSN 2348-1269, P- ISSN 2349-5138, page no: 230 – 234.
- D. Sujini, “**Micro, Small and Medium Enterprises in the Global Economy**” in Bonfring Intellectual Integrity, Jan 2020, ISSN NO: 2321 - 3361,
- D. Sujini, “**Recent Developments in Commodity Futures Market**” in Bonfring Intellectual Integrity, Jan 2020, ISSN NO: 2321 - 3361,
- D. Sujini, “**A Study on Factors and Motives Affecting Investment Behaviour of Retired Employees with Special reference to Coimbatore City**” in Shodhsamitha, Volume no: VIII, Issue 17, 2021 – 2022, ISSN: 2277 – 7067, Impact Factor: 4.95.
- D. Sujini, “**A Study on Glod Investment behaviour of Working Women in Coimbatore City**” in Shodhsamitha, Volume no: VIII, Issue 17, 2021 – 2022, ISSN: 2277 – 7067, Impact Factor :4.95.

- D. Sujini, “**A Study Awareness & Preference of the Retired Employees on Investment Opportunities with special reference to Coimbatore City**” in Shodhsamitha, Volume no: VIII, Issue 17, 2021 – 2022, ISSN: 2277 – 7067, Impact Factor :4.95.
- D. Sujini, “**A Study on Trend Analysis of Working Capital**” in Shodhsamitha, Volume no: VIII, Issue 17, 2021 – 2022, ISSN: 2277 – 7067, Impact Factor :4.95.
- D. Sujini, “Customer Satisfaction Towards Online Banking” in Wesleyan Journal of Research, Volume No:14, No.1 (XIX) in 2021, ISSN: 0975 – 1386.
- D. Sujini, “**A Synthesis Literature Reviews on Service Quality of Banks**” in DOGO Rangsang Research Journal, ISSN: 2347 -7180, Volume No:11, Issue 8, No. 01, Aug 2021, Page No: 61 – 67.
- D. Sujini, “**Rural Banking: Customer Perspective about Service Quality in Private Sector Banks with Reference Towards Performance of Loans**” in ANVEASK, ISSN: 0378 – 4568, Volume:51, No. 1 (IX), Jan – June 2021, Page No: 110 – 119.
- D. Sujini, “**Loyalty of Bank Customers and their Satisfaction – A Study on e-Banking**” in Shodhsamitha, Volume no: VIII, Issue 17, 2021 – 2022, ISSN: 2277 – 7067, Impact Factor :4.95, Page No: 128 - 136.
- D. Sujini, “**Capital Formation and Investment of Farmers, Role of Commercial Banks in Rural India**”, in Shodhsamitha, Volume no: VIII, Issue 17, 2021 – 2022, ISSN: 2277 – 7067, Impact Factor: 4.95, Page No: 137 - 145.

Presentations

- “**CSR in India**” presented in International Conferene on Emerging Trends & Innovations in Digital Marketing organized by Sankara College of Science & Commerce on 28.09.2016.66
- “**Rural Marketing: Trends and Challenges**” presented in 7th International Conference on Business Innovation & Sustainable Development organized by Nehru Institute of Technology on 4th October 2016.
- “**Foreign Investment & Economic Growth in India**” presented in National Conference on foreign Direct Investment organized by Sankara College of Science and Commerce on 30.01.2017.
- “**Brexit’s Impact in India**” presented in one day International Seminar on Impact of Accounting and Finance on Global Economic Turbulence” on 02.03.2017.
- “**Cyber Security Concerns & Issues**” presented in International Conference on New Digital Economy in India – Challenges & Opportunities organized by Rathinam College of Arts & Science on 18.08.2017.
- “**Financial Inclusion**” presented in one day National Level Seminar on Remonetizing India – Problems and Prospects organized by Dr.NGP Arts & Science College on 20.09.2017.
- “**Historical Background and Overview of Pricol Limited**” presented in Digital India and Its Transformation organized by Kongunadu Arts & Science College on 10.01.2018.
- “**Status of Rural Women Entrepreneurship**” presented in National seminar on Rural Entrepreneurship – A Pedestal for Inclusive Growth through Strategic Innovation organized by PSGR Krishnammal College for Women on 13.02.2018.

