

Name : Dr. P. Suganya
Designation : Assistant Professor and Head
Department : Commerce CA
Qualification : M. Com., M. Phil., PGDCA., SET., Ph. D.
Experience : Teaching: 22 Years 8 Months
Area of Specialization(s) : Marketing
Email (Official ID) : suganya.p@drngpasc.ac.in



Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Government Arts and Science College	2016
M. Phil.	Commerce	Bharathiar University	2008
M. Com.	Commerce	C. B. M Arts and Science College	2002
B. Com.	Commerce	T. S. A Arts and Science College	2000

Additional Qualifications

Diploma/Vocational/Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Commerce	Bharathiar University	2015
PGDCA	Computer Applications	Allagappa University	2005

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M. Phil.	1	-

Research Publications: International / National Journals

- P. Suganya, “**Banking and bank-ombudsman; requirement, changes , Complaint analysis and the way forward**” in International Journal of Multidiscipline Research and Development: 2015; 2(1); 528-533
- P. Suganya and Dr. R. Eswaran “**A study on Customer Awareness and Satisfaction on E- Banking services offered by State Bank of India in Coimbatore city**” in PRIMAX International journal of Finance, Issue No.1, Volume No.2 July 2014 ISSN. 2348-0475
- P. Suganya, “**Is Cloud banking is banking in Clouds**” in International Journal of Management and science, Special Issue. IV, Feb- 2018 ISSN 2250-1819/ e-ISSN 2249-1260
- P. Suganya, “ **A Study On Recovery Tribunal Of Schedule Commercial Banks In India**” - SELP Journal of social science, Vol: IX , Oct- Dec 2018, Issue:9, ISSN: 2349-1655 (O), ISSN:0975-9999(P)

- P. Suganya **“A Study On Non-Performing Assets Of Selected Public And Private Sector Banks”**- SELP Journal of social science, Vol: X , July- Sep 2019, Issue: 42, ISSN: 2349-1655 (O), ISSN:0975-9999(P)
- P. Suganya **“The Impact of Employees Quality of Work life towards Creating Happy Organizations with reference to the Small Scale Industries in Coimbatore ”** © 2021 IJCRT | Volume 9, Issue 1 January 2021 | ISSN: 2320-2882
- P. Suganya **“A Study on Customer Awareness and Satisfaction on E- Banking Services Provided By Old Sector Banks Originated in Coimbatore District- An MDF Analysis”** JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY ISSN : 0972-7175 Page no: 162-169
- P. Suganya **“Customer Satisfaction On Internet Banking Services In Selected Old Private Sector Banks in Coimbatore”** JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY ISSN : 0972-7175 Vol. : XXIII, No. :12(V), 2021 page no: 176-182
- Dr. P. Suganya **“A Study on patient Perception towards Service Quality in Health Care Sector”** International Journal of Research and Analytical Reviews (IJRAR) ISSN: 2348-1269 page no: 674-676
- Dr. P. Suganya **“A Study on Customer Satisfaction on selected E bank services provided by Tamilnadu based Private Sector Commercial Banks in Coimbatore”** International Journal of Research and Analytical Reviews (IJRAR) ISSN: 2348-1269 page no: 771-778
- Dr. P. Suganya , **A Review Of Chatgpt AI's Benefits And Impact On E-Commerce Sectors**, EPRA International Journal of Research and Development (IJRD), Volume: 8 | Issue: 4 | April 2023 - Peer Reviewed Journal
- **Customer Satisfaction Towards Online Cab Booking With Special Reference To Coimbatore City**, EPRA International Journal of Research & Development (IJRD), 2455-7838 (Online) (SJIF)8.574(ISI)1.241
- Dr. P. Suganya **“A Study on Financial Planning for Salaried Employees and Strategies for Tax Savings with Reference of Selected IT Companies in Tidel Park- Coimbatore City”** INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT) ISSN:2320-2882
- Dr. P. Suganya **“ A Study on Applications of Educational Games to Enhance Students in Coimbatore City”** INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT) ISSN:2320-2882
- Dr. P. Suganya **“ A Study on Integrated Technology in Multiple Fitness Regimess in Selected Health Clubs with Coimbatore”** INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT) ISSN:2320-2882
- Dr. P. Suganya **“A Study on Fair Prices on Sustainable Agriculture Product and Farmers Awareness on SCM with Reference to Suler Taluk”** International Journal of Humanities Social Science and Management (IJHSSM),Volume 4,Issue 2, pp: 1283-1287

