



Dr. B. SUDHA
Professor

Contact

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Academic Qualifications: B.Com, M.Com, M.Phil, Ph.D, M.Sc (Yoga), UGC-NET, SET

Degree	Institution	Year	Branch	Class
Ph.D	Alagappa University	2015	Commerce	
M.Phil	Alagappa University	2006	Commerce	I
M.Sc	Bharathidasan University	2017	Yoga for Human Excellence	I
M.Com	Periyar Arts College, Cuddalore	2000	Commerce	I
B.Com	St. Joseph's College of Arts and Science, Cuddalore	1998	Commerce	I
Others	UGC - NET	2010		
	SET	2012		

Teaching Experience: 17 Years

Position	Institution	Duration
Professor	Alagappa University	07.12.2018–Till date
Associate Professor	Alagappa University	04.12.2015–06.12.2018
Assistant Professor	Sri Sarada Niketan College for Women	23.06.2006–30.06.2011
Assistant Professor	SRM University	01.07.2011–01.06.2012
Assistant Professor	Sri Sarada Niketan College for Women	07.06.2012–04.12.2015

Research Experience: 14 Years

Position	Institution / University	Duration
Research Supervisor	Alagappa University	7 years (2017 – Till date)
Principal Investigator	RUSA 2.0	6 years (2018 – Till date)
Principal Investigator	ICSSR	3 years (2017 – 2019)
Principal Investigator	AURF	2 years (2017 – 2018)
Principal Investigator	UGC	2 years (2013 – 2014)
Research Scholar	Alagappa University	5 years (2010 – 2015)

Academic and Additional Responsibilities

S.No	Position	University Bodies	Period	
			From	To
1	Coordinator	Women Empowerment Cell	2016	Till date
2	Member	Women Harassment Prevention Cell	2016	2017
3	University Representative	DDE -Neyveli	2016	-
4	University Representative	DDE -Karambakudi	2017	-
5	Chief Superintendent	University Regular Examination	2019	
	Chief Superintendent	DDE Examination, Alagappa University	2018	-
6	Member	Valuation board, Distance Education - MBA (Marketing Management)	2017	-
7	Member	Valuation board, Distance Education - MBA (5 year Integrated Program)	2017	-
8	Member	Question Paper Setters Board, Distance Education – MBA (Technology Management)	2017	2020
10	Department Level Coordinator	NIRF	2018	
11	Department Level Coordinator	IQAC	2023	Till date
12	Department Level Coordinator	Village Extension Program	2016, 2018, 2019 & 2023	
13	Vice-Chancellor's Nominee	Selection Committee Panel	2023	-

Areas of Research

Finance, Banking and Insurance

Research Supervision / Guidance

Program of study	Completed	Ongoing
Research Ph.D	02	06
M.Phil	02	-
Project P.G	71	09

Publications

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals

5	28	52	16	6
h-index (Google Scholar)		: 5		
i10 index (Google Scholar)		: 1		
Total Citations (Google Scholar)		: 61		

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
2	ICSSR	30.03.2017	30.04.2018	Asset Quality Management of Indian Banks – An Empirical Analysis	7.00
3	AURF	2017	2018	Women Economic Empowerment through Microfinance in Sivagangai District	0.20
4	TBRP - RUSA	2018	Till Date	Efficacy of Payment and Settlement systems in – Phase - I	17.6
5	TBRP - RUSA	2018	Till Date	Theme Based Department project Phase - II	5.0

Distinctive Achievements / Awards

- University first rank in M.Phil
- Innovative research and dedicated teaching Profession award - Innovative Scientific Professional, Malaysia, October 2018.

Events organized in leading roles

Number of Seminars / Conferences / Workshops / Events organized: 06

Position	Programme	Duration	Institution
Organizing Secretary	National seminar, UNiTE to End Violence Against Women	20.12.2016	Alagappa University
Organizing Secretary	National seminar, Women Harassment Prevention – A Step towards Women Empowerment	21.12.2016	Alagappa University
Organizing Secretary	National Seminar, Changing Landscape of the Indian Non-life Insurance market	18.12.2017	Alagappa University
Organizing Secretary	Rally for creating awareness about Women Empowerment	8.02.2018	Alagappa University
Organizing Secretary	One day workshop on Safe Digital Banking – Do's and Don'ts	7.12.2021	Alagappa University
Organizing Secretary	Two day international conference on ABCD technologies in the Indian Financial Services Sector	26.04.2022 & 27.04.2022	Alagappa University