- **“Challenges to Commodity Market in India”** presented in National Level Conference on Changing Facets of Indian Insurance Sector – Global Era organized by Rathinam College of Arts & Science on 29.08.2018.
- **“Commodity As a Profitable Investment Avenue”** presented in National Conference on Business in the New Millennium: The ever-changing Landscape” organized by Sri Ramakrishna College of Arts & Science for Women on 15.02.2018.
- **“Market in India”** presented in International Conference on Coimbatore Strategic Leadership Conference organized by Nehru Institute of Technology on 10.08.2018.
- **“Cyber Crimes and Security Measures”** presented in International Conference on impact of Cyber Crime & Security Management in Digital Transactions Issues & Challenges organized by Sankara College of Science & Commerce on 05.10.2018.
- **“Insurance and Its Impact on Economy”** presented in National Conference on Indian Business in the Era of Reforms organized by Dr. G. R. Damodaran College of Science on 06.09.2018.
- **“Service Quality Perceived by Customers of Selected Private Sector Banks”** presented in one day International Seminar on Convergence of Indian Accounting Standards with IFRS organized by PSGR Krishnammal College for Women on 18.12.2018.
- **“Role of Indian Banking”** presented in National Level Conference on Changing Contours of Indian Financial Systems organized by KonguNadu Arts & Science College on 25th Jan 2019.
- **“A Study on Achievements and Services Offered by IOB bank”** presented in the national Conference on Enhancing Customer Experience through Innovations in Banking organized by Sri Ramakrishna College of Arts & Science for Women 29.01.2019.
- **“The Impact of Social Media on Education”** presented in National Conference on Commercially Viable Sustainable Farm Practices organized by SNMV College of Arts & Science and Institute of Management on 30.01.2019.
- **“Trends in Digital Financial Inclusion”** presented in International Conference on Business Innovation through Technological Advancement organized by Rathinam College of Arts & science on 01.03.2019.
- **“Digital Revolution and Business Models”** presented in the Newgen Entrepreneur – Travel Towards Digital Revolution organized by Rathinam College of Arts & Science on 12.09.2019.
- **“Impact of e-banking on Customer Satisfaction”** presented in the National Conference on E-Banking Opportunities and Challenges organized by SNMV college of Arts & Science Institute of Management on 09.09.2019.
- **“The Role of Commodity market in Indian Business Environment”** presented in one day National Level seminar on “Technological Trends Transforming Insurance Industry organized by PSGR Krishnammal College for Women on 23rd Sep 2019.
- **“Recent Developments in Commodity Future Market”** presented in International Conference on Micro, Small and Medium Enterprise in the Global Economy organized by PSGR Krishnammal College for Women on 3rd Jan 2020.
- **“New Business Strategy and Opportunity”** presented in International Conference on E-Business Strategies and Opportunities for Sustainable Growth – A Global Perspective (IBCS – 2020) organized by Rathinam College of Arts & Science on 02.03.2020.

- **“Evolution & Development of E-Commerce Market”** presented in International Seminar on Technology based business – opportunities & Challenges organized by A.V.P College of Arts & science on 17.02.2020.
- **“Issue and Challenges in E-Commerce”** presented in International Conference on Multidisciplinary Innovative Strategies in Commerce & Management organized by Sankara College of Science and Commerce on 19.02.2020.
- **“A Study on Investment Pattern of Private Employees”** in one day International Conference on Emerging Business Trends in the 21st century organized by National College of 26.02.2021.

Participations

- NAAC sponsored Two days National Workshop **“Technology Enablement for outcome Based Education”**, on 15 & 16 December 2016 organized by PSGR Krishnammal College for Women.
- One day National Level Workshop on **“Applications in Research Methodology”** on 02.03.2018 organized by Pioneer College of Arts & Science.
- **“Big Data Analytics using Hadoop”** organized by PSGR Krishnammal College for Women on 8th to 10th Feb 2018.
- **“Data Analytics & Visualization”** organized by PSGR Krishnammal College for Women jointly with Data Mentors on 10th, 11th & 12th October 2018.
- **“R and Statcraft”** organized by PSGR Krishnammal College for Women on 30th October 2018.
- **“Quality Conclave 2018”** organized by Quality Circle Forum of India (QCFI) Coimbatore Chapter on 20.11.2018.
- **“Emerging Technologies in Computer Science & Computer Applications”** organized by Pioneer College of Arts & Science on 04.01.2019.
- One day Workshop on **“Intellectual Property Rights”** organized by Pioneer College of Arts & Science on 9th Feb 2019.
- National Level Workshop on **“Python for Business Analytics”** organized by PSGR Krishnammal College for Women on 4th, 5th & 6th Sep 2019.
- One day International Conference on **“Sustainable Development and Green Practices in MNCs”** organized by Pioneer College of Arts & Science on 07th Jan 2020.
- ICSSR Sponsored National Level Seminar on **“Digitalization and Economic Development”** organized by P.K.R Arts College for Women on 11th Feb 2020.
- **“Women Empowerment”** organized by PSGR Krishnammal College for Women on 22.07.2020
- **“Understanding Net/Set Preparations”** organized by P.U Education Services on 11.07.2020
- **“Unsung Indian Heros in the field of Social Work”** organized by Jamal Mohammed College on 28.10.2020.
- Webinar on **“Writing Winning: Research Projects for Funding”** organized by M.P. Birla Institute of Management on 23.07.2022.

