



DR. S. SUDHAMATHI
Associate Professor

CONTACT

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ACADEMIC QUALIFICATIONS: MBA, M.Phil. Ph.D.

Degree & Other Exams	Subject	Name of the University / Agency	Year of Passing
Ph.D.	Management	Alagappa University	2015
M.Phil.	Commerce	Alagappa University	2004
MBA	Business Administration	Alagappa University	1996
NET	Management	UGC	1998

TEACHING EXPERIENCE: 25 YEARS

Position	Institution	Duration
Associate Professor	Alagappa Institute of Management, Alagappa University	18.02.2022 to Till Date
Assistant Professor	Alagappa Institute of Management, Alagappa University	18/02/2009 to 17.02.2022
Lecturer	Sri Saradha Nikethan college for Women, Amaravathipudur	01/09/1997 to 17/02/2009
Lecturer	Seetha Lakshmi Achi college for women Pallathur	27/06/1996 to 29/07/1997

RESEARCH EXPERIENCE : 15 Years**ACADEMIC AND ADDITIONAL RESPONSIBILITIES**

S.No	Position	University Bodies	Period	
			From	To
1.	IQAC - Faculty Coordinator	Alagappa Institute of Management	Year 2023	Year 2024
2.	NIRF- Faculty Coordinator	Alagappa Institute of Management	Year 2023	Year 2024
3.	Cultural - Faculty coordinator	Alagappa Institute of Management	Year 2023	Year 2024
4.	Industrial cum tour coordinator	Alagappa Institute of Management		Year 2023
5.	Faculty In-Charge	Alagappa Institute of Management		19.03.2021

	ENCON 2K21			
6.	Faculty Coordinator Empower 2020	Alagappa Institute of Management		06.03.2020
7.	Faculty Coordinator Udyog Utsav 2U2	Alagappa Institute of Management		28.02.2020
8.	Faculty Coordinator Startup pongal	Alagappa Institute of Management		13.01.2020
9.	Member- Organizing Committee	Two Day National Conference on Re- Engineering Business Development for Sustainable Development in India organized by Alagappa Institute of Management,		12 th and 13 th December, 2019
10.	Member- Organizing Committee	Two Day International Conference on Emerging Trends in Entrepreneurship for Sustainable Social Development organized by Alagappa Institute of Management		26 th and 27 th September, 2019.
11.	Coordinator For Village Extension programme	Alagappa Institute of Management		Year 2019 & year 2023
12.	Member- Organizing Committee	Two Day National Conference on Depth and expanse of online marketing mettle(OM-2019) organized by Alagappa Institute of Management		1 st and 2 nd August, 2019.
13.	NME Coordinator	Alagappa Institute of Management		Year 2019 & year 2021
14.	Coordinator for SWAYAM	Alagappa Institute of Management	18.12.2018	Till date
15.	Co-Convener	One day seminar on Read to lead organized by Alagappa Institute of Management		24 th September, 2018.
16.	Faculty In charge	FINCLAIM (Finance club of AIM),		27 th

		Alagappa Institute of Management		August,2018
17.	Member-Organizing Committee	Two Day National Conference on Sustainable green business organized by Alagappa Institute of Management		26 th and 27 th March, 2018
18.	Co-Convener	One Day International Seminar on Customers service trends in global logistics organized by Department of Logistic management and Alagappa Institute of Management		19 th January, 2018
19.	Member-Organizing Committee	Two Day International Conference on Entrepreneurial Perspectives and Emergence (ICEPE 14) organized by Alagappa Institute of Management		07 th and 08 th August, 2014.
20.	Faculty Coordinator FLAG2K17	Alagappa Institute of Management		16.03.2017
21.	Deputy Secretary	One Day Workshop on International logistics leverage organized by Department of Logistic management, Business collaboration Centre		27 th January, 2017
22.	Member-Organizing Committee	One Day National Conference on Global strategies for inclusive growth organized by Department of Logistic management		19 th January, 2017
23.	Member, Anti-Ragging Committee	Alagappa University	17.06.2016	Till date
24.	Warden	PG Women's. Hostel, Alagappa University	21.2.2014	30.6.2017
25.	Deputy warden	PG Women's. Hostel, Alagappa University	18.06.2012	20.2.2014
26.	Representative for college committee	Bharathidasan University	3.12.2012	3.12.2015
27.	Senate Member	Bharathidasan University	10.05.2012	10.05.2015
28.	Equal opportunities cell, coordinator	Alagappa University	1.10.2009	06.05.2011

