

Faculty Profile

- ❖ **Name: Dr. P.Sugunalakshmi**
- ❖ **Designation: Associate Professor**
- ❖ **Educational Qualification: M.Com, M.Phil, PGDAOR, PGDCA, Ph.D.**

Degree	University/College	Year of Passing
M.Com	Seethalakshmi Ramaswami College Bharathidasan University	April 1989
M.Phil	Urumu Dhanalakshmi College Bharathidasan University	Dec 1990
PGDAOR	Annamalai University	May 2002
PGDCA	Alagappa University	May 2005
Ph.D	Cauvery College for Women Bharathidasan University	March 2012

- ❖ **Experience**
 - ✚ **UG: 25 years**
 - ✚ **PG: 24 Years**
 - ✚ **M.Phil: 15 Years**
- ❖ **Area of Specialisation: Banking**
- ❖ **Guided: M.Phil-7 candidates**
- ❖ **Research Papers presented:**

Theme of the Seminar	Title of the Paper	Level	Sponsor	Date& Venue
Emerging Trend in Global Business: Challenges & Opportunities for Developing Countries	Impact of Globalisation & Liberalisation on Indian Automobile Industry- Challenges & Opportunities	International	P.R.Institute of Management	Feb 6, 2004. P.R. Institute of Management, Thanjavur.

Emerging Trend in Global Business: Challenges & Opportunities for Developing Countries	ITES Industry in India- Present Status, Opportunities & Challenges.	International	P.R.Institute of Management	Feb 7, 2004. P.R. Institute of Management, Thanjavur.
Cyber Impact on Society	Impact of the Internet on Strategic Management	National	UGC	Feb 11, 2004 Seethalakshmi Ramaswami College, Trichy
“India Calls World- A Road Map to Success”	Impact of Liberalisation on Indian Life Insurance Industry- Strategic Changes & Challenges.	International	Adaikalamatha Institute of Management	Sep 27, 2004 Adaikalamatha College, Vallam, Thanjavur.
“India Calls World- A Road Map to Success”	ITES- An Escalator for the upliftment of Indian standard in the Global Market	International	Adaikalamatha Institute of Management	Sep 27, 2004 Adaikalamatha College, Vallam, Thanjavur.
“India Calls World- A Road Map to Success”	The Indian Two Wheeler Industry- Present Status, Strategies & Opportunities	International	Adaikalamatha Institute of Management	Sep 28, 2004 Adaikalamatha College, Vallam, Thanjavur.
Innovative Technology for Village Economy	Converging Technologies & the Indian Rural Metomorphosis	State	Association of Economists of Tamil Nadu	Dec 18, 2004 St. Joseph’s College, Trichy.
Innovative Technology for Village Economy	Mobile PCOs in Rural Areas through WLL (Wireless in Local Loop) Facility	State	Association of Economists of Tamil Nadu	Dec 18, 2004 2004 St. Joseph’s College, Trichy.

Business, Economics & Finance	An Analysis of Outperformanc e of SBI Mutual Funds- Selected Schemes	International	Adaikalamatha College, Vallam, Tanjore	Sep 29&30, 2005 Adaikalamatha College, Vallam, Tanjore
Emerging paradigm in Financial Service	Utilisation of ATMs in Trichirappalli Town with special reference to public Sector ATMs	International	Cauvery College for Women & Department of Commerce & Financial Studies, Bharathidasan University	Apr 7&8,2007 Cauvery College for Women, Trichy
Emerging paradigm in Financial Service	A study on the usage of ATM card by the customers & the factors influencing the ATM cardholding	International	Cauvery College for Women & Department of Commerce & Financial Studies, Bharathidasan University	Apr 7&8,2007 Cauvery College for Women, Trichy
Corporate Social Responsibility in the Globalised Scenario	Corporate Social Responsibility & Environment	International	Holy Cross College, Trichy.	Jan 22&23, 2009 Holy Cross College, Trichy.
International Challenges of Global Business in the 21 st Century.	A study on the performance of Social Sector Schemes of New India Assurance Company Ltd	International	Rev Jacob Memorial Christian College, Ambillikkai, Dindigul District.	Feb 4&5,2009 Rev Jacob Memorial Christian College, Ambillikkai, Dindigul District.
Economy of Trichirappalli region & other Economic Issues	ATM Banking in Trichirappalli District & Trichirappalli	State	National College, Trichy.	Jan 9&10, 2010 National College, Trichy