- Dr. P. Suganya “ **A Study on Effectiveness of Reading Habits in Particular College Student’s Academic Outcomes with Special Reference to Coimbatore City**” International Journal of Humanities Social Science and Management (IJHSSM), Volume 4, Issue 2, pp: 1278-1282.
- Dr. P. Suganya “**A Study on Effects of Integrated Farming System (IFS) On Agricultural Lands in the Sulur Taluk of Coimbatore**” International Journal of Humanities Social Science and Management (IJHSSM), Volume 4, Issue 2, pp: 1208-1217.
- Dr. P. Suganya “ **A Study on Performance Appraisal System of Employees With Special Reference To Selected Commercial Banks In Coimbatore City**” International Journal of Humanities Social Science and Management (IJHSSM), Volume 4, Issue 2, pp: 1304-1310.
- Dr. P. Suganya , “**A Comprehensive Study on Pedagogical Innovation For School Students In The Context Of New Education Policy With Special Reference To Coimbatore City**” International Journal of Humanities Social Science and Management (IJHSSM) Volume 4, Issue 2, Mar.-Apr., 2024, pp: 1218-1224
- Dr. P. Suganya , **A study on impact of environmental accounting report on management decision making in selected companies**” International Journal of creative Research Thoughts (IJCRT) | Volume 12, Issue 4 April 2024 | ISSN: 2320-2882
- Dr. P. Suganya , **A Study On Performance Of Initial Public Offering, An Empirical Evidence From The Indian Market.**, International Journal of creative Research Thoughts (IJCRT) | Volume 12, Issue 4 April 2024 | ISSN: 2320-2882
- Dr. P. Suganya , **Evaluating The Financial Mindset: An In-Depth Examination Of College Student’s Investment Behavior In the Stock Market With Special reference to Coimbatore City**, International Journal for Research Trends and Innovations (IJRTI) | Volume 9, Issue 4 | ISSN: 2456-3315
- Dr.P.Suganya, “Impact of Financial Inclusion among the a Advanced Nations and in India” Vichaara An International Journal of Management ISSN:2347-4076(print)

Patent

- **Title of the invention : Harnessing AI and Machine Learning for Advanced Portfolio Management Framework Model in the Investment Sector**, Date of filing of Application : 03/12/2024 , Publication Date : 06/12/2024

Book chapters

- “**Insights into Finance, Market Volatility, and Consumer Behavior**” Published by Coimbatore Institute of Information Technology #156, 3rd Floor, Kalidas Road, Ramnagar, Coimbatore – 641009, Tamil Nadu, India Phone: 0422 - 4377821 www.ciitresearch.org.
- “**The Future of Business with AI: Management Practices for the Digital Era**“ Application of Artificial Intelligence In Financial Management: Fraud Detection, Published by Heduna Peer International ISBN: 978-81-980146-2-7 Month & Year: December 2024
- “**Waste Management: Challenges and Issues**” Published by: Shanlax Publications,

Vasanthanagar, Madurai – 625003, ISBN: 978-93-6163-646-2, **Month & Year: February, 2025**

NPTEL online certification

- Completed 12 week course on “Soft skills” with Elite
- Completed 12 week course “Leadership and Team Effectiveness” with Elite

Presentations in Conference

- **“Youth and Skills: The Role of Education and Training”** in National conference on Goals and priorities for youth of India held on 4-Jan-14.
- **“Redefining Higher Education in Digital Era”** in National conference Organised by IQAC on 11-Mar-17.
- **“Crowd sourcing”** in National conference on “Marketing Unplugged: The Game- Changing Innovations” on 9-Mar-17.
- **“ Customer satisfaction in online shopping during pandemic with reference to Coimbatore city”** in International conference on “Digital Transformation in Commerce ” on 25th November 2021
- **“A study on customer satisfaction on online shopping with reference to Coimbatore City”** in International Conference on Innovative practices in commerce, Management and Technology on 20th April 2022
- **“New Vista in research and development”** in International Conference on Inspiring 7G’s in business growth and Sustainability on 31st March 2023
- **“Insurance as Tool for Increasing Insurance Penetration”** in National Conference by Insurance Institute of India on 26th August 2023.
- **“Implementing leading practices in modern management: Insights from the bhagavad gita and Thirukkural”** National Seminar on Integration of Traditional IKS into Modern Higher Education: NEO Perspective held on 4th and 5th July 2024.
- **“Structural and Institutional Dimensions of Sustainable Development Goals (SDG) in India: A Narrative”** National Seminar on 4th August 2023.
- **“AI- Applied Human Resource”** in International conference on Sustainable Commerce Through AI Uncover the potential” conducted by Hindusthan College of Arts and Science on 07.02.24.
- **“Artificial Intelligence in shifting global business”** at Kongunadu Arts and Science College on 3rd Jan 2025.