AREAS OF RESEARCH

Finance and Marketing

RESEARCH SUPERVISION / GUIDANCE

PROGRAM OF STUDY		COMPLETED	ONGOING
Research	Ph.D	4	3
	M.Phil.	3	-
Project	PG	120	12

PUBLICATIONS

INTERNATIONAL		NATIONAL		OTHERS
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
46	82	12	21	12

h-index : 4

i10 index : 2

Total Citations : 65

FUNDED RESEARCH PROJECTS

Completed Projects

		Period	

S. No	Agency	From	To	Project Title	Budget (Rs. In lakhs)
1	RUSA	2019	2021	Sustainability challenges and issues of agriculture based business ventures in Tamilnadu	12
2	AURF	2018	2019	Financial inclusion of rural women at Sivaganga district	0.20
3	AURF	2017	2018	Benchmarking of customer services for logistics business in Tamil Nadu	3
4	AURF	2011	2012	A study on marketing opportunities and problems faced by handicraft product manufactures at Karaikudi town	0.25

DISTINCTIVE ACHIEVEMENTS / AWARDS

- Inspirational Women Award 2021- Women's Conclave -2021 International women's Day celebration. CAPE FORUM –YOU TRUST, Kanyakumari, District
- Golden star Award - Women Consumer Protection Association - Madurai

EVENTS PARTICIPATED

Number of Conferences / Seminars / Workshops: 62

OVERSEAS EXPOSURE / VISITS

No	Title of the Lecture / Paper	Name of the Conference	Organizer, Country	Date
1	Economic growth of Entrepreneurship for Sustainable Development	One day International conference on "Information Technology, Entrepreneurship, Humanities and Sustainable Value Chain in a Challenging Environment "(IEH-2020)	Gulf American University and Primax foundation DUBAI	24.02.2020

MEMBERSHIP

ADVISORY BOARD

Year / Period	Name of the BoS / Administrative Committee / Academic Committee	Role
2024	BOS- H.H. THE RAJAH'S COLLEGE	Subject Expert
2023	BOS- J J College of arts and science	Subject Expert

PH.D. THESIS GUIDED

- No. of PhD Thesis evaluated : 4
- No. of PhD Public Viva Voce Examination conducted : 4

S. No	Name of the Scholar	Title of the Thesis	Year of Completion
1	S. Prasanth	Interaction analysis of Spread ratio and non- performing assets in Indian bank	2022
2	M. Rama Priya	Impact of organizational culture on employee retention in garment industry of Tirupur	2022
3	S. Soniya	Digital marketing Of women fashion products in Sivaganga District.	2021
4	P. Nivetha	Emotional intelligence of women College teachers in Coimbatore City.	2021

