

## CURRICULUM VITAE



**Dr. S. Soundaranayaki, M.Com., M.Phil., M.M.M., Ph.D.**

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Senthangudi

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### Career Objective:

Aspiring to become an efficient teacher and a researcher in the field of higher education and also to learn a new pedagogical approach for the teaching learning process.

### Educational Qualifications:

S.No	Degree	Institution	Year of Passing	Class
1	<b>Ph.D - Commerce</b>	Bharathidasan University, Trichirapalli	2015	-
	<b>Title of Thesis:</b> “A Study on Non – Form Sector Loans with reference to Primary Co-Operative Agriculture and Rural Development Bank (PCARDB) in Composite Thanjavur District”			
2	<b>Master of Marketing Management - (MMM)</b>	Annamalai University Chidambaram	2000-2003	I - Class
3	<b>M.Phil - Commerce</b>	Alagappa University Karaikudi	2004-2006	II - Class
4	<b>M.Com</b>	A.V.C. College Mayiladuthurai (Bharathidasan University, Trichirapalli)	1999-2001	I - Class
5	<b>B.Com</b>	A.V.C. College Mayiladuthurai (Bharathidasan University, Trichirapalli)	1996-1999	I - Class

### Experience: (15 Years)

I have been working as Assistant Professor in PG & Research Dept. of Commerce, AVC College, Mannampandal, Mayiladuthurai from 01-07-2003 to till date.

### Research Guidance

Sl.No.	Degree	Completed No.	Ongoing No.	Under Process
1.	<b>M.Com</b>	35	-	-
2.	<b>Ph.D.,</b>	-	1	-

**M.Phil. Guide Recognition:** Ref. No. /M.Phil/R.A2006/ Date: 20-10-2006

(Bharathidasan University, Tiruchirappalli)

**Ph.D. Guide Recognition:** Ref. No. 00083/Ph.D.K4/commerce/R.A/Date06-08-2018

(Bharathidasan University, Tiruchirappalli)

**Research Thrust Areas:** Marketing and Banking.

**Subjects Handled:**

• Marketing	• Business Organisation
• Company Law and Secretarial Practice	• Cost Accounting
• Entrepreneurial Development	• Environmental Studies
• Computer Application in Business	• Computerized accounting with Tally
• Office Automation Tools	

**Computer Skills:**

- MS Office
- Tally

**Research Article Published:**

1. An Article Entitled **“INNOVATION ON RECOVERY PERFORMANCE OF PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK”** Published in Proceedings of the National Seminar on Innovation in Management, Bharath College of Science and Management.(Feb,2012)
2. Published an Article Entitled **“ PERFORMANCE OF KODAVASALPRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK”** Published in Tamil Nadu Journal of Co-Operation (March 2013)
3. An Article Entitled **“STUDY ON RECOVERY PERFORMANCE OF MAYILADUTHURAI PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK”** Published in Journal of Exclusive Management Science.(Jan,2013)
4. Published an Article Entitled **“STUDY ON SOURCES OF FUND OF PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK IN COMPOSITE THANJAVUR DISTRICT”** Published in International Journal of Research in Commerce and Management.(Nov,2013)
5. **“A STUDY ON CONSUMER PERCEPTION ON STOPPAGE OF NON-FARM SECTOR LOANS WITH REFERNCE TO PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK .”** Global Online Electronic International Interdisciplinary Research Journal – (GOEIIRJ) ISSN:2278-5639. Peer Reviewed Journal Volume V, Issue –VI, Dec 2016.
6. **“A STUDY ON THE PERFORMANCE OF AKKUR FINANCIAL CHIT CORPORATION LTD WITH REFERNCE TO SEMBANARKOVIL”** Global