Events Participated

Events Participated			
S.No	Title of the Conference/Seminar/ Workshop / Webinar	Paper Presentation Details of date and organizer of the Conference/ Seminar/ Workshop / Webinar	Title of Paper Presented / contributed
1	International Conference on Recent innovation in Intelligence Computing	10.03.2023, JEPIAAR College of Arts and Science, Chennai	Effect of merger on SBI
2	National Conference on Emerging Trends in Business and Management	10.03.2023, Alagappa Government Arts College	Consolidation of Indian Banks
3	International Conference on Innovation and Sustainability in Business Practices	20 & 21 February 2023, SRM University	SHGs: Road towards Women Economic Empowerment
4	International Conference on Innovation and Sustainability in Business Practices	27 & 28 March 2023, SRM University	Post-Merger Performance Analysis of State Bank of India
5	Two Day International Conference on, "ABCD Technologies in the Indian Financial Services Sector"	26.04.2022 & 27.04.2022, Alagappa University	SBI Digital Products : Empowering Customers Through New Age Banking
6	8 th International Conference on Business	1.12.2021 & 2.12.2021, SRM University	Financial Assistance for Business
7	International Virtual Conference On Innovation and Science and Management	10.04.2021, Anand Institute Of Higher Technology, Chennai.	Impact of Covid-19 on non-life Insurance sector.
8	International Conference on the New normal in Business and Management	Sri Ramakrishna College for Women.	Incredible India: Covid-19 Pandemic effect
9	International Conference on Business Research	24 th and 25 th November, 2020, SRM University.	Incredible India: Covid-19 Pandemic effect
10	International Conference on Business Research	24 th and 25 th November, 2020, SRM University.	Phygital Banking: Ideal Banking in COVID Battle
11	International Conference on Commerce, management and leadership- A Global Perspective	06.03.2019, Pasumpon Muthuramalingam Thevar college, Sankarankoil.	Entrepreneurship: A Global Perspective
12	International Conference On Commerce and Management digital Era	19.01.2019, Cape Research Forum, Kanyakumari	Digitization wave in India: A roadmap to change India's future
13	National Conference on Challenges and Opportunities of Cash and Cashless Economy	24.01.2019, Ananda College	Electronic Payment system for Cashless Economy
14	National conference on Facets of Digital Marketing	2018, Alagappa University	Global Leadership in a changing world
15	National seminar on Impact of Technology in Business	2018, Anandha College, Devakottai	Analyse the Financial Performance of Selected Public Sector Banks and Private Sector Banks through NOPAT
16	International Conference on Business Research	9 and 10-10-2018, SRM, Kattankulathur	Impact of "Make in India" launch on FDI
17	National Conference on Business Ecosystem-Opportunities and Challenges	14.09.2018, MarAthanasiosb College for Advanced Studies Tiruvalla, Kerala	Green Banking: Reshaping Banking Ecosystem