LIST OF RESEARCH ARTICLES / RECENT PUBLICATIONS

No	Title of the Paper	Journal Name, Vol. No. & Page	Impact Factor
1.	An Investigate of Market Efficiency in Selected Sectoral indices with reference to national stock exchange in India	Shodhak : A Journal of Historical Research ISSN : 0302-9832 Volume: 53, Issue: 02, No: 14, May - August : 2023	7.75
2.	Consumer Awareness and preference towards the green apparels	Journal of Management and entrepreneurship ISSN: 2229-5348 vol:16 no:03 (1), Septemper2022	-
3.	Effect on Technology Growth in Indian Banking Sector	Dogo Rangsang Research Journal UGC Care Group I Journal ISSN : 2347-7180 Vol-11 Issue-12 No. 03 December 2021	-
4.	Role of Ethics in Online Marketing	NIU International Journal of Human Rights Volume 8 (XVI) July 2021	0.97
5.	Analysis of Indian Bank Customer's Attitude towards E-Banking	Shanlax International Journal of Management Volume - 8 Issue - 4 April -2021	3.025
6.	Survival Strategies for Businesses During Covid-19 Lockdown,	Shanlax International Journal of Management Volume - 8 Issue - 3 January - 2021	3.025
7.	Bankers' Opinion on The Determinants of Credit Risk in Indian Commercial Bank During Covid-19	International Journal of Multidisciplinary Educational Research Volume - 10 Issue -1 (7) January -2021	7.816
8.	Customer Perception on Payment Of Loans During Covid-19: Empirical Study on Indian Bank	International Journal of Disaster Recovery and Business Continuity volume -11 No 3,December -2020 (web of science)	-
9.	Impact of Job Satisfaction on Employee Retention in Garment Industry	International Journal of Multidisciplinary Educational Research Volume - 9 Issue - 12(6) December - 2020	7.816
10.	Non-Performing Assets in Indian Banks: Before and After Corona Pandemic Disease	Juni Khyat volume 10, issue - 5, No -3 May - 2020	6.625
11.	Factors Influencing Customers at the time of Purchasing of Women's Fashion Product Through Digital Marketing in Chennai City	International Journal of Scientific and Technology Research Volume - 9 Issue -7(9) July -2020 (Scopus)	7.466

12.	A mindful Approach to Teach Emotional Intelligence in Online Learning,	Test Engineering and Management Volume- 83, April - 2020 (Scopus)	0.43
13.	The Impact of Corona Virus on NPA and GDP Of Indian Economy	Alochana Chakra Journal Volume- 9 issue- 4 April- 2020	6.3
14.	Emotional Intelligence of Women Teachers in Madurai District	Alochana Chakra Journal Volume 9 Issue 4 April- 2020	6.3
15.	Socio Economic Background of Tourists in Madurai District.	Test Engineering and Management. Volume 83, April 2020 (Scopus)	0.43
16.	Emotional Intelligence of School Teachers in Sivaganga District	Studies in Indian Places Names Volume 40 Issue 60, March 2020	6.3
17.	Impact of Digital Marketing on Women Fashion Behaviour in Sivaganga District	Studies in Indian Place Names Volume 40 issue 76, March 2020	6.3
18.	Theory of Employee Retention Strategies	Journal of Interdisciplinary cycle Research volume 12 issue 2 February 2020	6.2
19.	Effectiveness of Organizational Culture and Retention Strategies	Our heritage Journal vol 68, issue 30 February 2020	6.8
20.	Emotional Intelligence of Women College Teachers	Our heritage Journal, vol 68, issue 30 February 2020	6.8
21.	Finance and Trade : A Cross- Country Analysis on the effect of Finance System on Export	International Journal of Recent Technology and Engineering Volume 8, Issue 5, January 2020 (Scopus)	5.92
22.	Factors Affecting Non-Performing loan in India	International Journal of Scientific & Technology Research Volume 9, issue 1, January 2020 (Scopus)	7.466
23.	The Role of Emotional Intelligence in HRM and Organizational Culture of Women Entrepreneurial	International Journal of Scientific & Technology Research volume 8 issue 12, December 2019 (Scopus)	7.466
24.	Entrepreneurial Process Among Women Entrepreneurs	Science, Technology, Development. volume 8 issue 12, December 2019	6.1
25.	Efficiency of Groundnut Cultivation in Tamilnadu	Science, Technology, Development. volume 8 Issue 12, December 2019	6.1
26.	Retail e Commerce Sales Performance of Asian – Pacific Countries	IUJ Journal of Management University of Jharkhand vol 7, No2 Dec 2019	6.148
27.	Emotional leadership in	International Journal of Advanced Science	0.13

