

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** Mrs. P. Suganya Priya
- **Designation:** Assistant Professor
- **Phone Number:-** 7395971464
- **Email Id:** suganyap2@srmist.edu.in
- **Area of Specialization:** Marketing, H.R, Banking
- **Affiliation:**

Educational Details:

- **Degree –** M.Phil (Commerce)
- **Area or Subject –** Human Resource, Marketing
- **University –** University of Madras
- **Awarded Year –** 2018
- **Degree –** M.Com (CS)
- **Area or Subject –** Human Resource, Marketing
- **University –** University of Madras
- **Awarded Year –** 2017
- **Degree –** B.Com (CS)
- **Area or Subject –** Corporate Secretaryship
- **University –** University of Madras
- **Awarded Year –** 2012

Other Details:

Courses:

Research Interests: Marketing, Human resource, Banking

Selected Publications:

- 1. A study on professional satisfaction, challenges of event managers to sustain their business opportunity, International Journal of Research and Analytical Reviews, ISSN 2348-1269, Volume 9, Issue 4, 2022.**
- 2. Sustainable tourism and the community participation for promotion of tourism (With reference to Chennai City), Journal of Management Research and Analysis, ISSN 2394-2770, Volume 6, Issue 1 (1), Pg. 291-294, March 2019.**
- 3. The factors influencing marketing strategy of Xiaomi electronic Products, Research Review Journals, ISSN 2455-3085, Pg. 20-25, Sep 2018**
- 4. The role of E- Gadgets in Knowledge sharing, ISBN 978-81-9213-160-3, Volume 1, Pg. 99-102, Feb 2018.**

Papers Presented:

- 1. The factors influencing marketing strategy of Xiaomi electronic Products, Research Review Journals, ISSN 2455-3085, Pg. 20-25, Sep 2018**

Working Papers: NA

Work in Progress: NA

Academic Experience: 4 Years

Other Professional Experience: 1 year

Achievements: University Rank holder in M.Com (CS)

Workshops /Seminars/Conferences:

- 1. Workshop on Writing a Research Article, Sep 2021.**
- 2. Webinar on "Talented – ETL Tool" , Aug 2022.**
- 3. Webinar on "Impact of COVID 19 on future investment pattern of Investors" 2020.**
- 4. National Level webinar on "Impact of Lock down on the Economy" May 2020.**
- 5. Webinar on International Day of Light May 2020.**
- 6. National level webinar on Stress Management, May 2020.**
- 7. Webinar on "Stay home class room", May 2020.**
- 8. National Seminar on Consumer awareness on E-Instruments and health, Feb 2018**
- 9. International Conference on The Global Economic Outlook During COVID – 19 Pandemic – A Challenge world, 2021.**

Achievements and Awards:

Academic / Professional Membership:



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