7. **“A STUDY ON THE PERFORMANCE OF SANITARYWARE MANUFACTURING COMPANY WITH REFERENCE TONEYCER INDIA LTD., VADALUR”** Indian Scholar, an International multidisciplinary Research Journal – Volume V, Issue –II, Dec,2016 .
8. **A STUDY ON AWARENESS OF CONSUMERS REGARDING GREEN PRODUCTS WITH REFERENCE TO MAYILADUTHURAI TOWN.** Global Online Electronic International Interdisciplinary Research Journal – (GOEIJR) ISSN:2278-5639. Peer Reviewed Journal Volume V, Issue –IV, Apr, 2016.
9. **“A STUDY ON CONSUMER BEHAVIOUR OF GREEN PRODUCTS WITH REFERENCE TO MAYILADUTHURAI TOWN”.** Global Online Electronic International Interdisciplinary Research Journal – (GOEIJR) ISSN:2278-5639. Peer Reviewed Journal Volume V, Issue –IV, Apr, 2016.
10. **“CONSUMER BEHAVIOUR TOWARDS ELECTRONIC PRODUCTS WITH REFERENCE TO MAYILADUTHURAI TOWN”** Global Online Electronic International Interdisciplinary Research Journal – (GOEIJR) ISSN:2278-5639. Peer Reviewed Journal Volume V, Issue –IV, Apr, 2016.
11. **“A STUDY ON UNDERSTANDING OF THE CUSTOMERS WITH REFERENCE TO GREEN PRODUCTS”.** Global Online Electronic International Interdisciplinary Research Journal – (GOEIJR) ISSN:2278-5639. Peer Reviewed Journal Volume V, Issue –IV, Apr, 2016.
12. **“CONSUMER BEHAVIOUR TOWARDS TELEVISION AND COMPUTER WITH REFERENCE TO MAYILADUTHURAI TOWN”.** Global Online Electronic International Interdisciplinary Research Journal – (GOEIJR) ISSN:2278-5639. Peer Reviewed Journal Volume V, Issue –IV, Apr, 2016.
13. **“A STUDY ON THE PROBLEMS AND ISSUES OF THE PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK .”** International Journal of Current Research and Development, Peer Reviewed Journal Volume 5(1) Jan, 2017.
14. **“CUSTOMER PERCEPTION WITH CREDIT PORTFOLIO-A STUDY WITH REFERENCE TO PRIMARY CO-OPERATIVE AGRICULTURE AND RURAL DEVELOPMENT BANK”.** International Journal of Current Research and Development –Peer Reviewed Journal Volume 5(1) Jan, 2017.
15. **“CUSTOMER SATISFACTION ON THE ATM SERVICES OF THE ICICI BANK,MAYILADUTHURAI TOWN.”** Aayvagam an international Journal of Multidisciplinary Research–Volume 5 C,Issue 2, Feb, 2017.

16. **“BRAND PREFERENCE OF CONSUMERS TOWARDS TOOTHPASTE-A STUDY WITH REFERENCE ,MAYILADUTHURAI TOWN.”** Aayvagam an international Journal of Multidisciplinary Research–Volume 5 C, Issue 2, Feb, 2017.
17. **“FINANCIAL PERFORMANCE OF TAMILNADU HANDICRAFT DEVELOPMENT CORPORATION LIMITED, CHENNAI,”** Aayvagam an international Journal of Multidisciplinary Research–Volume 5 C, Issue 2, Feb, 2017.
18. **“JOB SATISFACTION OF BANK EMPLOYEES WITH REFERENCE TO PRIVATE SECTOR BANKS IN MAYILADUTHURAI TOWN.”** Global Online Electronic International Interdisciplinary Research Journal – (GOEIJR) ISSN:2278-5639. Peer Reviewed Journal Volume V, Issue –VI, Apr, 2017.
19. **“A STUDY OF FINANCIAL PERFORMANCE OF DALMIA CEMENT LIMITED.”** Aarhat Multidisciplinary International Education Research Journal – (AMIERJ) UGC Approved Journal Volume VII, Issue –II, Feb-Mar, 2018.
20. **“PERCEPTION OF BRICKKILN MANUFACTURER TOWARDS THEIR PRODUCTION-ANALYSIS WITH REFERENCE TO MEKKIRIMANGALAM VILLAGE.”** Electronic Interdisciplinary International Research Journal – (EIIRJ) UGC Approved Journal Volume VII, Issue –II, Mar-Apr, 2018.
21. **“JOB SATISFACTION OF BANK EMPLOYEES WITH REFERENCE TO PRIVATE SECTOR BANKS IN SIRKALI TOWN”** Electronic Interdisciplinary International Research Journal – (EIIRJ) UGC Approved Journal Volume VII, Issue –II, Mar-Apr, 2018.