	Banks – an Empirical Study with Reference to Selected Banks of Sivaganga District	and Technology Vol28 (2019) (Scopus)	
28.	Opportunities and Challenges of Groundnut Marketing in Tamilnadu,	International Journal of Advanced Science and Technology vol 28 no 19 November 2019 (Scopus)	0.13
29.	Digital Marketing of Women Fashion Products toward Entrepreneurs Perspective in Chennai city	International journal of recent technology and Engineering vol 8 issue4 November2019 (Scopus)	5.92
30.	Growth and Infrastructure Development of Foreign Direct Investment in India	International Journal of Recent Technology and Engineering Vol 8 Issue3S,Oc 2019 (Scopus)	5.92
31.	Factors Influencing Effectiveness of online Advertisement towards To Consumer Purchase Decision	International Journal of Recent Technology and Engineering Vol - 8 Issue2s6,July 2019 (Scopus)	5.92
32.	Marketing Trends Using Latest Technology	International Journal of Recent Technology and Engineering Vol 8 Issue2S 6,July 2019 (Scopus)	5.92
33.	E-Commerce Business Plan and Strategy	International Journal of Advanced and Innovative Research vol 6 issue 2 (XXXV).june-2019	7.36
34.	Strategies for Sustaining the Organization Culture and its Dimensions	International Journal of Advanced and Innovative Research , vol 25 issue 1(XXV).june-2019	7.36
35.	Impact of work Environment and Job Satisfaction on Employee Retention in Textile Industry	Paripex- Indian Journal of Research, Vol 8,Issue5, May 2019	-
36.	Innovations Set to Influence Cloud Accounting	International journal of advanced and innovative Research , vol 6 issue 1(XXIII).march-2019	7.36
37.	Educating knowledge engineering professionals,	International journal of advanced and innovative Research Dec 2018, vol-5, pg.no:155-157, 2394-7780	7.36
38.	The emerging position of the internet as an advertising media	International journal of advanced and innovative Research Dec 2018, vol-5, pg.no: 133-135, 2394-7780	7.36
39.	Trends and progress of foreign direct investment,	International journal of multidisciplinary researches march 2018, Vol 4, issue 1, pg 158-164, 2349-8684	3.487
40.	Role of emotional intelligence and work life balance of career women in job stress,	Indian journal of applied research Sep 2017,vol -7,issue 9, pg 26-28, 2249-555X	4.894
41.	Marketing of handicraft	Shanlax International journal of	-

	products strategies, opportunities and issues,	management, oct2016, Vol-4,issue 1, pg.24 , 2321-4643	
42.	Crop insurance in India- a conceptual frame work,	International journal of commerce, Management and computer application, special issue Sep 2016,pg.13-15, 2395-2083	
43.	Service marketing an overview	International journal of Industrial engineering and Management science Feb2016, Vol-6, pg.no:28, 2250-1096	
44.	Preference factors towards equity investment – An analytical study with special reference to chettinad region	Journal of international academic research for multidisciplinary, Sep 2015, Vol 3, Issue 8, Pg. 136-144, 2320-5083	1.625
45.	Post purchase behaviour of equity investors _an empirical study with special reference to chettinad region	Indian journal of applied research oct 2015, vol-5 , issue 10, pg.27-30, 2249-555X	3.6241
46.	Foreign intuitional investors: an introduction	Indian journal of applied research, nov 2014, vol 4, issue 11, pg.50-53, 2249-555X	2.1652
47.	Green accounting	Journal of international of academic research for multidisciplinary, Nov 2014, Vol 2, Issue 10, Pg. 227-2352320-5083	1.625
48.	Investing strategy using technical analysis: a case of state bank of India and Tata consultancy services limited	Research Explorer, oct 2013, vol 2,issue -1, pg.200-201, 2250-1940	-
49.	A study on employee engagement in ONGC limited, Chennai , Tamilnadu,	Annamalai journal of management , Dec 2013, Vol 7, Issue 1, Pg. 39-42, 0974-0406	-
50.	Equity finance and investment – A rational model of for individual investor financial option – Trends and issues,	Journal of commerce and management research, Sep 2012, Vol 2, Issue 4, Pg. 63-73, 2249-0442	-
51.	An Exploratory study of small business issues and opportunities,	The Management spectrum, Alagappa University, June 2012, Vol 1, Issue 1, Pg. 31-35	-
52.	The role of financial product in Indian investment market- A study on investor preference towards various investment	Journal of management, Dec 2010, Vol 2, No.2, Pg. 44-50	-
53.	Microfinance- The emerging role of bank in India in the eve of globalization- a descriptive understanding	Journal of Management, June 2010, Vol 1 No.1, Pg. 89-95	-

