



Dr. T.SANGEETHA SUDHA

Assistant Professor

PG and Research Department of Commerce

Holy Cross Home Science College, Thoothukudi

Contact No : 9003661667

Date of Joining: 03/01/2022

Education : M.Com., M.Phil., B.Ed., Ph.D. M.B.A

Specialization: Marketing

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AcademicQualifications

Degree	Name of the Institution	Year of Completion	Subject	Class/Grade
Ph.D.	Manonmaniam Sundaranar University, Tirunelveli.	2020	Commerce	Highly Recommended
MBA	Alagappa University, Karaikudi	2023	Financial Management	First Class
B.Ed.,	J.P College, Ayakudi, Tenkasi, Tirunelveli	2014	Commerce	First Class
M.Phil.,	V.O.Chidambaram College, Thoothukudi	2011	Commerce	First Class
M.Com	St.Mary's College, (Autonomous) Thoothukudi	2009	Commerce	Second Class
B.Com	V.O.Chidambaram College, Thoothukudi	2007	Commerce	Second Class
HSC	Victoria Girls HSS Thoothukudi	2004	Commerce	First Class
SSLC	Victoria Girls HSS Thoothukudi	2002	Commerce	First Class

Research Experience

Status	Title	Institution
Ph.D Awarded(2020)	Perception and Practices of Consumer Protection Act and the Changing Scenario of Consumer Movement in the Southern Districts of Tamilnadu	Manonmaniam Sundaranar University, Tirunelveli.
M.Phil(2009–2011)	Awareness and Attitude of Consumer Protection Act 1986 and its impact on Practical Execution of Consumer Movement Awarded with Rajiv Gandhi NationalFellowship	V.O.Chidambaram College, Thoothukudi.

POSITION HELD:

SPOCC in, Holy Cross Home Science College, Thoothukudi under ManonmaniamSundaranar University Tirunelveli.

TEACHING EXPERIENCE:

- UG: 4 years 7 months
- PG:: 2 Year 7 months

PARTICIPATION IN NATIONAL/ INTERNATIONAL SEMINOR CONFERECE

Seminars/ Workshops/ FDP

S.No	Workshop/Seminar/FDP	Type	PaperPresented/Participated	TitleofthePaper	OrganizedBy	Date
1	Sustainable Development of Service Sector	National Conference	Presented	Role of TransportationLogistics in the Supply Chain & Distribution Management	Department of Business Administration	08-01-2019
2	GREENBUZZ	State Level Conference	Participated	GreenBuzz	Department of Commerce	11-03-2019
3	Strategic Innovations and	International	Presented	Perception and Practices of	Department of Business	22-02-2019

	Emerging Perspectives for Global Business in Emerging and Social Sciences	Conference		Consumer Protection Act in Thoothukudi District	Management	
4	Dimensions of E-Commerce and Management in Business Environment And Its Implications	National Conference	Presented	Consumer Protection in E-Commerce Transaction in India	Department of Commerce	27-02-2019
5	Commerce and Management and Leadership– A Global Perspective	International Conference	Presented	Consumer Protection Act and Consumer Rights its impact in Kanyakumari	PG and Research Department of Commerce	06-03-2019
6	Writing Quality Research Papers- Publishing in Scopes & Care Approved Journals	Two days International Workshop	Participated	Writing Quality Research Papers- Publishing in Scopes & Care Approved Journals	Department of Commerce, Manonmanam Sundaranar University, Tirunelveli	19-07-2019
7	Career Oriented Programme on Import and Export Management	International Workshop	Participated	Inculcating Innovation Entrepreneurial Skills on Young Entrepreneurs	PG and Research Department of Commerce, M.D.T. Hindu College, Tirunelveli	28-03-2019
8	Emerging Trends in Green Entrepreneurship	Two days International Seminar	Presented	Emerging Green Marketing as an Opportunity for Green Entrepreneurs and Sustainable development in India.	Alumni Sponsored (ETGE2018) Department of Commerce Manonmaniam Sundaranar University, Tirunelveli	13-12-2018 & 14-12-2018
9	Impact for	Two days	Participated		Department of	07-12-2018

	Publications, Citation Analysis, Plagiarism, Getting Patent and Copyright	International Workshop			Library and Information Science & University Library, Manonmaniam Sundaranar University, Tirunelveli.	& 08-12-2018
10	Quality Research and Publications	One day National seminar	Participated		Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli.	07-12-2018

11	Research Methodology & SPSS In Social Science	Seven days National Workshop	Participated		Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli	12-11-2018 & 18-11-2018
12	Paradigm Shift Towards Cloud Banking	International Conference	Presented	Cloud Computing for Banking and Investment Services	Department of Commerce CA, Sankara College of Science and Commerce, Saravana mpatty, Coimbatore, TamilNadu.	12-10-2018
13	Prevention of Sexual Harassment at Working Places & Creation of Legal Awareness	One day National seminar	Participated	Prevention of Sexual Harassment at Working Places & Creation of Legal Awareness	Centre for Women Empowerment & Women studies, MSU in collaborate with National Commission for Women, Govt.	03.10.2018

					of India, New Delhi.	
14	Technology and Its Impact on Commerce and Management in the Global Era	One day International Seminar	Presented	Green Technology's impact on the Global Economy and Environment	Department of Commerce, G. Venkataswamy Naidu College Kovilpatti, Thoothukudi	27-09-2018

