

PROFILE



Name : **DR. J. MARY SUGANTHI BAI**
Designation : Head & Associate Professor
Department : PG and Research Centre of Commerce
Date of Birth : 31.5.1963
Date of Appointment : 23.8.1985

ACADEMIC

S.No.	Degree	University/Institution	Year of Completion
1.	B.Com.	Holy Cross College, Nagercoil	1983
2.	M.Com.	St. Mary's College, Tuticorin	1985
3.	M.Phil.	Madurai Kamaraj University, Madurai	1993
4.	Ph. D.	Madurai Kamaraj University	2012

Total Experience : 35 Years

Area of Specialization/Interest : Entrepreneurship

Editorial Board Member of InterContinental Journal of Human Resource Review ISSN: 2320 – 9704
– Online, ISSN: 2347 – 1662 – Print from 18/3/2014 till date.

RESEARCH EXPERIENCE

Approved Ph.D Guide of Mother Teresa Women's University, Kodaikanal from 2015.

Guiding 4 Ph.D scholars

Guided 8 M.Phil Scholars

- **National Education Leadership Award** in Recognition of Sterling Merit, Excellence Performance and Outstanding Contribution for the Nation by “Economic Growth Society of India” on 4th April 2019 at New Delhi.
- **External Expert in Academic Audit** at Holy Cross College, Nagercoil in August 2018.

PUBLICATIONS

International:

- *“Problems of Rural MSMEs: A Study in Theni District”*, **International Journal of Research in Commerce & Management**, Vol. No: 4, Issue No: Issue No: 01, January 2013.

- “Statistical Process Control”, **International Journal of Research in Commerce and Management**” entitled Process in the Volume no.6(2015)issue no.01(January),ISSN0976-2183.
- “Social Factors influencing Entrepreneurship”, **International Journal of Human Resource Research Review** ISSN: 2320 – 9704, Vol. 2. Feb. 2014, pp: 36 – 42.
- “Impact of Institutional Finance on MSME”, **International Journal of Human Resource Research Review**, ISSN: 2231 -1009, Vol. 4, March, 2014, pp: 20 – 24.
- “Dynamic Linkages Among The Indian And The Emerging Asian Stock Markets”, **International Journal of Multidisciplinary Research Review**,Vol.1, Issue 1,Jan-2016.
- “Problems of Micro Small and Medium Enterprises (MSMEs) in Periyakulam” in Vidyawarta, International Research Journal,
- “Financial and Non-financial Problems of Micro Small and Medium Enterprises(MSMEs) in Theni District” in Vidyawarta International Research Journal,

National:

- “*Study on Institutional Support to the Development of Entrepreneurship in Theni District*”, **Southern Economist**, Vol. 50, No 7, August 1, 2011.
- “*Institutional Finance to Rural MSMEs*”,**Banking Finance** Vol. No :01 January, 2012.
- “*Agricultural Finance: A Micro Study*”, **Banking Finance** Vol. XXV No: 03 March, 2012.
- “*Utilisation of Kisan Credit Card in Tamil Nadu*”, **Banking Finance** Vol. XXV, No : 09 September 2012.
- “*Commercial Banks’ Lending to Service Sector*”, **Southern Economist** Vol. 51No : 16 December 15, 2012.
- “*The Attitude of Entrepreneurs towards Financial Institutions*”, **Banking Finance** Vol. XXVI, No 01, January 2013.
- “*Industrial Estates*”, **Banking Finance** vol. xxvII No 07 JULY 2014 ISSN-0971-4498 July 2014
- “*Factors influencing Women Entrepreneurship in Theni District*”, JAC JOSHAM ISSN: 2347-9868, Vol:3:2, June 2016, pp-24-31
- “*Traits of Women Entrepreneurs in Theni District*“, **International Journal Of Engineering Development And Research**, Vol – 7, Issue 3, pp. 639 -641, 2019.
- “*An Analysis of Socio Economic Profile of Domestic & Foreign tourists and their opinion towards Bangalore Tourism*“ in **Adalya Journal**, Vol 8, Issue 10, October 2019
- “*Impact of Microfinance on Economic Conditions of Rural Women Entrepreneurs in Periyakulam Taluk*“, **International Journal of Analytical and Experimental Modal** Vol 11, Iss 12, pp. 10 to 17, 2019