Participation in Workshop

- State level work shop on **“Teaching Techniques/ Pedagogical Methods’** at SNGC in Feb-09.
- Two days workshop on **“Computer Fundamentals and Applications”** at SNGC in Feb-09.
- Work shop entitled **“Changing Paradigm in Collegiate Teaching”** at SNGC in Nov-10.
- One day workshop on **“Outcome Based Education (OBE)”** at Dr. NGP Arts and Science College in association with IPSR solutions private limited on 04th March 2023.

- Five days Workshop on **“US individual Taxation”** conducted by ICT Academy on 30th Oct to 03rd Nov 2023
- One day National Workshop on **“Opportunities and Challenges Of HEIs in achieving Gross Enrolment Ratio (GER) In Creating Human Resources to the Paradigm Industry Requirements”** on Feb-16 2024.
- Three-Days Workshop on **Whole Person Education For Faculty in Higher Education** The Teaching Learning Enhancement Cell (TLEC), & Center for Education Beyond Curriculum (CEDBEC), CHIRST (Deemed to be University) at Bangalore Central Campus on 20 March 2024.

Participation in Faculty Development Programme

- Attended three days residential program conducted by C.M.S College at Karl Kubel Institute Development during 2016 & 2017.
- Participated in **Faculty Knowledge Program** on 10th August 2017 Organised by ICAI Business Schools
- Participated in 5 days FDP on **“Campus to Corporate”** designed and conducted by Tata Consultancy Services at KG college of Arts and Science between 30th June to 3rd August 2018.
- Participated FDP on **“Enhancing Communicative Skills in English”** at TIPS College of Arts and Science on 5th March 2020.
- Attended Five days virtual International Faculty Development Programme on **“Innovative Teaching Techniques & Research Methodology”** from 15th to 20th November 2021.
- Participated three days national level virtual FDP on **“Securities Market”** from 27th November to 30th November 2021.
- Participated national level virtual FDP on **“Funded Research project proposal preparation and submission protocol”** on 31st March 2022.
- Participated Five days International level virtual FDP on **“Teaching pedagogy and life skill development”** from 27th March to 31st March 2023.
- Participated in **“Spread the Spark’23-Celebrating Teachers”** organized by CII Coimbatore on 7-8 September 2023.
- Participated in **“Train the Trainer”** program in **“Introduction to Capital Markets”** and **“Investments Banking Operations”** conducted by State Street HCL Services from 22-May-23 to 26-May-23.
- NPTEL- AICTE FDP on Leadership and Team Effectiveness for the duration of 12 weeks.

Member in BOS

- Board of Commerce (B. Com E- Commerce), Nirmala Arts and Science College, Coimbatore, 2022, 2023.
- Board of Commerce (B. Com with Computer Applications), Sri Ramakrishna Arts and Science College.

Invited speaker/Session chair

- Guest Session at K. P. R Arts and Science College in “Digital Marketing” on 27th October 2023
- Resource person of Fincom Inauguration and addressed on the topic “Next Gen Success Stories” at Dr. R. V. Arts and Science College on 28th June 2023
- Served as a Rapporteur in International conference on Enriching Customer Experience” on 7th October 2023 at Sri Ramakrishna College of Arts and Science for women in association with Quest International University.
- Chairperson at National Conference on National Educational Policy 2020: Challenges and opportunities for Higher Institutions in India, sponsored by ICSSR, New Delhi on 27.12.2023
- Session chairman in the National Seminar on Integration of Traditional IKS into Modern Higher Education: NEP Perspective held on 4th and 5th July 2024.