



Dr.S.SUDHAMATHI

ASSITANT PROFESSOR

Contact

Address : Department of Alagappa Institute of Management
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Employee Number : 52413

Date of Birth : 17-05-1974

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Academic Qualifications: B.B.A –Management (Madurai kamaraj university, 1994)
MBA - Management (Alagappa university, 1996)
M.Phil - Commerce (Alagappa University, 2004)
NET UGC (Management 1998)
PhD - Management (Alagappa University, 2015)

Teaching Experience: 19 Years

Research Experience: 05 Years

Additional Responsibilities:

1. Presiding officer for general Election 2009
2. Warden of PG Women's Hostel Alagappa University, Karaikudi
3. Member on Anti ragging committee
4. Member on Swachh Bharat & Swasth Bharat
5. Industrial Visit and Tour Coordinator
6. Village Placement Programme
7. Aimers Conclave - Aluminimeet
8. cultural coordinator

Areas of Research

M.Phil.	A study on Promotion Mix and Consumer Behaviour in Respect of Baby Food Items	March 2004	ALAGAPPA UNIVERSITY
Ph.D.,	Preference Factor Towards Equity Investment –An Analytical Study with special Reference to Chettinad Region	July 2015	ALAGAPPA UNIVERSITY

Research Supervision / Guidance

	Program of Study	Completed	Ongoing
Research	Ph.D.	--	1
	M.Phil.	1	--
Project	PG	50	--
	UG / Others	60	--

Funded Research Projects

Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	Alagappa university	2010	2011	<ul style="list-style-type: none">A Study on Marketing Opportunities and Problems faced by handicraft Product Manufactures at Karaikudi Town, Aalagappa University, June 2011.	0.2
2					

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized:

1. Sensitization Programme For Swachhata Senai Volunteers/Programme Officers On " SWACHH BHARAT MISSION"

Events Participated

Conferences / Seminars / Workshops: --

1. Symposium on Women in Administration "Trends Challenges and opportunities, Development of Women's Studies, 8th March 2012.
2. National Workshop on "Expansion and Enrichment of Distance Learning" (EEDL 2012), Directorate of Distance Education Alagappa University, 27th, 28th March 2012.
3. National Seminar - "Economic & Financial Global Holocaust- EFGH", Dept.of International Business and Commerce Alagappa University, 7th Sep 2009

4. Two-Day National Seminar on Emerging Developments in Accounting and Taxation, Board of Studies of the Institute of Chartered Accountants of India and the Faculty of Management of Alagappa University, 17th, 18th Sept 2013.
5. International Workshop on Enhancing the Quality of Social Science Research (IWSSR-2014), Dept.of Women's Studies Alagappa University, 24th,25th Feb 2014
6. University Industry Interface Meet, Centre for University Business Collaboration and Industry Consultancy cell, 24th March 2014.
7. One-day User Awareness Programme on Accessing Electronic Resources under UGC-Infonet Digital Library Consortium, Central Library Alagappa University, 25th July 2014
8. International Conference of Innovations in Computer science and Technology (ICICST2016) Organised by the dept. of Computer Science and Engineering, Alagappa University, Karaikudi during April 4-5 ,2016
9. International Symposium on Emerging Trends in Social Science Research, On 1st September 2016 Organised by the dept. Of Social Work & Department of Women's studies, Alagappa University, Karaikudi.
10. Two day National Seminar on Safety and Security of Women and Girls in Public Spaces: Planning and Designing Mechanism 4th-5th December2015, Alagappa University Karaikudi

Other Training Programs

Programme	Duration	Organised by
Orientation Course	09.11.2010 to 06.12.2010	Bharathidasan University, Trichy
Refresher Course	22.11.2011	Bharathidasan University, Trichy
Methodological matrices in Business research	23 rd to 27 th 2012	Dept.of International Business and Commerce Alagappa University
National level faculty	4 th -9 th Feb 2013	Sri Saradha niken College

capacity Building programme on Emerging Trends in Contemporary Business world 2013		for women Amaravathipurur
BSE Institute Limited Conduct for security market awareness program	March 2013	BSE Institute
Faculty development programme on Small business management	14-15 March 2014	Alagappa Institute of Management
Women Connect for Leadership & Change	3-8 February 2016	Rajiv Gandhi National Institute of Youth and Development
Research methodology in social science	2.11.2016 to 22.11.2016	Bharathidasan University

Overseas Exposure / Visits: Dubai

Membership in Professional Bodies:

Editorial Board

1. Innovations in computer science & technology (ICICST-2016) April4-5,2016

Resource persons in various capacities:

- National Level Workshop on “A LIFE CHANGING JOURNEY” Conducted by Idhaya College For Women on 7th March,2016