54.	Brand building exercise adopted by life insurance companies in Indian rural market,	The ICFI University journal of rural management, feb 2009, Vol 2 No. 1, POg.31- 40	-
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BOOKS AUTHORED THAT ARE PUBLISHED BY NATIONAL PUBLISHERS

No.	Title of the Book	Author	Publisher Name, Year	ISBN/ISSN
1	Preference Factors towards Equity Investment-2019	Dr.S.SUDHAMATHI	Shanlax Journal	978-93-89146-03-5
2	Entrepreneurship	Dr.S.SUDHAMATHI	Shanlax Journal	978-93-89146-02-8

RESOURCE PERSONS IN VARIOUS CAPACITIES

No.	Title of the Lecture	Name of Invited Lecture/ Seminar / Conference	Organizer	Date
1.	Impact of digital payment system on commerce	RAINICOM-2024	Sri Sarada Niketan College For Women	22.02.2024
2.	Entrepreneurial skills	-	Vidhyaa Giri college of arts and science	15.02.2024
3.	Impact of digital payment system on women entrepreneurship	-	Sri Bharathi Arts and Science college for women	06.02.2024
4.	The impact of trade liberalization on employment growth in India	-	Ananda College	11.10.2023
5.	Empowering women in the digital India	-	Seethalakshmi Achi college for women	27.09.2023
6.	Green technology in the development of sustainable environment	International conference on sustainable environment Management	Alagappa Institute of Management	25 th and 26 th march 2022
7.	E-Commerce Business Plan & Strategy	-	Idhaya college for women	16.03.2022
8.	Women	-	Department of	14.03.2022

	Empowerment		Corporate Secretaryship, Alagappa University	
9.	Role of Financial System In Economic Development	Role of Financial System In Economic development - Webinar	Directorate of Distance Education, Alagappa University	03.07.2020
10.	Changes In Buyer Behavior In Post Lock- Down Period	Impact of Covid -19 On Consumer Behavior In India	Erode Arts and Science College	12.06.2020
11.	Current Scenario in Banking & Taxation		Sri Sarada Niketan College For Women	09.03.2020
12.	Entrepreneurial Process Among Women Entrepreneurs	Emerging Trends in Entrepreneurship for Sustainable Social Development	Alagappa Institute of Management	27.09.2019
13.	The Role of Emotional Intelligence in HRM and Women Entrepreneurial	Emerging Trends in Entrepreneurship for Sustainable Social Development	Alagappa Institute of Management	27.09.2019
14.	Customer Satisfaction towards Online Shopping Behavior of Women in Sivaganga District	E-Logistics & Supply chain Management	Department of Logistic Management, Alagappa University	13.09.2019
15.	Finance and Trade: Across Country Analysis on The Effect of Finance System on Export	E-Logistics & Supply Chain Management	Department of Logistic Management, Alagappa University	13.09.2019
16.	Growth and Infrastructure Development of Foreign Direct	FDI and Make in India – Synergists of Transforming Indian Economy	Department of International Business	31.08.2019
17.	Financial literacy need of an hour	-	Dr. Umayal Ramanathan college for women	20.08.2019
18.	Impact of Work Environment and Job Satisfaction on Employee Retention in Textile Industry	Global business Finance and Management for Sustainable Societal Development	Department of Corporate Secretaryship, Alagappa University	20.02.2019
19.	credibility of soft skills in teaching profession (CSSTP-2019)	-	Alagappa University college of Education	18.03.2019
20.	Swachchtha hi sewa	-	Seethalakshmi	28.09.2018

	awareness programme		Achi college for women	
21.	National level workshop on A life changing journey	-	Idhaya college for women,	07.03.2016

RESOURCE PERSONS IN VARIOUS CAPACITIES

National Conferences : 11

International Conferences : 10

Invited Lectures : 08

Date : 28.02.2024

Place : Karaikudi



S. Sudhamathi
Associate Professor