- **“Stress Management”** organized by PSGR Krishnammal College for Women on 10.10.2022 – 18.10.2022.
- Two-day NAAC sponsored International Conference on **“Designing new Pedagogies in Higher Education: A Driving force to Achieve sustainable development Goals”** organized by PSGR Krishnammal College for Women on 27th & 28th Jan 2023.
- 3 days International Development Management Program on **“Technology and Digital Transformation – its impact on Business”** organized by Sri Ramakrishna College of Arts & Science on 24.07.2023 to 26.07.2023.
- **“Basic Statistical Analysis and Its Interpretation using SPSS”** organized by Global Institute of Statistical Solutions on 24.08.2023 to 26.08.2023.

Participations in Faculty Development Program

- **“Trading in Shares & Mutual Funds – Ways and Means”** organized by Annamalai Capitals & PSGR Krishnammal College for Women on 30.01.2017 & 31.01.2017.
- **“Goods & Services Tax (GST) – An Overview”** organized by PSGR Krishnammal College for Women on 28.03.2017.
- **“Tally ERP 9.0”** organized by PSGR Krishnammal College for Women on 04.04.2017 & 05.04.2017.
- **“GST & Tally”** organized by PSGR Krishnammal College for Women on 25 & 26th September 2017.
- **“Research Methodology”** organized by PSGR Krishnammal College for Women on 04.12.2017.
- **“International Financial Reporting Standard(s) – Principles & Practices”** organized by PSGR Krishnammal College for Women on 30.01.2018.
- **“Critical Thinking & Problem Solving”** organized by PSGR Krishnammal College for Women on 07.02.2018.
- **“Case Method of Teaching”** organized by PSGR Krishnammal College for Women on 4th & 6th September 2018
- **“New Framework of NAAC Accreditation”** organized by PSGR Krishnammal College for Women on 05.07.2019 & 06.07.2019.
- **“R Programming”** organized by PSGR Krishnammal College for Women on 14 & 17th Aug 2019.
- **“e-Filing of Income Tax Returns”** organized by PSGR Krishnammal College for Women on 21.08.2019.
- **“Art of Effective Teaching”** organized by PSGR Krishnammal College for Women on 12th Feb 2020.
- **“Research”** organized by PSGR Krishnammal College for Women on 18.02.2020.
- **“Transition to a New Normal and Dynamic Works”** organized by C.B.M College on 17.07.2020.
- **“Redefining Education through Gamification-Teaching Learning Tools for Digital Era”** organized by PSGR Krishnammal College for Women on 27.07.2020.

- **“Artificial Intelligence and Data Science”** organized by PSGR Krishnammal College for Women on 08.08.2020.
- **“Design and Development of Industry led Curriculum in technological era”** organized by AMET University on 14th – 22nd Dec 2022.
- **“Ethics & Indices of Journal Publication”** organized by PSGR Krishnammal College for Women on 30.01.2023.

Conference / Seminar / Workshop Organized

- Organized One day International Seminar on **“Impact of Accounting & Finance on global Economic Turbulence”** on 02.03.2017.
- Organized One day Seminar on **“R and Statcraft”** on 30th October 2018.
- Organized National Level Workshop on **“Python for Business Analytics”** on 4th, 5th & 6th Sep 2019.
- Organized in one day National Level seminar on **“Technological Trends Transforming Insurance Industry”** on 23rd Sep 2019.
- Organized International Conference on **“Micro, Small and Medium Enterprise in the Global Economy”** on 3rd Jan 2020.
- Organized Faculty Development Programme on **“Art of Effective Teaching”** on 12.02.2020.
- Organized Special Guest Lecture on **“Inspire & Rejuvenate”** on 22.08.2022.
- Organized three days workshop on **“Advances with Machine Learning & Open-Source Tools”** on 23,24 & 25th Aug 2022.
- Organized Extension Activity (RWTP) on **“Introduction about Banking”** on 19.09.2022.
- Organized Two Days **“ML Hackshop” Hackathon cum Workshop** on 28th & 29th Sep 2022.
- Organized **“Statistical Package”** workshop on 10.10.2022.
- Organized **“International Job Skills”** Special Guest Lecture on 05.01.2023.
- Organized Special Guest Lecture on **“Various Opportunities of Entrepreneurship for Commerce Students”** on 06.02.2023.
- Organized Three Days International Workshop on **“Unleash your Analytics potential with PowerBI an Analytical Career Building Workshop”** on 21 – 23 Feb 2023.
- Organized Inter departmental Competition **“Cele - Fiesta”** on 09.03.2023.