

## ACADEMIC CV

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### T.SUGUNA



<b>Date of birth</b>	28.11.1989
<b>Citizenship</b>	Indian
<b>Marital Status</b>	Marries with two child
<b>Husband Name</b>	Rajeshkumar
<b>Community</b>	Backward Class
<b>Fathers'Name</b>	S.Tamilarasan
<b>Address</b>	15, Velustreet, Virudhunagar-626001 Tamilnadu, India Ph:7708676756 E-mail:sugunaphd2018@gmail.com
<b>Present Position</b>	Assistant Professor of MBA, V.H.N.S.N.College(Autonomous), Virudhunagar
<b>Experience</b>	8 years

### EDUCATION

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<b>2016-2021</b>	PH.D(Management), V.H.N.S.N.College(Autonomous), Virudhunagar
<b>2012-2013</b>	M.PHIL(Management), V.H.N.S.N.College(Autonomous), Virudhunagar
<b>2010-2012</b>	M.Sc(IT &M) equivalent to MBA, V.H.N.S.N.College(Autonomous), Virudhunagar
<b>2008-2010</b>	B.COM(CA), V.H.N.S.N.College(Autonomous), Virudhunagar
<b>2006-2008</b>	DIPLOMA IN MOP, V.S.V.N Polytechnic college, Virudhunagar.

2005

SSLC, Kshatriya Girls Hr.Sec.School, Virudhunagar.

**RESEARCH EXPERIENCE**

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**2021-2022(present)** Project Guide for MBA Students of VHNSN  
College(Autonomous) ,Virudhunagar  
**Research focus:Marketing/HR.**

**2022(present)** Project Guide for BBA Students of VHNSN  
College(Autonomous) ,Virudhunagar  
**Research focus:Marketing/HR.**

**M.B.A.GUIDANCE**

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**AWARDED:5**

**M.B.A Guided(2021)**

**Total :5**

<b>S.NO</b>	<b>NAME</b>	<b>TOPIC</b>	<b>YEAR</b>
<b>1</b>	<b>C.JEYABHARATHI</b>	A study on buying behavior of rural women towards branded cooking oil in virudhunagr district	2021
<b>2</b>	<b>A.KARUPPUSAMY</b>	A study on customer perception towards online food ordering with special reference to virudhunagar district.	2021
<b>3</b>	<b>M.PONVELAN</b>	A study on consumer preference towards Johnson and Johnson baby care products in virudhunagar district	2021
<b>4</b>	<b>S.SAKTHIVEL</b>	A study on customer awareness and satisfaction towardsATM in thiruppur district	2021
<b>5</b>	<b>G.GRAY CHRISTION</b>	A study on customer satisfaction towards jio sim in virudhunagar town	2021

**UGC SPONSORED NATIONAL or INTERNATIONAL LEVEL SEMINOR**

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<b>National /International conference/Seminar/poster</b>			
<b>S.NO</b>	<b>AUTHOR NAME</b>	<b>PROGRAMME</b>	<b>DATE</b>
<b>1</b>	<b>Mrs.T.Suguna</b>	Presented a paper titled “ Challenges in Bank’s Rural saving and their role in promotion of rural saving-A study with Reference to ATM service in Usilampatti Thaluk in the Two day <b>UGC Sponsored National Level Seminar</b> on “E-banking and the Indian Financial System “ organized by POPE’S College, Sawyerpuram-628251	17 <sup>th</sup> and 18 <sup>th</sup> March 2015
<b>2</b>	<b>Mrs.T.Suguna</b>	Presented a paper titled “ Nabard credit for Rural Development” in the <b>National Level Seminar</b> on “Emerging Trends in Retail Banking” organized by Devanga arts college, aruppukottai	20 <sup>th</sup> March 2015
<b>3</b>	<b>Mrs.T.Suguna</b>	Presented a paper titled “ Stock Exchange(overview) in the <b>UGC Sponsored State Level Seminar</b> on “Present Scenario in the Indian Stock Market” organized by Arulmigu palaniandavar college of arts and college, palani-624601	27 <sup>th</sup> August 2014
<b>4.</b>	<b>Mrs.T.Suguna</b>	Presented a poster titled”Trend in the use of ICT” organized by M.Phil (Commerce),V.H.N.S.N College, virudhungar	2013