Publications in Proceedings

- J. Mary Suganthi Bai,& B. Rajeswari, “Recent Trends in Tourism Marketing (with special reference to Karanataka)” in *Sustainability for Business Initiatives, Ideas and Challenges* with ISBN 81-86520-27-9.
- J. Mary Suganthi Bai &K.T. Vindhya, “Green Banking Initiatives for the Sustainability of Banks in India” in ‘Sustainability for Business Initiatives, Ideas and Challenges’ with ISBN 81-86520-27-9.
- J. Mary Suganthi Bai,& S.Lakshmi Priya, “Recent Changes in Consumer Behaviour and its impact on sustainability of online Business” in *Sustainability for Business Initiatives, Ideas and Challenges* with ISBN 81-86520-27-9.
- J. Mary Suganthi Bai & Veena Anand “Sustainability of Women Entrepreneurs” in *Sustainability for Business Initiatives, Ideas and Challenges* with ISBN 81-86520-27-9.
- J. Mary Suganthi Bai,& B. Rajeswari, , “Medical Tourism in Bangalore – An Overview”, in *Innovation Management in the Knowledge –Driven Economy* in Naaveenyata Bangalore

PRESENTATIONS (LAST FIVE YEARS):

Paper entitled,

- *Social Factors Influencing Entrepreneurs*, International conference on Shifting Paradigms of Business on 23rd & 24th July 2012 at VHNSN College, Virudhunagar.
- J.Mary Suganthi Bai,& B. Rajeswari, “Recent Trends in Tourism Marketing (with special reference to Karanataka)” in the International Conference on ‘Sustainability for Business Initiatives, Ideas and Challenges on 1.9.2017 at Mother Teresa Women’s University, Kodaikanal.
- J. Mary Suganthi Bai &K.T. Vindhya, Research Scholar, “Green Banking Initiatives for the Sustainability of Banks in India” in the International Conference on ‘Sustainability for Business Initiatives, Ideas and Challenges on 1.9.2017 at Mother Teresa Women’s University, Kodaikanal.
- J. Mary Suganthi Bai,& S.Lakshmi Priya, “Recent Changes in Consumer Behaviour and its impact on sustainability of online Business” in the International Conference on *Sustainability for Business Initiatives, Ideas and Challenges* on 1.9.2017 at Mother Teresa Women’s University, Kodaikanal.
- J. Mary Suganthi Bai & Veena Anand “Sustainability of Women Entrepreneurs” in the International Conference on *Sustainability for Business Initiatives, Ideas and Challenges* on 1.9.2017 at Mother Teresa Women’s University, Kodaikanal.
- J. Mary Suganthi Bai,& B. Rajeswari “Medical Tourism in Bangalore – An

Overview” in International Conference on *Innovation Management in the Knowledge* On 31 3 2016 at Sri Krishna Degree College, Bangalore.

- J. Mary Suganthi Bai, & S.Lakshmi Priya, ‘Challenges and Future Scope of E-Trade in India’ in the National Conference on Emerging Trends in Information Technology in today’s Business Scenario organised by the Koshys Institute of Management studies on 6th Oct. 2016, at KGI, Hennur Bagalur Road, Bangalore.
- J. Mary Suganthi Bai & K.T. Vindhya, ‘Study on Banking with reference to Indian Scenario’ in the National Conference on Emerging Trends in Information Technology in today’s Business Scenario organised by the Koshys Institute of Management studies on 6th Oct. 2016, at KGI, Hennur Bagalur Road, Bangalore.
- Dr.J.Mary Suganthi Bai & Mrs.S.Lakshmi Priya published a paper titled A Study on Demographic Factors Influencing Consumer Behaviour towards Online Shopping with Special Reference to Southern Bangalore in the International Journal Manager
- Dr.J.Mary Suganthi Bai & S.Paulrani published a paper titled Impact of DIC Assistance on the growth of MSME in Theni District, JAC JOSHAM.
- Dr.J.Mary Suganthi Bai & M. Ragavi M.Phil Scholar presented a paper on Social factors influencing Women Entrepreneurship in Theni District”
- Dr. J. Mary Suganthi Bai, Associate Professor of Commerce, presented a paper on Socio Economic Conditions of Women Entrepreneurs in Bengaluru in the International Conference on “Confluence of Management, Technology and Social Science” on 5th October, 2018 at Baddi University of Emerging Sciences and Technologies, Baddi.
- Dr. J. Mary Suganthi Bai, Associate Professor of Commerce, presented a paper on Women Entrepreneurs in Digital Era Bengaluru in the National Conference on “Digital Social Transformation: A Management Perspective – 2019 organised by School of Management Studies, Baddi University of Emerging Sciences and Technologies, on August 30, 2019.
- Presented paper on “**Impact of Micro Finance on Economic Conditions of Rural Women Entrepreneurs in Periyakulam Taluk.**” in the ICSSR sponsored two day national conference on Empowerment of Women through Micro Finance organized by the PG and Research Centre of Commerce, JA College for Women (Autonomous) Periyakulam held on 4th and 5th December 2019

Guest Lecture Programme:

- “**Consumer Behaviour: Concept and Application**” at Mother Teresa Women’s University on 7th January 2016

CONTACT DETAILS

Present Address : 12-2-14 Nabigal Nayagam Street,
Thasilthar Nagar, Thamaraikulam
, Periyakulam, Theni District.

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