#### **Books Published:**

1. Book entitled “Green Marketing and Sustainable Development”

#### **Seminars Attended:**

1. Attended National Seminar on “New Paradigms in Management” organized by AVC College .On Mar 2005.
2. Attended National Seminar on “VAT – BOON OR BANE” organized by AVC College, during 17<sup>th</sup>& 18<sup>th</sup>feb, 2007.
3. Attended National Seminar on “Inclusive Growth” organized by AVC College, during 10<sup>th</sup>& 11<sup>th</sup>feb, 2008.
4. Attended National Seminar on “Enhancing the Utility of Library Resources” organized by IQAC, AVC College.
5. Attended 4 days National workshop on “Excellence in Management research” Organized by department of Management studies, A.V.C. College of Engineering, from 24<sup>th</sup> march 2010 to 27<sup>th</sup> march 2010
6. Attended National Seminar on “Investment Awareness” organized by AVC College, Department of Commerce on 19<sup>th</sup>& 20<sup>th</sup>Nov, 2010.
7. Attended National conference on “Innovation Strategies for global competitiveness” organized by RKKR School of management, Salem, 2010

8. Attended UGC Sponsored Two days Seminar on “Tally ERP 9 & Office Automation” organized by AVC College, during 27<sup>th</sup>&28<sup>th</sup>mar, 2012.
9. Attended National Seminar on “Finance & Human Resource Management” organized by Nethaji Subash Chandra Bose College, on 21<sup>th</sup>, 2012.
10. Attended National Seminar on “Innovations in Management” organized by Department of Business Administration, Bharath College of Science and Management, Thanjavur, on feb, 2012.
11. Attended National Seminar on “Enterprenership- The Pathway to Progress” organized by PG & Research Dept of Commerce, Natiotional College(Auto), Trichirapalli, on 17<sup>th</sup>, sep 2013.
12. Attended one day Seminar on “Consumerism” organized by PG & Research Dept of Commerce, AVC College, on 15<sup>th</sup>mar, 2013.
13. Attended one day Seminar on “Foreign Direct Investment and Business Opportunity” organized by PG & Research Dept of Commerce, AVC College, on 06<sup>th</sup>oct, 2014.
14. Presented a Paper entitled “Recovery performance of Mayiladuthurai Primary Co-Operative Agriculture and Rural Development Bank-A Study”. in the international conference on “Innovation in Commerce and Management” held during 10<sup>th</sup> and 11<sup>th</sup> Aug 2015, organized by Research Department of Commerce ,A.V.C.College (Auto), Mannampandal.
15. Attended in one day state level seminar on “Emerging Trends in Banking” held on 17<sup>th</sup> feb 2016 organised by Research Department of Commerce ,A.V.C.College (Auto), Mannampandal.
16. Attended in one day state level seminar on “New paradigm in Management” held on 18<sup>th</sup> feb 2016 organised by Department of management Studies, A.V.C.College (Auto), Mannampandal.
17. Attended one day State Level Conference on “Role of RBI in Rural Economy” held on 4<sup>th</sup> October, 2016 at AIMAN College of Arts and Science for Women, Trichy.
18. Attended in the one day National seminar on “Globalization – A SWOT Analysis” held on 22 September, 2016, A.V.C.College (Auto), Mannampandal
19. Presented a paper in the State level Seminar on “Emerging Business Practices in the Global Environment” at Jamal Mohamed College for Arts & Science, Trichy, held on 19 Jan, 2017.
20. One day International Conference Participated on “Growth strategies of Indian Industries Development for Economic Reforms in India” at Muthayammal Memorial College of Arts & Science, Salem, held on 28 Feb, 2017.

**Workshop & Conference Attended:**

1. Attended one day “Training Programme on making presentable Presentation“ on organized by PG & Research Dept of Commerce, AVC College, on 09th sep, 2008.
2. Attended five day faculty improvement Programme on “Effective Teaching Methods” organized by IQAC from 15th 06<sup>th</sup>oct 2010 to 11th oct 2010 at Research Dept of Commerce, AVC College.
3. Attended Two day workshop on “E-Content Development” organized byIQAC from 17<sup>th</sup>to22<sup>nd</sup>sep 2012 at, AVC College.
4. Attended one day workshop on “Scientific Writing” organized by IQAC& Research &Development Cell, AVC Collegeon11<sup>th</sup>oct 2014.

**Personal Details:**

Name : Dr. S. Soundaranayaki  
Date of Birth & Age : 05-06-1977 & 41  
Gender : Female  
Nationality : Indian  
Religion : Hindu  
Community : OC (Karkathar Pillai)  
Marital Status : Married

**DECLARATION**

I hereby declare that the above information provided are true and correct to the best of my knowledge and belief.

Place: Mayiladuthurai

Yours Sincerely,



Date:

**(Dr.S. Soundaranayaki)**