

**Name** : Ms. Suganya. K  
**Staff ID** : RCAS04309  
**Designation** : Assistant Professor  
**Department** : Commerce  
**Experience** : 3.5 years  
**Qualification** : M.com., M.Phil., PGDCA. (Phd)  
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## ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B. Com	Commerce	Sree Saraswathi Thyagaraja College, Pollachi	2011
M. Com	Commerce	Sree Saraswathi Thyagaraja College, Pollachi	2013
M.Phil.	Commerce	Sree Saraswathi Thyagaraja College, Pollachi	2015

Diploma / Certification	Specialization	Institution / University / Agency Name	Year of Completion
PGDCA	PG Diploma in Computer Application	Bharathiar University	2013

## RESEARCH AND PUBLICATIONS

### GRANTS

Title	Agency	Amount	Year	Status
Impact of social media on MSME Brand Awareness and Customer Engagement	TNSCST	7500	2025	processing

### Journal Publications:

Suganya. K. A study on consumer buying behaviour on millets with special reference to Coimbatore. IPE Journal of Management, 2024, pp 62–65. ISSN:22499040 Vol. 14(2).

Suganya. K. A study on the influence of digital marketing on consumer behaviour in rural and urban area (with special reference to Coimbatore district). International Journal of Commerce and Management Research, 2025, pp. 48–50. ISSN: 2455-1627, Vol.11(4).

### **Book chapters**

Suganya.K. E-Learning Concept: Nature, Advantages, Limitations and E-Learning Related Software. Role of ICT & Educational Technology in Higher Education.2024, Vol.05, pp.119-123, ISBN: 978-81-980549-9-9

Suganya.K. Innovative Structures for Green Bonds, Chendur Publishing House, 2024, pp.100-105, ISBN:978-81-984034-0-7

### **Books**

Suganya. K. Human resource Management. First book Publishing, 2024. ISBN-978-93-92151-48-4

Suganya. K. E-commerce and Technology. Wordsswizzle Publication.2025 ISBN- 978-93-342-516-47

### **Proceedings**

Suganya.K. A study on impact of artificial intelligence in commerce and E-commerce”- Artificial Intelligence in Science Technology, Commerce, Management, Healthcare and Education. 2025, pp.465-469. ISBN: 9789361261909

### **PRESENTATIONS**

	<b>State Level</b>	<b>National</b>	<b>International</b>
<b>Conference</b>	-	1	-
<b>Seminar</b>	1	-	-

### **PARTICIPATION**

	<b>State Level</b>	<b>National</b>	<b>International</b>
<b>Conference</b>	-	3	2
<b>Seminar</b>	1	2	1
<b>Workshop</b>	4	7	-
<b>FDP/PDP</b>	5	9	-

### **AWARDS, HONORS AND RECOGNITION**

<b>Awards / Honors /Recognition</b>	<b>Agency / Institution</b>	<b>Year of Award</b>
Venster	Venster school of Excellence Consultancy Achievement award	2024
JK Shah	JK Shah classes Certification of Appreciation	2025
GRT	Golden Gurus	2025