



SRM Valliammai Engineering College


RM Nagar, Kattankulathur-603203, Kancheepuram District, Tamil Nadu

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Department of Management Studies

Personal Details

Name:	Dr. L. SUJATHA	
Designation:	ASSISTANT PROFESSOR (Sel.G)	
Educational Qualification:	B.COM, MBA,M.PHIL, Ph.D.,	
Experience:	19 YEARS AND 6 MONTHS	
Area of Specialization:	FINANCE & MARKETING	
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Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	B.Com	COMMERCE	VLB JANAKIAMMAL COLLEGE	1997
2.	M.B.A	FINANCE & MARKETING	MAHARAJA WOMEN'S COLLEGE	1999
3.	M.PHIL	FINANCE	ALAGAPPA UNIVERSITY	2005
4.	Ph.D	FINANCE	MS UNIVERSITY	2019

Professional Society Memberships

1. Indian Society of Technical Education: Life Member
2. Indian Science Congress : Annual Member
3. Teaching and Education Research Association (TERA) : Life Member
4. Computer Society of India (Kancheepuram Chapter) : Life Member

Publication Details

Journals:

1. Impact of Economic Crisis in Global Business Scenario Finance Marketing & IT - The Influence of FDI in Global Business Scenario.
2. International Journal of Advance Research – FDI and FII- their impact on Indian Economy, Page No. 76-80 ,Vol.7,Issue 1, October 2015.
3. International Journal of Exclusive Management Research-Impact of FDI in Indian Economy-A study with reference to Automobile Industry in India, ISSN 2249-8672, March special issue 2018.
4. International Journal of Research and Analytical Reviews- Innovative approach of game theory in strategic business operations- Special Issue Page No: 330-337, March 2019.
5. International Journal of Psychosocial Rehabilitation- A Linear Curve Fit Analysis of FDI Flows in Selected Sectors in India, Volume 23-Issue-4, ISSN: 1475-7192, December 2019.
6. International Journal of Psychosocial Rehabilitation-A Compound Curve Fit Analysis of FDI Flows in Selected Sectors in India - Volume 24-Issue-5, ISSN: 1475-7192, March 2020.
7. PalArch's Journal of Archaeology of Egypt / Egyptology -analysis of FDI flows from selected countries using Linear Curve Fit, PJAEE, 17 (7) 2020.
8. IRE Journal : An Analysis of FDI flows in Automobile, Chemical and Computer and Software Sectors in India using Linear Curve Fit Methodology, Volume 4, Issue 2, August 2020.
9. Turkish Journal of Computer and Mathematics Education - Effectiveness of Conflict Management Games and Activities in Workplace, Vol.12, No.11, 2021, 395-400.

10. International journal (AIPCP-801) - Compounded Curve Fit Analysis of FDI Inflows from Selected Countries like Japan, Singapore, Mauritius and United States of America, ISSN (Online): 1551-7616, December 2021.

Conferences:

1. International Conference on the Influence of FDI in Global Business Scenario at Sai Ram College in September 2009.
2. International Conference on Trends in Corporate Governance transnational business challenges and strategies – MGR University – April 2009
3. National conference on Recent Trends in FDI Flows in India Forthcoming trends in Management – MNM Jain College – March 2007
4. National Conference on Challenges towards Microfinance The Indian Experience – St Joseph’s College –March 2007.
5. Global Conference on Women Leadership (GCWL)- A study on Entrepreneurial Development in India at SRM University on 21.02.2013 & 22.02.2013.
6. International conference on Eminent Management Practices-A Vision for sustainable Business Growth- Innovative approach of game theory in strategic business operations- SRM Institute of Science & Technology, Kattankulathur on 20th March 2019.
7. National Conference on Innovative Technologies for Sustainable Agriculture, Challenges & Opportunities for Engineers - Soil and Water Conservation in India, January 2020.
8. Two Days International Virtual Conference on Contemporary Practices of Technology and Management for Economic Growth (ICTMEG 2020) : Critical Analysis of FDI Inflows in Automobile, Chemical and Computer Software in India using Compounded Curve Fit, October 2020.
9. Virtual National Conference on Metamorphosis of Modern Management and Research (NC 3 MR 2021) : Mutual Monitoring : A Problem Solving Approach to Evaluating the Effectiveness of Training Function.
10. International Conference on “Technology Agility and Transformed Management Practices during Pandemic” : A Study on Consumer Awareness on the Bee Energy - Efficient Star Rating Labels For Electrical Appliances in Chennai in Bizad, 16th March 2022.
11. International Conference on “Technology Agility and Transformed Management Practices during Pandemic”: A Study on Job Satisfaction of Teachers with special reference to Chennai, Bizad, 16th March 2022.

Seminar :

1. National Seminar on Emerging Trends Of Teaching in India-Current Trends in Teaching
2. National Seminar- CIM 2012, FDI: A comparison of India and China at St. Joseph college of engineering on 12.04.2012.
3. National seminar on Indian Securities Market-Entrepreneurship Opportunities for MBA, Anna University 21.11.2014.
4. Attended the NAAC sponsored seminar on "Teaching in Internet Era: The challenges ahead (NSTTE 2016) at "Tagore Engineering College " Chennai on 4th March 2016.
5. Two days National seminar on “Sustainable Development: Role of Business Education & Research” on 20th and 21st March, 2018.

Workshop :

1. National level workshop on Research paper / Article publications at "Sri Sairam Engineering, College, Chennai on 9th March 2011.
2. National workshop on Innovations in Branding at Sri Sai Ram Engineering College on 28.07.2012.
3. Faculty training on Project Management in Changed Context at SRM University on 30.07.2012 to 03.08.2012.
4. National level workshop on Online Trading Aalim Muhammed Salegh College of Engineering on 16.10.2012.
5. National level workshop on Statistical Analysis and Structural Equation Modeling at Saveetha Engineering College on 28.05.2013 & 29.08.2013.

Other Details

No. of Books Published:	1
No. of STTP/FDP coordinated:	4