18	National Conference on “India’s Foreign Policy with Neighboring Countries”	24 & 25 -1-2018 Vivekananda College of Arts and Science for Women, Tiruchengode.	Entrepreneurship Skills in Today’s Era.
19	National Seminar on Entrepreneurship-SMEs An Economic Growth Perspective	24.01.2018, Government arts College for Women, Chennai	Marketing Innovation-Digital Marketing
20	National level Conference on Contemporary issues in Commercial practices In India	25.01.2018, Ananda College, Devakottai	Asset Quality management in public sector Banks
21	International Conference on The Global Logic of Strategic Alliances in Commerce and Management.	31.01.2018, Bon Secours College for Women, Thanjavur	Economic value added versus Traditional tools in Predicting performance of banks
22	National Conference on Business in the New Millennium: The Ever-Changing Landscape	15.02.2018, Sri Ramakrishna College of arts and Science for women	Green Marketing in India
23	National Conference on Emerging Issues In Economic Development Of India	16.02.2018, Trinity College For Women, Salem	E-Banking in India: Challenges and strategies-An overview
24	National Conference on Emerging Issues In Economic Development Of India	16.02.2018, Ananda College, Devakottai	Performance Evaluation of selected banks using Economic value added
25	National Level Seminar on “Paradigm Shift in Indian Economy Hopes and Challenges”	21-02-2018, Ananda College, Devakottai	Indian Economy Hopes and Challenges
26	International Conference on NXt Gen Logistics & SCM 4.0	28.02.2018 – 01.03.2018 Alagappa University	Green Logistics: Improving Environmental Sustainability
27	International Conference on FDI – Astute Conduit for trade integration and sustainable development	23.03.2018 Alagappa University	FDI equity inflows in service sector
28	National Conference on “PRIDE OF COMMERCE	13.03.2018 Alagappa University	A Study on Applicability of Economic Value Added concept in Indian Banking Sector
29	National Conference on Sustainable Green Business	26-03-2018, Alagappa University	Green, Green, Green: Mantra for Tranquil Environment
30	Contemporary Management Practices in Digital Era	3.05.2018 SJB, Institute Technology, Bengaluru	E-Human Resource Management
31	National Conference on Business Ecosystem-Opportunities and Challenges	14.09.2018, Mar Athanasiosb College for Advanced Studies Tiruvalla, Kerala	Green Banking: Reshaping Banking Ecosystem
32	International Conference on Business Research	09 & 10.10.2018 SRM, Kattankulathur	EVA Analysis: An Overview
33	International Conference on Contemporary management innovations and intelligence	13 & 14-12-2018 Alagappa University	Reinsurance- A Mechanism in Mitigating Risk
34	National Level Conference on Impact of Modern Management on Indian Economic Growth	6-01-2017, SNMV College of Arts and Science Institute of Management, Coimbatore.	Start-up Ecosystems in India
35	National Conference on Global Strategies for Inclusive Growth	19-01-2017, Alagappa University, Karaikudi.	Digital Banking: A Strategy for Inclusive Growth

36	International Seminar on Impact of Demonetization on Small & Medium Scale Industries	27-01-2017, S.Vellaichamy Nadar College, Madurai	Demonetization and its Impact
37	International Conference on Global Growth: Gears & Glows	2& 4 -02-2017,Alagappa University, Karaikudi	Business Alliances: Strategy for Business Growth.
38	International Conference on Business and Management Research	17-02-2017, Bon Secours College for Women, Thanjavur.	New Currency Change: Its Social Impact
39	National Seminar on Innovative Practices in Modern Business	28-02-2017, Ananda College, Devakottai.	Social Entrepreneurship: Opportunities and Challenges
40	National Conference on Intelligence and Innovation in Business Management	1-03-2017,Ananda College, Devakottai.	E-Business for Sustainable Development
41	National level Seminar on Corporate Entrepreneurship	3-03-2017,Ananda College, Devakottai	Health Insurance: Protection to Health and Wealth
42	National Conference on Pride of Commerce	17-03-2017, Alagappa University, Karaikudi.	Government Initiatives Towards Promotion of Entrepreneurship Skill in India
43	National Conference on Youth Entrepreneurship – Innovations for Sustainable Business	27.04.2017 SJB Institute of Technology, Bengaluru	Women Entrepreneurs in the Indian E-Commerce Eco System
44	International Conference on Strategic Innovation in Business	10.07.2017, AVS College of Arts and Science, Salem	Product Innovation Strategy
45	International Seminar on Entrepreneurship Development in SME Sector	26.08.2017, Mangayarkarasi College of Arts and Science for Women, Madurai	Entrepreneurship Development in SME sector
46	International Seminar on Status of Women in Cashless Economy	14.09.2017, K.S.R. College of Arts and Science for women, Tiruchengode.	Women Entrepreneurs in the Digital Epoch
47	National Seminar on Global changes and Consumer Empowerment: Issues and Challenges	15.09.2017, Manonmaniam Sundaranar University, Tirunelveli.	Insurance Ombudsman: Resolving Problems of Policy Holders in insurance sector In India
48	International Seminar on Contemporary Changes in Business Management	20.09.2017, Ananda College, Devakottai	Banking on Mobile
49	National Conference on Contemporary Issues in Justice of Skill Development	25 th &26 th -09-2017, Alagappa University	Workers Rights: Protection to Workers from Unsafe working Conditions
50	International Conference on Business Research	26.09.2017, SRM University, Kattankulathur	Marketing innovation-Digital Marketing
51	International Conference on Business Research-Merx Mercis	26.09.2017, SRM University, Kattankulathur	Digital India: A program to transform India into a digitally Empowered society and knowledge Economy
52	International Conference on GST	05.10.2017, Vidhyagiri College of Arts and Science, Karaikudi	GST: One Tax and One Nation
53	National Conference on Education Empowerment of Women With Disabilities Towards Sustainable Development	05&06-12-2017, Alagappa University	Inclusive education for sustainable development

