



**Dr. B. SUDHA**  
**Associate Professor**

### Contact

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**Academic Qualifications: M.Com., M.Phil, Ph.D., UGC-NET, SET**

**Teaching Experience: 10 Years**

**Research Experience: 08 Years**

### Additional Responsibilities

1. Coordinator in Women Empowerment Cell
2. Coordinator in Village Placement Programme
3. Co-Coordinator in National Seminar on “Emerging Trends in Indian Insurance Sector”

## Areas of Research

Banking and Insurance

## Research Supervision / Guidance

Program of Study		Completed	Ongoing
Project	PG	11	-

## Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
09	03	08	09	03

Cumulative Impact Factor (as per JCR) : 20.2921

## Funded Research Projects

### Completed Projects

S. No	Agency	Period		Project Title	Budget (Rs. In lakhs)
		From	To		
1	UGC	26.03.2013	23.11.2014	Application of CAMEL Model in analysing the profitability of Commercial Banks in India	0.65

## Distinctive Achievements / Awards

University first rank in M.Phil

## Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 02

1. UNiTE to End Violence Against Women
2. Women Harassment Prevention – A Step towards Women Empowerment
3. Emerging Trends in Indian Insurance Sector

## Events Participated

### Conferences / Seminars / Workshops: 22

Title of Conference/ Seminar/ Workshop etc.	Organizer, with Place	Date(s)	Topic of papers presented/ Attended
NABARD Sponsored National Conference on Avenues in Agro based industries for rural development	Sri Venkateswara College, Peravuram of Arts and Science for Women	30-12-15	Role of Village and Cottage industries for Economic development
Insurance Penetration and density in India	Alagappa University	23-03-16	National Seminar on Indian Insurance Sector(ETIIS 2016)
Green Management and Sustainability	Ananda College, Devakottai	24-02-16	National Seminar as Corporate Green Management
Financial Benefits of Virtual banking services	Alagappa University	19-02-16	National Conference on Recent trends in Management research
Indian retail Banking Industry	Avinashilingam University	05th and 06th Feb 2016	UGC Sponsored National Conference on Transition of Financial Sector for Sustainable Development
Mutual funds an avenue to investors	Sri Ganesh Arts & Science College, Salem	19-02-16	International Conference as Competency Building Strategies in Business and Technology for sustainable Development
National Seminar on Technology Trends in Indian Banking Sector	Department of Bank Management, Alagappa University.	25-02-16	Technology Trends in Indian Banking Sector
International Conference on Panorama of marketing in the digital era.	KSR College of arts & science for women, Tiruchengode.	21.01.16	Accelerating growth of E-Commerce in India.
National Conference on Social implications of E-	PMC TECH Er.Perumal Manimekalai	18.03.16	Virtual Banking Services

Business in India	College of Engineering, Hosur		
National Conference on Role of Information and Communication Technology on the growth of service Industries	Sri Kaliswari College, Virudhunagar	20.03.16 & 21.03.16	Information and Communication Technology role to enrich quality education
International Conference on Managing Global Business: Challenges & Strategies	SRM University, Kattankulathur	31.03.16	A study on the application of technology in banking sector: An Overview
National Seminar on Emerging Trends in Indian Insurance Sector	Alagappa University, Karaikudi	23.03.16	Rapporteur
International Conference on Innovations in computer Science and Technology	Alagappa University, Karaikudi	04.04.16 & 05.04.16	Technology in Indian Banking Sector
International Conference on Innovation, Entrepreneurship and Sustainable Value Chain in a Challenging Environment	PRIMAX Foundation, Bengaluru	29.07.16 & 30.07.16	A study on health insurance business in India
International Conference on Recent Trends Business and Management.	J.J College of Arts and Science, Pudukottai.	05.08.16 & 06.08.16	Digital Banking: opportunities and challenges
National Conference on Entrepreneurial Resurgence and Innovation	Alagappa University, Karaikudi	19.08.16	Startup India Campaign: An overview
National Seminar on Consumer Protection and Empowerment in India in the wake of technology domination	Alagappa University, Karaikudi.	26.08.16 & 27.08.16	Banking Ombudsman: Protection to Banking Consumer
National Seminar on Consumer Protection and Empowerment in India in the wake of technology domination	Alagappa University, Karaikudi	26.08.16 & 27.08.16	Rapporteur
National Seminar on Current Trends in Internet Marketing	Loyola College, Vettavalam	6.09.16	Content Marketing
International Seminar on E-Commerce in the present	Dr.R.K.Shanmugam College of Arts	20.09.16	Digital Banking: An overview