15	Emerging Trends in Green Entrepreneurship Development	International Conference	Presented	StartUp India: Challenges & Initiatives	Post Graduate and Research Department of Commerce, Vivekananda College, Tiruvadakam West, Madurai.	12-09-2018
16	Empowering Women Through Entrepreneurship	International Conference	Participated	Empowering Women Through Entrepreneurship	PG Department of Commerce Sri Parasakthi college for Women, Curtallam.	11-09-2018
17	Application of MS Excell, VBA & Cloud Accounting Tools	Two days National Workshop	Participated	Application of MS EXCEL VBA & Cloud Accounting Tools	Department of Commerce Manonmani Sundaranar University, Tirunelveli	07-09-2018 & 08-09-2018
18	Rising Women for Entrepreneurship	One day Workshop	Participated	Rising Women for Entrepreneurship	Women Empowerment & Women studies, MSU in collaborate with women Entrepreneurs welfare Association Tamilnadu.	08-09-2018
19	Perspective	One	Presented	Changing Scenario	Department of	05-09-2018

	ofGlobal HumanReso urce	dayInternati onalConfere nce		oofHumanResear chManagementIn Twenty FirstCentury:Cha llengesand Opportunities.	fCommerce, ST.JOHN'S CollegePala ymkottai,Tir unelveli.	
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20	Coimbatore StrategicLe adershipCo nference	One dayInternati onalConfere nce	Presented	ConsumerProt ection Act1986&itsA warenessin Southern Districtof	Department ofManagem entStudies NehruInstitut eof Technology,Coi mbatore	10-08-2018
21	“AnEntrepr eneurship:T hePanacea forIndia's EconomicG rowth”	International Conference	Presented	AStudyonSocio - EconomicEmpo wermentofWo men throughself- helpgroupswith reference to ThoothukudiD istrict.	Department ofCommerce, St.Xavier's College(Autn omous),Palay amkottai,Tam ilNadu.	26-07-2018
22	Application ofSPSSSoft ware	Nationall evelWork shop	Participated	Application ofSPSSSoft ware	Research andDevelopme ntCommittee,H olyCrossHome ScienceCollege.	14-07- 2018
23	Contemporar yMacro EconomicEn vironmentalI ssues	Nation allevel Semin ar	Presented	HistoricalB ackground ofGST	DepartmentofE conomics, RaniAnnaGove rnmentCollegef orWomen,Tiru nelveli.	28-03- 2018

Paper Published

S.No	PaperTitle	Author(s)	Journal	Year	Volume	Issue	PageNo.
1	Perception and Practices of Consumer Protection Act 1986 And Consumer Rights: its Impact on Consumers in Kanyakumari And Thoothukudi Districts	SANGEETHA SUDHA.T	JournalofEmergingTechnologies andInnovative Research(JETIR)	2018	V	IX	33-41
2	Cloud Computing For BankingAnd Investment Services	SANGEETHA SUDHA.T	JournalofEmerging Technologiesand InnovativeResearch (JETIR)	2018	V	X	
3	Awarenessand Utilizationof ConsumerRights – WithSpecial Referenceto Thoothukudi District	SANGEETHA SUDHA.T	InternationalJournal ofResearchand AdvancedStudies (IJIRAS)	2018	V	VII	
4	Green Technology's Impact onThe Global Economy And Environment	SANGEETHA SUDHA.T	InternationalJournal ofResearchand AnalyticalReviews (IJRAR)UGC NO: 43602 ImpactFactor 5.75	2018			

5	Impact of Goods And Service Tax: Impact on Indian Economy	SANGEETHA SUDHA.T	Shanlax International Journal of Commerce UGCNO:44120	2018	VI	III	43-49
6	Consumer Protection Act And Consumer Rights: It's Impact in Kanyakumari And Thoothukudi District Consumers	SANGEETHA SUDHA.T	International Multidisciplinary Quarterly Research Journal UGCNO:40776 Impact Factor:5.5	2019	VIII	II	99-108
7	Consumerism And Consumer Protection–A study on Consumer Dispute Redressal Forum In Southern District of Tamil Nadu	SANGEETHA SUDHA.T	Research Directions UGCNO:45489 Impact Factor:5.7	2019	VII	IV	96-105
8	Consumer Protection Act	SANGEETHA SUDHA.T	Nehru Journal of Management and Research	2018	I	X	106-113
9	Awareness in Southern District of Tamil Nadu A study on Socio-Economic Empowerment of Women Through Self-Help Groups With Reference to Thoothukudi District	SANGEETHA SUDHA.T	Xaverian Journal of Marketing	2018	XIV	XIV	148-155