54	UGC Sponsored National Conference on Business Success Hinges on Business Strategies	15.12.2017, Alagappa University	Revolution in Payment and Settlement systems in India
55	International Conference on Panorama of Marketing in the digital Era (PMDE-2016)	21-01-2016, KSR College of Arts and Science for Women, Tiruchengode	Accelerating Growth of E-Commerce in India
56	UGC Sponsored National Conference on Transition of Financial sector for Sustainable Development	05&06-02-2016, Avinashilingam University, Coimbatore	Indian Retail Banking Industry
57	National Level Conference on Recent Trends in Management Research	19-02-2016, Alagappa University, Karaikudi	Financial Benefits of Virtual Banking Services
58	National Seminar on "Corporate Green Management	24-02-2016, Anandha College, Ramnagar, Devakottai	Green Management and Sustainability
59	National Conference on Social Implications of E-Business in India	18-03-2016, PMC Tech Er.Perumal Manimekalai College of Engineering, Erode	Virtual Banking Services.
60	Two day National Conference on "Role of information&Communication Technology(ICT)on growth of services industries	21& 22 03.2016, Sri Kaliswari College, Sivakasi	Information and Communication Technology[ICT] Role to Enrich Quality Education
61	National Seminar on Emerging Trends in Indian Insurance Sector ETIIS 2016	23-03-2016,Alagappa University, Karaikudi	Insurance Penetration and Density in India
62	International Conference on "Managing Global Business: Challenges and Strategies"	31-03-2016,SRM University	A Study on the Application of Technology in Banking Sector: An Over view
63	International Conference on Innovations in Computer Science and Technology	04 & 05 -04-2016, Alagappa University	Technology in Indian Banking Sector.
64	International Conference on Innovation, Entrepreneurship & Sustainable Value Chain in a Challenging Environment	29&30-07-2016, Primax Foundation, Bengaluru.	A study on Health Insurance Business in India
65	International Conference on Recent Trends in Business and Management	5&6 th -08-2016, JJ College of Arts and Science, Pudukkotai.	Digital Banking: Opportunities and Challenges
66	National Conference on Entrepreneurial Resurgence and Innovations (NCERI'16	19-08-2016, Alagappa University, Karaikudi.	Startup India Campaign: An Overview
67	National Seminar on Consumer Protection and Empowerment in India in the wake of Technology Domination	26&27 -08-2016, Alagappa University, Karaikudi.	Banking Ombudsman: Protection to Banking Customers
68	National Seminar on Current Trends in Internet Marketing	6-09-2016, Loyola College, Olapadi, Vettavalam.	Content Marketing
69	International Seminar on E-Commerce in the Present Eon	20-09-2016, Dr.R.K.Shanmugam College of Arts and Science, Kallakurichi	Digital Banking: An Overview
70	International Conference on Management and Information Systems	23 rd &24 th -09-2016,Bangkok	Innovation and Entrepreneurship in the Global Economy
71	National Seminar on Advances in Computer Science	21&22 10-2016, Alagappa University, Karaikudi	Cloud Computing: A boon to Banking Sector

Membership

Editorial Board

Editorial Advisory Board and Review Panel Member - "International Journal of Multidisciplinary Research Review", Bangalore.

Academic Bodies

Year/Period	Name of the BoS /Administrative Committee / Academic Committee	Role
2023	Board of Studies, Department of Business Administration (CA), St.Joseph's College of Arts and Science (Autonomous), Cuddalore.	Member
2023	Board of Studies, B.Com, Value Added Course, SRM University	Member
2022	Board of Studies, MBA(B&I), Alagappa University	Member
2022	Board of Studies, B.Com – DDE, Alagappa University	Member
	Board of Studies, M.Com – DDE, Alagappa University	Member
2022	Board of Studies, B.Voc (B&FS), APSAC, Thiruppathur	Member
2022	Board of Studies, PG Diploma in Banking and Relationship Management, Subbalakshmi Lakshmi pathy College of Science, Madurai.	Member
2021	Board of Studies, B.Com (CS) – DDE SRM University	Member
2021	Board of Studies, B.Com (A&F) – DDE SRM University	Member
2021	Board of Studies, B.Com (ISM) – DDE SRM University	Member
2018	Cooperative Milk Producers Union Ltd, Examination	Member
2017 – Till date	Question Paper Setters Board in Alagappa University, Anna University and Bharathidasan University.	Member