	Town- With Special reference to SBI ATMs			
Financial Markets: Issues & Challenges 2012	An Analysis of Global Financial Market	International	Bharathidasan University, Department of Commerce & Financial Studies.	Jan 7 & 8, 2012 Bharathidasan University, Trichy
Role of Technology upgradation and its impact on Banking service sector in the new millennium	Impact of the RBI's Policy of ATM Withdrawals on customers' visit to Branch & ATM	National	UGC	Mar 16 & 17, 2012 Urumu Dhanalakshmi College, Trichy
India-An emerging Economic power	ATM Penetration in Rural India	National	Jamal Mohammed College	Feb 4, 2012 Jamal Mohammed College, Trichy.
Industrial Relations	An Analysis of Employee Turnover in TGI Packaging Private Ltd, Chennai	National	PG & Research Department of Commerce, Seethalakshmi Ramaswami College.	Feb 13 & 14, 2014 Seethalakshmi Ramaswami College, Trichy
International Conference on Advanced Management Challenges in Knowledge Era	Consumer Durable Industry in India-Present Trend, Challenges & Future prospects	International	Jamal Institute of Management	Feb 26 & 27, 2016 Jamal Mohammed College, Trichy.

❖ **Research Papers Published;**

- ✚ An Opinion Survey of Utilisers of GSS (Grameen Sanchar Sewak) Schemes in selected villages of Trichirappalli District, Kisan World, August 2004.
- ✚ Marketing of Handloom products in Trichirappalli District, Tamilnadu Journal of Cooperation, June 2006, pp 19-21.
- ✚ ATM Banking in Trichirappalli District and Trichirappalli Town(with special reference to SBI ATMs), Peninsular Economist, Volume 12, Issue No 1, **2009-10 , pp 230-232,ISSN 0976-8270.**
- ✚ An analytical study on the awareness and responsiveness of customers to SBI debit card loyalty program Freedom Rewardz in Chennai, Cauvery Research Journal, Volume 3 Issue 1 & 2, June 2009-Jan 2010,pp 52-57, **ISSN 0975-1300.**
- ✚ Growth of ATMs in India, Business and Economic Facts for you, volume-XXX, No-1, Oct.2009, **Pp30-33, ISSN 0970-2652.**
- ✚ Role of Cooperative Banks in the implementation of KCC(Kisan Credit Card) Scheme in Trichy Dt, Tamilnadu Journal of Cooperation, October 2009,pp 52-56.
- ✚ ATM and its VAS in the Indian Banking Sector, Professional Banker, Volume X, Issue-1, Jan.2010, **pp 31-33, ISSN 0972-5156.**
- ✚ ATM Penetration in Rural India, India- An Emerging Economic Power, Feb 2012, **pp 68-70, ISBN 0970-2652.**
- ✚ ATM Penetration in Rural India, Business and Economic Facts for you, Feb 2012, **pp 31-34, ISSN 0970-2652.**
- ✚ Impact of the RBI Policy of ATM Withdrawals on customers' visit to Branch& ATM, Role of Technology upgradation & its impact on Banking Service Sector in the New Millennium, March 2012, pp 103-107, **ISBN 93-81521-03-8.**

- ✚ Growth of ATMs of Public sector & Private sector Banks in India, Cauvery Research Journal, Volume V, Issue 1 & 2, July 2011-Jan 2012, pp **ISSN NO. 0975-1300.**
- ✚ An Analysis of Employee Turnover in TGI Packaging Private Ltd, Chennai, Industrial Relations, Feb 2014, pp **84-90, ISBN 978-81-92288-26-0**
- ✚ Consumer Durable Industry in India-Present Trend, Challenges & Future prospects, International Journal of Management (IJM), Feb 2016, pp 449-453, **ISSN 0976-6502(PRINT), ISSN0976-6510(ONLINE), Impact Factor 8.1920.**

❖ **Minor project**

Principal Investigator	Title of the Project	Sponsor	Duration	Amount
P.Sugunalakshmi	A Study on Socio-Economic Conditions of Weavers in Trichirapalli District	University Grants Commission	2004-2006	Rs 70,000

❖ **Contribution to College:**

- ✚ Vice- President of the College Union.
- ✚ Vice- President of the Commerce Association
- ✚ Member of Examination Committee
- ✚ Member of Admission Committee
- ✚ Member of Discipline Committee
- ✚ Organized Seminars , Exhibitions & meetings
- ✚ Internal Examiner for M.Com & M.Phil courses

❖ **Position held & Participation in Extension Work:**

- ✚ Acted as a Member of Campus Diversity Initiative Programme
- ✚ Contributed to Flood, Tsunami and Earthquake Relief Fund

❖ **Participation in Professional Organisation of Teachers:**

- ✚ Member of Association of Economists of TamilNadu
- ✚ Member of Association of University Teachers

❖ **Contribution to other Colleges & Universities:**

- ✚ Paper setter for Autonomous Colleges of Bharathidasan University, Madras University & Alagappa University
- ✚ Resource Person For BBA & M.Com Courses of Bharathidasan University Distance Education Programme during 2000-2007
- ✚ External Examiner for conducting Viva- Voce of M.Phil Degree Programme of the Colleges affiliated to Bharathidasan University