10	Perception and Practices of Consumer Protection Act and Impact on Consumerism	SANGEETHA SUDHA.T	International Journal of Research and Analytical Reviews UG CNO:43602 Impact Factor:5.75	2019			61-70
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Workshop/ Seminar/ FDP

- Participation in the National Conference on “Free online Tools for Easy, Effective and Impactful Research” on 19.03.2022 to 20.03.2022 Organized by Central Library M V Muthiah Government Arts College for Women, Dindigal.
- Participation in the International Conference on “Capacity Building and Skill Enhancement Workshop on Creative Writing” on 16.03.2022 to 18.03.2022 Organized by Department of EFL, College of Science and Humanities, SRM Institute of Science and Technology.
- Participation in the International Conference on “Management of Emotion for Success on Career and Life” on 25.03.2022 to 29.03.2022 Organized by School of Humanities & IQAC, Guru Nanak College Gurunanakalai, Velachery
- Participation in the National Conference on “Financial Empowerment through wealth creation” on 25.03.2022 to 30.05.2022 Organized by Sonopant Dandekarshikshan Mandli’s Sonopant Dandekar Arts V.S.Apte Commerce, M.H. Mehata Science College (AMFI)
- Participation in the National Conference on “Education as a Gateway to an Ethical and peaceful world” on 30.03.2022 Organized by Journal of Dharma Edugram India foundation & Globethics net India
- Participation in the National Conference on “Gender Sensitization” on 21.03.2022 to 27.03.2022 Organized by PG & Research Department of English, V.O.Chidambaram College & Department of women’s Studies women’s Studies Bharathidasan University
- Participation in the Naan Muthalvan FDP on Freight Forwarding Development

Programme 24-07-2023 to 28-07-2023 organized Manonmaniam Sundaranar University, Tirunelveli.

- Participation in the five days faculty development programme on “ Globalization Unleashed Advancing Commerce and Management Education” organized by the Internal quality Assurance cell (IQAC) Department of Commerce Nirmala Memorial Foundation College of Commerce and Science in Collaboration with University of Mumbai, 13th Feb 2024 to 17th Feb 2024.
- Participation in the five Days National Faculty Workshop Cum Faculty Research Programme on “ Innovative Teaching Strategies and Tools in the Digital Age” conducted by PROGREZZ ACADEMIC TRAINING & RESEARCH INSTITUTE, Tamil Nadu from 19.06.2024 to 23.06.2024. Dr. NAJAMA PATHAN CVM University, Gujarat, served as resource person.

Publishing:

- Publishing book by “ Marketing Management” Published on February 2022
- Publishing article A Study on Pricing Strategy of Entrepreneurs at Thoothukudi, published by ISBN: 9789393737885 on April 2022 pp54
- Publishing book by “Principles of Auditing” published on May 2022
- Publishing Book by “ Customer Relationship Management” (CRM) Published on June 2022 ISBN: 978-93-5625-074-1
- Patent published “Women socio empowerment and the growth of economic” on 5th March. 2022
- Patent 22/03/22 Efficacy Of Steam In Halations Using medicinal herbs in covid 19 patients
- Publishing Book by “ Banking And Insurance” Published on November 2023 ISBN: 978-93-5762-284-4

Webinar and Workshop Organized:

- SDP”organized by PG and Research department of commerce on September 23rd 2021
- Introduction to SPSS” organized by PG and Research department of commerce on April 23rd 2022
- International Conference on Digital Initiatives for Higher Education: Quality and Pertinence organized by PG and Research department of commerce Manonmaniam Sundaranar University, Tirunelveli on June 29th 2019
- Writing Quality Research Papers- Publishing In Scopus & Care Approved Journals organized by PG and Research department of commerce Manonmaniam Sundaranar University, Tirunelveli 19th and 20th July 2019

- International Conference on Rejuvenation of Emerging Economies Through Rural Skill Development organized by PG and Research department of commerce Holy Cross Home Science College, Manonmaniam Sundaranar University, Tirunelveli 13th and 14th December 2022
- One day Workshop on “ Learn to Transform Innovative Ideas and Promotion of Entrepreneurship Spirit” organized by PG and Research department of commerce Holy Cross Home Science College, Manonmaniam Sundaranar University, Tirunelveli 23rd February 2024.
- One day Workshop on “ Soft Skill Development: An overview” organized by PG and Research department of commerce Holy Cross Home Science College Manonmaniam Sundaranar University, Tirunelveli 12th July 2023.
- Oneday Workshop on “ Revolution of Digital Banking” organized by PG and Research department of commerce Holy Cross Home Science College, Manonmaniam Sundaranar University, Tirunelveli 17th October 2022.

Committee Member

- **Naan Mudhalvan SPOC (2023 to 2024– Present)**