Ph.D. Thesis Guided

1. Number of Ph.D Thesis evaluated : 12
2. Number of Ph.D Public Viva Voce Examination conducted : 15

S.No	Name of the Scholar	Title of the Thesis	Year of Completion
1	T.Priyanka	Economic Value Addition of Commercial Banks listed in BSE	2022
2	M.Surya	Financial Performance Evaluation of Non-life Insurance in India	2023

Recent Publications

1. B.Sudha & S.Sasikala (2022), Post Merger Performance of the State Bank of India – An Analysis, Journal of Education, Vol:XXIV, No.:1(II), pp.no.15-18, ISSN:0972-7175.
2. B.Sudha & S.Sasikala(2022), Merger of Indian Banks, Journal of the Oriental Institute, Vol.71, Issue 1,ISSN:00305324.
3. B.Sudha & R.Alamelumangai(2021), Impact of Covid – 19 on The Performance of Public Sector Banks InIndia, Journal of Education, Vol. : XXIII, No. :11(I), pp 166-171, ISSN:0972-7175, pp:15-18
4. B.Sudha, (2020), COVID-19 Crisis: Impact on Indian Insurance Industry, Journal of the Social Sciences, 48(3), E-ISSN: 0975-8935P-ISSN: 0253-1097, I.F: 6.120, Page No.5-12.
5. B.Sudha & M.Surya, Financial Performance Analysis of Star Health and Allied Insurance Company Limited in India, Kalasarovar, March 2021, Vol24, Issue 1, ISSN 0975-4520.

6. B.Sudha & S.Chitra, Incredible India: COVID-19 Pandemic Lockdown effect, Sambodi, Vol-43 No.04, December 2020, ISSN: 2249-6661, I.F:5.8, Page No.69-76.
7. B.Sudha, Phygital Banking: Ideal Banking in the COVID Battle, Sambodi, Vol-43 No.04, December 2020, ISSN: 2249-6661, I.F:5.8, Page No.65-68.
8. B.Sudha, State Bank of India: Key Trends and Performance, IJRAR February 2019, Volume 6, Issue 1, ISSN 2348-1269, 1483-1485, I.F:5.75.
9. B.Sudha, Digital marketing for digital banks Research Guru ISSN:2349-266X UGC approved Journal 63726, 1051-1056, I.F:4.081.
10. B.Sudha, Entrepreneurship: A Global Perspective, IJRAT ,Volume 7, Issue 3, March 2019, E-ISSN-2321-96375.153, I.F:5.153.
11. B.Sudha & M.Surya, IRDAI - A Regulator Of Insurance Business, IJRAT ,Volume 7, Issue 3, March 2019, E-ISSN-2321-96375.153, I.F:5.153.
12. B.Sudha & K.Jithin Bosco, Government Scheme And Its Effects On Banking Sector – A Study Focusing The Mudra Loan Scheme, Vol 15, Issue 8, ISSN -007-8043, August 2019, Restaurant business, Page No.255 – 260.
13. B.Sudha & M.Surya, Insurance Financial Indicator- CAMEL Model, International Journal of Advance Science and Technology, IJAST, ISSN: 2005-4238, Vol. 29, No. 1, (2020), pp. 1234 – 1242.
14. B.Sudha & M.Surya, FDI in Indian Non-Life Insurance Sector: Boost Market Potential, International Journal of Recent Technology and Engineering, (IJRTE) ISSN: 2277-3878, Volume-8 Issue-2S10, September 2019, Page No. 177 -181.
15. B.Sudha & R.Alamelumangai, Recovery Of Npas Through Debt Recovery Channels In Indian Banks - An Analysis, Restaurant business, Vol. no.15, Issue 8, Page No: 245-254.
16. B.Sudha & R.Alamelumangai, Non-performing assets: Reasons and remedies, International Journal of Scientific and Technology Research, ISSN 2277-8616, Volume 9 - Issue 3, March 2020 Edition.
17. B.Sudha & R.Alamelumangai, Non-Performing Assets: Rots Indian Banking System, International Journal of Advanced Research in Management, Vol 11, Issue 2, May – August 2020, Pages 14-20 I.F:8.9480.
18. B.Sudha & R.Alamelumangai, E-Banking in India: Challenges and Strategies – An Overview, Selp Journal of Social Science February -2018, ISSN:0975-9999 (P), I.F: 3.655, P.No.168-173.
19. B.Sudha & R.Alamelumangai, FDI Equity Inflows in Service Sector, International Journal of Multidisciplinary Research, March -2018, ISSN:2349-8684, I.F: 3.487, Page No: 155-157.
20. B.Sudha & R.Alamelumangai, Green, Green, Green: Mantra for Tranquil Environment, Shanlax International Journal of Management, ISSN:2321-4643, March-2018, I.F: 3.122, Page No: 19-21.
21. B.Sudha & R.Alamelumangai, Green Banking: A step towards sustainable development, Shanlax International Journal of Management, ISSN:2321-4643, March-2018, I.F: 2.082, Page No: 231-234.
22. B.Sudha & R.Alamelumangai, A Study on Applicability of EVA Concept in Indian Banking Sector, Shanlax International Journal of Commerce, March -2018, ISSN:2320-4168, I.F: 3.017, P.No 11-15.
23. B.Sudha & R.Alamelumangai, Reinsurance –A mechanism in mitigating risk, International Journal of advance and innovative research, Dec-2018, I.F: 7.12, ISSN 2394-7780.
24. B.Sudha & R.Alamelumangai, NPA Crisis in IDBI Bank – An Analysis International Journal of Management Science & Technology Nov – 2017, Page No: 90-97.

