

# Dr. Sudha .P

## Assistant Professor(T)



| +91 9940820517 | [sudhasriniral@gmail.com](mailto:sudhasriniral@gmail.com)

DOB : 10.04.1986

### Professional Summary

Enthusiastic and research-oriented Assistant Professor in Commerce with over 11 years of teaching experience at the undergraduate and postgraduate levels. Demonstrated excellence in academic instruction, and student mentorship. Skilled in integrating educational technology into classroom teaching, conducting high-impact research, and fostering a dynamic learning environment. Eager to contribute to academic growth and research excellence at a reputed institution.

### Academic Qualification

<i>Degree</i>	<i>Specialization</i>	<i>Institution</i>	<i>Year</i>	<i>Percentage</i>
<i>Ph.D Commerce</i>	Marketing	Bharathiar University	Oct-2020	Highly Commended
<i>M.Phil</i>	Marketing	Bharathiar University	Nov-2011	Commended
<i>M.Com(CA)</i>	Commerce with Computer Applications	KovaiKalaimagal College Of Arts and Science.	Apr-2008	78.27%
<i>BCS</i>	Corporate Secretaryship	PSG College Of Arts and Science, Bharathiar university	May-2006	61.39%
<i>HSC</i>	Commerce	MSSD Higher Secondary School	Mar-2003	71.5%
<i>SSLC</i>	Arts	MSSD Higher Secondary School	Mar-2001	59.6%

### Professional Experience

**ASSISTANT PROFESSOR –COMMERCE**

**CBM COLLEGE, Coimbatore.**

From 16.05.2008 To 30.04.2013

## **Michael Job college of Arts and Science for Women, Sulur, Coimbatore.**

From Dec 2019 to 10.11.2025.

Supervised undergraduate and postgraduate student projects and dissertations.

- M.Com Project Guidance
- Digital Accounting Practices in Modern Businesses
- Impact of GST Software on Tax Compliance
- Financial Performance Analysis Using Computerized Accounting Tools
- Role of ERP Systems in Financial Reporting
- Impact of Digital Banking on Customer Satisfaction
- Adoption of FinTech Services Among Bank Customers
- Role of Internet Banking in Improving Banking Efficiency

Engaged in departmental activities and academic committees

- Awareness club activities.
- Planning and execution of Innovative Programs.
- Institution's Innovation Council (IIC) Vice-President
- IQAC – Head
- NIRF - Coordinator
- AISHE - Coordinator
- Organized and participated in seminars, field trips and workshop.
- Contributed in academic audits (ISO Audit)
  - Research

## **Chikkanna Government Arts College, Tiruppur.**

From 11.11.2025 to Till date

### **Research Profile**

#### **THESIS**

- **Ph.D. Thesis:** “A Study On Consumer Behavior Towards Green Marketing in Coimbatore District”.
- **Research Experience:** 10 Years

#### **DISSERTATION**

- **M.Phil. Dissertation:** “A Study On Consumer Satisfaction On Usage of Browsing Centers in Coimbatore City”

#### **RESEARCH INTERESTS**

- Consumer Behaviour
- Digital Marketing
- Green Marketing

- Financial Management
- Investment Analysis
- E-Commerce

### Book Published

1. Organizational Behaviour (2023). Good Writers – ISBN – 4729337360092
2. Corporate Law And Practices (2024). Shanlax Publications – ISBN 9788196866303

### Publications

#### International Journals

1. **P. SUDHA (2022)** “THE PERFORMANCE OF WOMEN ENTREPRENEURS WITH REFERENCE TO THE NILIGIRI DISTRICT” Volume – 8-2022 ISSN: 23954396
2. **P. SUDHA (2022)** “ A STUDY ON CONSUMER AWARENESS ON GREEN MARKETING WITH SPECIAL REFERENCE TO COIMBATORE CITY” ISSN: 0932-4747

### Paper Presentation

- National Conference on “EMPOWERING TOMORROW’S ENTERPRENEURS” Organized By Dr. NGP College of arts and science held on 26<sup>th</sup> Sep 2023.
- International Conference On “ SUSTAINABLE COMMERCE THROUGH AI-UNCOVER THE POTENTIAL” organized By Hindusthan College Of Arts and Science held on 07<sup>th</sup> Feb 2024
- International Conference on” ENTREPRENEURSHIP WITH INTELLECTUAL PROPERTY - ICSBPICM” Organized by Department of Commerce, KG College Of Arts And Science held on 9<sup>th</sup> to 21<sup>st</sup> February 2025.

### Skills

#### SOFT SKILLS

- Teamwork and collaboration.
- Student Mentoring
- Adaptability
- Problem-solving

#### TEACHING SKILLS

- Lessons delivery and evaluation  
Kahoot tool
- Student assessment and feedback
- Interactive teaching methods.
- Educational technology usage