Topic: The need of enriched leadership skills towards effective career advancement

Recent Publications

1. Brand Building Exercises adopted by Life Insurance Companies in India Rural Markets, The ICFAI University Journal of Rural Management P.31.
2. Micro Financial – The Emerging Role of Banks in India in the Eve of Globalization – A Descriptive Understanding, Management Dynamics Journal of Management p.89.
3. The Role of Financial Products in Indian Investment Market- A study on Investor Preference Towards Various Investments –A Comparative Analysis, Management Dynamics Big things begin with small ideas Journal of Management vol2 No.2.P.44
4. Equity Finance and Investment – A rational Model for Individual Investors Financial opinion –trend and issues Journal of Commerce and management Resources Vol.2 issue 4, Sep 2012, ISSN: 2249-0442, P.63-73
5. Investing Strategy using Technical Analysis: A case of State Bank of India and TATA Consultancy services limited, The Research Explorer Vol.11 Nov 2013, Social Empowerment Local People Trust, ISSN: 2250-1940 p.200-201.
6. A study on Employee Engagement in ONGC Limited, Chennai Tamilnadu, Annamalai Journal of Management Vol, 7 issue 1 December 2013 p.39.
7. Foreign Institutional Investors : an Introduction, Indian Journal of Applied Research Impact Factor ISSN 2249 555X 2.1652
8. Green Accounting' Journal of International Academic Research for Multidisciplinary, Impact Factor 2320 5083 1.625
9. Preference Factors Towards Equity Investment – An Analytical Study with Special Reference to Chettinad Region” Journal Of International Academic Research For Multidisciplinary, Impact Factor 1.625, ISSN: 2320-5083, Volume 3, Issue 8, September 2015
10. Post Purchase Behavior of Equity Investors-an Empirical study with Special Reference to Chettinad Region, Indian Journal of Applied Research ISSN-2249-555X Impact Factor :3.6241, Volume :5, Issue :10, October 2015
11. Entrepreneurial Environment – Need of an Hour in Indian Educational System, Perspectives on Entrepreneurial Resurgence and Innovations , ISBN:978-81-9259-745-4

12. Crop Insurance in India – a Conceptual Framework, International journal of Commerce, Management and Computer Application, ISSN:2395 – 2091(online) – 2395 – 2083(print)

13. Consumer Education – Social Responsibility of Stakeholders – a Descriptive study, International journal of Commerce, Management and Computer Application, ISSN:2395-2091(online)-2395-2083(print)

Paper Presented Conference, Seminars, Workshops

INTERNATIONAL:

1. Testing weak form of efficient market Hypothesis and its Anomalies in Indian Stock Market, Business Mosaic, SA RI GA MA PA DA NI, Faculty of Management, Alagappa University.
2. Foreign Institutional Investment and its Impact on Indian Stock market, META Trends in Global Business, Sri Saradha Niketan College for Women, Amaravathipudur.
3. The Importance of Activity based costing in Manufacturing organization, META - 2013 Management Excellence Triumphs Ahead 2013, Sri Sarah Niken College for Women, Amaravathipudur
4. A study on Equity Investing Strategy with the application of moving Average and Relative strength index, A Gem in Glimpse Assertive Global Economic management imperatively needs Global Leadership, Investment, Markets, Peace, Stimulus and Engagement, Faculty Management Alagappa University.
5. Green Shoe Option, Innovation and Strategies in Business Management ISBM 2014, Dr.Umayal Ramanathan College for Women Karaikudi.
6. Activity based costing, A Gem in Glimpse Assertive Global Economic management imperatively needs Global Leadership, Investment, Markets , Peace, Stimulus and Engagement, Faculty Management, Alagappa University
7. Investors rights and Protection, Human Rights Duties Education, School of Management Alagappa University