25. B.Sudha & R.Alamelumangai, Green Human Resource Management: Way To Sustainable Use of Business Resources, International Journal of Research in Engineering, IT and Social Sciences (IJREISS), Vol. 8 Special Issue, Oct- 2018, Page No: 119-120.
26. B.Sudha, Entrepreneurship and Economic Development, International Journal of Multidisciplinary Research Review, ISSN: 2395-1877, Vol. 1, Issue-10, December 2015, I.F: 2.262, Page No: 67-69.
27. B.Sudha, A study on Health Insurance Business in India, International journal of Commerce and Management Research, July 2016, Special issue, ISSN 2321 – 3604,I.F: 4.532, Page No: 76-77.
28. B.Sudha, Green Management Practices for sustainable Business Development, International journal of Commerce and Management Research, September 2016, Special issue, ISSN 2321 – 3604, I.F: 4.532, Page No: 75-77.
29. B.Sudha, New Currency Change: Its Social Impact, Indo Global Journal of Commerce and Economics, February – 2017, ISSN No: 2393-9796, I.F: 3.220, Page No: 142-143.
30. B.Sudha, Entrepreneurship development in SME sector, Shanlax International Journal of Commerce, ISSN: 2320-4168, Sept – 2017, I.F: 3.017, Page No: 59-67.
31. B.Sudha&S.Chitra, Marketing Innovation: Digital Marketing, Research Explorer, March -2018, ISSN:2349-1647, I.F: 2.014, Page No: 11-13.
32. B.Sudha & S.Chitra, A Study on Agricultural Insurance – An Overview, Research Explorer (March - 2018, ISSN:2349-1647,I.F: 2.014, 14-16.
33. B.Sudha & S.Chitra, Payment System in India, International Journal of Research in Engineering, IT and Social Sciences (IJREISS), Vol. 8 Special Issue, Oct- 2018, Page No:169-170.
34. B.Sudha & S.Chitra, Green Banking: Way To Sustainable Growth In India, International Journal of Research in Engineering, IT and Social Sciences (IJREISS), Vol. 8 Special Issue, Oct- 2018,Page No:169-170.
35. B.Sudha & T.Priyanka, Economic Value Added Analysis: An Overview, International Journal of Research in Engineering, IT and Social Sciences (IJREISS), Vol. 8 Special Issue, Oct- 2018, Page No:169-170, ISSN-2250-0588.