eon.	and Science, Kallakurichi.		
International Conference on Management and Information System	INFOMS, Bangkok	23.09.16 & 24.09.16	Innovation and Entrepreneurship in the Global Economy
International Conference on “Panokku Parvayil Tamilar Panpadu”	Alagappa University, Karaikudi.	22 & 23.10.2016	Participated

### Other Training Programs

1. ICSSR Sponsored Research Methodology Course
2. Faculty Development Programme

### Membership in

#### Editorial Board

1. Editorial Advisory Board & Review Panel Member in the journal “International Journal of Multidisciplinary Research Review, Bangalore”.

#### Academic Bodies (such as Board of Studies etc.,)

1. Member of Board of Question Paper Setter in Bharathiyar University and Bharathidasan University.

### Resource persons in various capacities

Number of Invited / Special Lectures delivered: 01

Name of the Programme	Organiser of the Programme	Level: International/ National	Topic	Date
Six day National level Faculty Development Programme	Sri Sarada Niketan College for Women, Amaravathipudur.	National	Environment sustainability	6.02.2013

### Recent Publications

1. Dr.B.Sudha, (2015), “Entrepreneurship and Economic Development”, International Journal of Multi disciplinary Research Review, Vol.No.1, Issue No. 10, Page no. 67-69  
ISSN:2395-1877-67-69 (Impact Factor 2.262)

2. Dr.B.Sudha, Dr.C.Yogalakshmi (2016), "Retail Banking – Challenges and Strategies an Overview" Bonfring International Journal of Industrial Engineering and Management Science, Page no. 32 – 34, ISSN 2250 – 1096
3. Dr.B.Sudha, Dr.C.Yogalakshmi (2016), "Role of village and cottage industries for economic development in India", NABARD Sponsored National Conference on Avenues in agro-based industries for rural development. ISBN 978-821-90910446
4. Dr.B.Sudha, (2016), "Technology in Indian Banking Sector", International Journal of Advanced Research Trends in Engineering and Technology (IJARTET), Vol. 3, Special Issue 20, Page no. 208 – 210, ISSN 2394-3785 (Online)
5. Dr.B.Sudha, (2016), "A study on Health Insurance Business in India", International journal of Commerce and Management Research, Special issue, ISSN 2321 – 3604 (Impact Factor. 4.532)
6. Dr.B.Sudha, (2016), "India Startup Campaign: An overview", Perspectives on Entrepreneurial Resurgence and Innovations, Page no. 99 to 103, ISBN 978- 81-9259- 745- 4
7. Dr.B.Sudha, (2016), "Banking Ombudsman: Protection to Banking Consumer", Consumer Protection and Empowerment in India, Page no. 555 to 558, ISBN 978-81-928690-1-8
8. Dr.B.Sudha, (2016), "Green Management Practices for Sustainable Business Development", International Journal of Commerce and Management Research, Page no. 75 to 77, ISSN 2321 – 3604, (Impact Factor. 4.532)
9. Dr.B.Sudha, (2016), "Innovation and Entrepreneurship in the Global Economy", International Conference on Management and Information Systems, Page no. 170-174, ISBN 978-1-943295-04-3 170
10. Dr.B.Sudha, (2016), "Insurance Penetration and Density in India", Emerging Trends in Indian Insurance Sector , ISBN 978-81-929581-3-2