- 8.** Investing Strategy using Technical Analysis : A case of State Bank of India and TATA Consultancy services limited p.200-201, The Research Explorer Vol.11 Nov 2013 Social Empowerment Local People Trust
- 9.** The Emerging Banking Finance towards the Growth of Women Entrepreneurship in India, Women in Governance, Dept.of Women Studies, Alagappa University.
- 10.**A Tradeoff Between Risk and Return involved investing Equity Markets : A model Based approach P.29, Innovative Management Strategies for Emerging Business Paradigms Vol.1
- 11.**The Marketing Strategies Adopted by Mutual Funds Companies in Indian Market to Promote their Mutual Fund Products, Global Competitiveness in business Trends and Traits , Department of Commerce Government Arts & Science College for Women Bargur
- 12.**Micro Finance –A Good tool for Empowering Women, Entrepreneurial Perspectives and Emergence (ICEPE 2014), Entrepreneurship & Skill Development Centre and Alagappa Institute of Management
- 13.**Impact of Government Policies on Entrepreneurship with Reference to small Medium Enterprises, Conference on Role of management Education in Promoting Entrepreneurship in the Globalized Business Environment – RMEPEGBE-2016 Periyar Institute of Management (PRIMS),Salem
- 14.**Service Marketing – Overview, Conference on Emerging Trends in Management Science On 17 February 2016, Loyola College Vettavalam
- 15.**Women in Different Professions,International Conference on Women and Social Transformation: New Era of just and Gender-Fair Society(ICWS:2015)On 21st &22nd August2015, Alagappa University
- 16.**Macro Economic Determinants of stock Price Changes, Empirical Evidence From BSE, Conference on Recent Trends in Business and Management On 5th &6th August 2016, J.J. College of Arts and Science (Autonomous),Pudukkottai

NATIONAL:

1. Micro Finance –An Emerging Motivational Package for the Empowerment of Rural Women, Banking Services – Rights and Responsibilities of Consumers, Dept.of Commerce Govt.Arts College, Paramakudi and Federation of Consumer organization Tamilnadu, Pondicherry (FEDCOT).
2. Skills set for Modern Entrepreneurs, Entrepreneurship –ESTEEM, Sri Saratha Niken College for Women, Amaravathipur.
3. The emerging Financial Markets and the role of investor’s behavior –A comparative Analysis, Professional Ethics of Teachers Educators, Dept.of Educational Alagappa University.
4. Nehru s Vision on Social Development, Reminiscences of Pandit Jawaharlal Nehru Contemporary Perspectives, Centre for Nehur Studies
5. The Role of rural Women Entrepreneurs in India Current Transaction Economy, Emerging Entrepreneurial and Economic Environment (NCEEE-2012)
6. The Role of rural Women Entrepreneurs in India Current Transaction Economy, Emerging Entrepreneurial and Economic Environment (NCEEE-2012) , Alagappa Institute of Management, Alagappa University.
7. The Attitude of Rural Women towards Entrepreneurial Occupation and the significant factors, Gender Mainstreaming towards Gender Equality, Equity and sustainable Women development (NCGM-2012), Dept.of Women studies, Alagappa University.
8. The investor’s preference of traditional and modern investment avenues. sources, Impact of Global Crisis in Indian Business, Annai Mahatma Sheela Engineering College, Erumapatty Namakkal
9. Consumer Education- Social Responsibility of Stakeholders- A Descriptive study :Consumer Protection and Empowerment in India in the wake of Technology Domination (NSCPE-2016)On 26th&27th August 2016, Alagappa university Karaikudi

- 10.** Crop Insurance in India – a Conceptual framework :Consumer Protection and Empowerment in India in the wake of Technology Domination(NSCPE-2016) On 26th&27th August 2016, Alagappa University Karaikudi
- 11.** Entrepreneurial Environment- Need of an Hour in Indian Educational System , in National Conference on Entrepreneurial Resurgence and Innovations (NCERI'16) Alagappa University Karaikudi On 19th August 2016
- 12.** Changing Managerial Techniques in Libraries On “Information for All: Changing Role of Public Libraries in Digital India Initiatives (NCIFA 2016)On 2nd&3rd September 2016 at Alagappa University Karaikudi
- 13.** Empowerment of Self Help Groups – An Analysis on Managerial skill On “Managerial Skill Development for self help –Groups(SHG’s)”held 29&30th March 2016 at Annamalai University,Annamalai nagar,Tamilnadu
- 14.** Consumer Perception Towards Branded Apparel in Karaikudi On 19th February 2016 at Alagappa University, Karaikudi
- 15.** Impact of Online Shopping on Retail Property On “Online Marketing of Service in the Globalization Era,Sourashtra College (Autonomous),Madurai held On 15th March 2016
- 16.** Market Positioning of Crop Insurance in India-Towards Reality from Myth On “Emerging Trends in Indian Insurance Sector” On 23rd March 2016 at Alagappa University, Karaikudi
- 17.** The Need of adaptive methodology towards the research on information technology On “Research Methodology in Library and Information Science(NCRMLIS 2016)On 11th&12th March,2016 at Alagappa University, Karaikudi
- 18.** Essentials Features of Sports Management On “Recent Development in Sports and Yogic Sciences” On 19th&20th March 2015 at Alagappa University, Karaikudi

Participated in Conference/ Seminar:

11. Symposium on Women in Administration ‘Trends Challenges and opportunities, Development of Women’s Studies, 8th March 2012.
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