Resource persons in various capacities

Number of Invited / Special Lectures delivered: **22** Lectures in the capacity of Resource person, chairperson and keynote speaker

National Conferences : 6

International Conferences : 9

Invited Lectures : 7

Title of conference	Details of date and organizer of the conference/ workshop/ seminar/ webinar	Title of presentation	Capacity or position
National Conference on Fintech Business Models	27.01.2024, Sri Sarada Niketan College for Women, Amaravathipurur.	Fintech Business Models	Resource Person
Five days Management development program titled “Business Development plan & Marketing Strategies for SME’s”	5.02.2024. Ministry of MSME, Government of India organisation	Business Development plan & Marketing Strategies for SME’s	Resource Person

Two- day International Conference “META-2023”	27.01.2023, Sri Sarada Niketan College for Women, Amaravathipur.	Entrepreneurship Trends in the Global Paradigm	Resource Person
Awareness program conducted by Consumer Club	13.03.2023, Dr. Umayal Ramanathan College for Women, Karaikudi	Misleading advertisement	Chief Guest
International Conference on MASK	27 & 28 March 2023, SRM University, Chennai.	Mobilising Advanced Strategic Knowledge	Resource Person
One day workshop on “Research Methodology in Social Sciences”	27th March 2023, Department of Commerce, Madras Christian College, Chennai.	Research Methodology in Social Sciences	Resource Person
ICSSR sponsored Two-week capacity building programme on Data Analysis and Publication Ethics in Research.	22 May 2023, Department of International Business, Alagappa University.	Academic Writing	Resource Person
Gust Lecture	05.10.2023 Dr. Zakin Husain College, Ilayangudi.	Government Schemes for start-ups in India	Resource Person
ICSSR sponsored Ten days Research methodology Course	07.04.2022, Department of Commerce, Alagappa University.	Open-Source Statistical Software and Economic Value Added	Resource Person
ICSSR sponsored Ten days Research methodology Course	05.11.2022, Department of Commerce, Alagappa University	Open-Source Statistical Software Data Analysis	Resource Person
Organized two-day international conference on ABCD technologies in the Indian Financial Services	26.04.2022 & 27.04.2022 Department of Bank Management, Alagappa University.	ABCD technologies in the Indian Financial Services	Chairperson
One day workshop on Safe Digital Banking – Do’s and Don’ts	07.12.21, Alagappa University	Digital Banking – Do’s and Don’ts	Co-ordinator
Two day International Conference META-2021	15/03/2021, Sri Sarada Niketan College for Women, Amaravathipur.	MSME and Startup trends in global paradigm	Resource Person
Association Inaugural Meeting	24.09.2021, Department of Business Administration National College, Trichy.	A Stepping Stone to a Successful Carrer	Resource Person
International Conference on Business Research	24th and 25th November, 2020, SRM university.	Business Research	Key-note
Five Faculty Development Program	27.05.2020, Alagappa University	Impact of Covid -19 on Financial Services Sector	Resource Person
International Conference on Phygital: A Banking Strategy During The Covid Crisis	31.07.2020, St, Justin Arts and Science College for Women, Sivagangai	Phygital: A Banking Strategy During The Covid Crisis	Resource Person
International Conference on Commerce and Management digital Era	19.01.2019, Cape Research Forum, Kanyakumari	Commerce and Management digital Era	Key-note address
National Conference on a Paradigm in Banking, Marketing and HRM	03.08.2019, Cape Research Forum, Kanyakumari	Paradigm in Banking, Marketing and HRM	Resource Person

Vivekanda's Memorial Day	04.07.2019, Seethalakshmi Arts and Science college for Women, Pallathur.	Teachings of Swami Vivekanda.	Chief Guest
International Conference on Commerce, management and leadership- A Global Perspective	06.03.2019, Pasumpon Muthuramalingam Thevar college, Sankarankoil.	Commerce, management and leadership- A Global Perspective	Key-note address
Association Inaugural Function	3.09.2018, Nachiappa Swamigal Arts and Science College, Koviloor	Special Lecture on Association Inaugural Function	Resource Person
Two day National seminar on Issues and Challenges of Managing risk in Human Resources	25.09.2019, Dr. Umayal Ramanathan College for Women, Karaikudi	Insurance Risk in Human Resources	Resource Person
International Conference on Business Research Merx Mercis – 2018	10.10.2018, SRM University, Kattankulathur.	Business Research	Chairperson
International Women's Day Celebration	08.03.2018, Anandha College, Devakottai.	Women Economic Empowerment	Resource Person
International Conference on Business Research- Merx Mercis	26.09.2017, SRM University, Chennai	Business Research	Chair Person

Date : 03.03.2024

Name: B.SUDHA

Place : Karaikudi

Designation: Professor