<b>EDITED BOOK-ISBN/ISSN/NATIONAL or INTERNATIONAL LEVEL JOURNALS</b>					
<b>ISSN TOTAL NO:8</b>					
<b>S.No</b>	<b>Date</b>	<b>Name of the Journals</b>	<b>Titled</b>	<b>Place</b>	<b>ISSN Book number</b>
1	May 2019	International Journal of Research Advent Technology	A Study on Public Sectors Bank Customers Perceptions Towards Digital Transaction in Tirunelveli district	UCG	2321-9637 <b>Impact Factor - 5.153</b>
2	Feb 2018	Advanced Management Change and challenges in knowledge Era	A Study on online shopping of college students at Rajapalayam town	Jamal institute of management	2249-1290
3	3 <sup>rd</sup> Feb2017	Nehru Journal of Management and Research	A study on Account Holders Perception Internet Banking With special Reference to Madurai District	Nehru Institute of Technology, Coimbatore	2230-7974

4	3 <sup>rd</sup> Feb201 7	Nehru Journal of Management and Research	Customer Satisfaction with the Service Quality of Life Insurance Corporation of Virudhunagar held at Nehru Group of Institutions, Coimbatore	Nehru Institute of Technology, Coimbatore	2230-7974
5	4 <sup>th</sup> March 2017	Shanlax International Journals	A study on customer awareness of E-banking in Madurai city	Mangayarkarasi college of Arts and science for women, Paravai, madurai	2320-4168
6.	16 <sup>th</sup> March 2017	“Make in India- Opportunities and Challenges” Sponsored by ICCSR	An Emprical study of customers satisfaction on Usage of Mobile Banking with Reference to Banks in Madurai district	Sri.S.Ramasamy Naidu Memorial College	2395-7085
7	Aug 2017	College Sadhana	A study on customer preference towards e-banking services of private banks in madurai city	VHNSNC (Autonomous)	0974-6838
8	Aug 2017	College Sadhana	A study on customer satisfaction with online banking in virudhunagar district	VHNSNC (Autonomous)	0974-6838

**ISBN TOTAL NO:11**

S.No	Date	Name of the National conferences/ conferences/seminars/symposia	Titled	Place	ISBN Book number
1	19 <sup>th</sup> Jan 2017	National conference on Goods and Services Tax	GST and its Impact an Micro, Small and medium Industries	V.H.N.S.N college (Autonomous), virudhunagar	978-93-81723-61-6
2	16 <sup>th</sup> Feb 2017	“BusinessManagement Practices in Emerging Indian Economy	A Study on Customers perception About Electronic Banking in Madurai District	V.H.N.S.N college (Autonomous), virudhunagar	978-93-81723-64-7
3.	3 <sup>rd</sup> and 4 <sup>th</sup> March 2017	National Conference on” Startup India-A way to Standup India” sponsored by ICCSR	Startup India-An Overviews	V.H.N.S.N college (Autonomous), virudhunagar	978-93-81723-67-8

4	14 <sup>th</sup> march 2017	National Conference on “Less cash Economy as a Strategy for Financial Inclusion in Rural India” sponsored by ICSSR	Role of Banks for the promotion & challenges of rural saving-A study with reference to ATM service in Usilampatti Taluk	V.H.N.S.N college (Autonomous), virudhunagar	978-93-81723-66-1
5	19& 20 August 2017	International Conference on “Make In India-Initiatives , Ideas & Challenges”	Emerging Trends in Rural Entrepreneurship	V.H.N.S.N college (Autonomous), virudhunagar	978-93-81723-54-8
6.	19& 20 August 2017	International Conference on “Make In India-Initiatives , Ideas & Challenges	A study on flow of Foreign Direct investments and its influence of Nifty and Sensex	V.H.N.S.N college (Autonomous), virudhunagar	978-93-81723-54-8
7	29&30 <sup>t</sup> <sup>h</sup> sept 2016	National level conference “PaymentBanks:opportunities and challenges” sponsored by ICSSR	Recent Trends in Indian Banking Industry	V.H.N.S.N college (Autonomous), virudhunagar	978-93-81723-58-6
8	Feb1,20 13	National Level conference- Emerging Dimensions in Management”	Presented a paper titled “Green marketing:Challenges and opportunities in business in Madurai city”	Karpagam university, Coimbatore	978-93-82338-338
9	March 2013	National level Symposium	Presented a paper titled “A study on usage of internet in the village of Aruppukottai block” in the National level Symposium”ICT on Rural Development”	VHNSNC (Autonomous) virudhunagar	978-93-81723-12-8
10	April 2013	Nationallevel conference”New Blossomsof Management”	Presented a paper titled “A study on customer awareness of internet banking in madurai city”	VHNSNC (Autonomous) virudhunagar	978-93-81723-11-1
11	October 2012	National Level conference”impact of investment and IT on Rural Development”	Presented a paper titled “Role of Banks for the promotion of rural savings reference to ATM service”	VHNSNC (Autonomous) virudhunagar	978-93-81723-07-4

<b>WORKSHOP PARTICIPATION</b>			
<b>S.NO</b>	<b>TYPE</b>	<b>PROGRAMME</b>	<b>DATE</b>
1	Participated	National Level Workshop on “Enriching research competency using SPSS and AMOS conducted by center for extension activities held at Kalasalingam University	31.Oct.2015
2	Participated	Workshop on SPSS in Social Science research held at V.H.N.S.Ncollege (Autonomous), Virudhunagar	11 & 12 Dec 2015

### **CONDUCTING PROGRAMME**

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<b>S.NO</b>	<b>PROGRAMME</b>	<b>STUDENTS</b>	<b>DATE</b>	<b>INCHARGE</b>
1	OnlineQuiz on Thiruvalluvar day held at V.H.N.S.Ncollege (Autonomous), Virudhunagar	I MBA & II MBA	10.02.2021	Coordinator
2	Workshop on Art and Craft held at V.H.N.S.Ncollege (Autonomous), Virudhunagar	I MBA & II MBA	17.12.2021	Convenor

### **APPRECIATION AWARDS**

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<b>S.NO</b>	<b>DEPARTMENT</b>	<b>EVENT</b>	<b>DATE</b>	<b>INCHARGE</b>
1	Mathematics(SF)	Mathematical Rangoli “MAT-Talent 18”	08.02.2018	Judge
2	OBA & NBT (Book exhibition)	Book exhibition-2014	2014	Member

## WEBINAR PARTICIPATION

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**TOTAL NO:4**

S.NO	DATE	NAME OF THE PROGRAMME	ORGANISED BY	PLACE
1	25 <sup>th</sup> June 2021	One day National Webinar on "Online classes:The Science of Learning"	Dept.of commerce	VHNSNC (Autonomous) virudhunagar
2	02 <sup>nd</sup> July 2021	One day International Webinar on "Educate Higher to Elevate Higher"	Dept.of commerce	VHNSNC (Autonomous) virudhunagar
3	06 <sup>th</sup> July 2021	One day International Webinar on "Lessons to learn from the Brighter side of Covid19"	Dept.of commerce(CA)	VHNSNC (Autonomous) virudhunagar
4	12 <sup>th</sup> August 2021	National level Webinar on "Digital Media Support for Career Development	Dept.of commerce	VHNSNC (Autonomous) virudhunagar

## KEY STRENGTHS

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Self –motivated and ability to work under pressure

Good communication skill.

Good interpersonal skill.

## DECLARATION

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I hereby declare that the details furnished above are true to the best of my knowledge and belief.

Place: Virudhunagar

Date:

Yours sincerely,

(T.Suguna)