

Dr.S.SUDHA

Plot No.65

Bampa Nagar First Street,

Utchapamedu Main Road,

Iyer Bungalow, Madurai – 625 014

Mobile: 9790866027

Whatsap: 9442118497

Email: sudha@ldc.edu.in



Educational Qualification

- Ph.D in Economics, Department of Economics, Scott Christian College, Nagercoil
- M.Phil in Economics, Department of Economics, Scott Christian College, Nagercoil
- MA in Economics, Department of Economics, Scott Christian College, Nagercoil
- BA in Economics, Department of Economics, Nesamony Memorial Christian College, Marthandam
- ADCP, C-DAC, Marthandam

Research Experience

- **MA Project:** An Economic Study of Palmyrah Workers Development Society with Special reference to Marthandam, Kanyakumari District.
- **M.Phil Project:** An Economic Study of Women Self-Help Groups in Kanyakumari District
- **Ph.D Project:** Economic Empowerment of Women Through Self-Help Groups and their Socio-Economic Significances in Kanyakumari District

Awards

- Received a **Global Scholarly Research Award** for presented a Research work at the **Global Scholarly Colloquium 2025** organized by Cape Forum-of by and you trust and JCI India Share, Indonesia on 28th June 2025 via Online mode.
- Received an **Outstanding Researcher Award** organized by Cape Forum-of by and you trust, State Islamic Institute Madura, Indonesia Education Share, Islamic Azad University, Iran and ZERODLE Centre for Language, Research & Publication, Canada on 24th May 2025 via Online mode.
- Received a **Best Paper Award** from ICSSR -SRC Two-day National Seminar on Vision Viksit Bharat @2047 under the sub theme Accelerating Women's Economic Footprint: Addressing a vital missing link in India's Growth Story for the paper titled that **"An empirical Study on Beti Bachao Beti Padhao in selected states with special**

reference to Female Enrolment in Higher Education” organised by Department of Economics, Madras Christian College, Chennai on **21st & 22nd January 2025**.

- Received **Best Teacher Award 2020** organized by Cape Forum, Kanyakumari District
- Received **Inspiring Women Professor Award 2021** from Women’s Conclave 2021 – organized by Cape Forum, Kanyakumari District

Area of Specialization

- International Economics, Statistics for Economics & Micro Economics

Teaching Experience

- Currently working as Assistant Professor in Lady Doak College, Madurai from 27-Nov-2024
- Worked as an Assistant Professor, Department of Business Economics (Self-Supporting), Ethiraj College for Women (Autonomous), Chennai from 04-July-2017 to 25-Nov-2024
- Worked as an Assistant Professor (FIP vacant), Postgraduate & Research Department of Economics, Ethiraj College for Women (Autonomous), Chennai from 06-July-2015 to 04-July -2017
- Worked as an Assistant Professor, Department of MBA, Maria College of Engineering and Technology, Attoor, Kanyakumari District from 14-Sep-2009 to 01-July-2015

Resource Person

- Keynote Address Students Behaviour in Online Classes, CAPE Forum, Kanyakumari District on 18th March 2021
- Chief guest address on “Primer to Whom Am I” Department of Economics, Nesamony Memorial Christian College, Marthandam, K.K Dist on 27.11.2020
- Guest lecture on “Basics of Economics” University of Madras, Chennai on Nov 2015
- Guest lecture on “Entrepreneurship Development Programs”, Department of Economics, Nesamony Memorial Christian College, Marthandam, K.K Dist on 13.10.2010
- Guest Speaker on “SHG in Kanyakumari District”, Rotary Club of Tirunelveli West, Hotel Aryas, Tirunelveli on 29.4.2014

Question Paper Scrutiny

- PG Question Paper Scrutiny – University of Madras on 26th July 2021
- UG Question Paper Scrutiny–Muthayammal College of Arts & Science (Autonomous), Namakkal, 26th January 2022
- UG question paper setter for Monetary Economics – Women’s Christian College, Chennai for November 2023 end Semester examinations
- UG question paper setter for Business Policy & Strategy- Sri Vidya Mnadir Arts & Science College (Autonomous), Krishnagiri for November 2024 end Semester examinations
- **TCS iON** : SME- Question paper setter from 2022

Programmes organized

- Executive committee member on International Conference on Women as a Catalyst for Sustainable Development, Centre for Women’s Studies, Ethiraj College for Women on March 7th & 8th 2024.
- Co-ordinator on International Multidisciplinary Conference on Research & Innovation in Academia & Industry organized by Departments of BBM, Economics, History & TTM, English & Business Economics on Jan 9th & 10th 2024
- **Organizing secretary on Online Quiz** - Indian Financial Reforms Fostering Economic Development on 22-5-2020
- Organizing committee member on International Conference on Development Economics organized by Department of Economics on 7th & 8th Feb 2017

Book Authored:

Marketing Management, Charulatha Publications, Nov 2023, ISBN no: 978-93-5577-778-2

Editor & Co-editor

- CMTT – 2011, National Conference Proceedings with ISBN No.
- Souvnr – 2011, Department of Management Studies Magazine
- Platinum Jubilee Souvnr, Post Graduate & Research Department of Economics- 2019
- Proceedings of the National Conference on Economic Development of India in Global Perspective- 27th& 28th Sep 2018
- Ethiecon 2017-18, 2019-2020 & 2023-24

PUBLICATIONS:

SCOPUS

- Published paper on **Impact of Online Marketing on Consumer buying behaviour** Journal of Research Administration, *SCOPUS INDEXED*, ISSN:1539-1590, E-ISSN:2573-7104, Vol 5, No 2, Pages: 2735 -2744, Nov 2023
- Published paper on **Analysing the Major Determinants of Implementing Intelligence in Enhancing Customer Artificial Relationship Management in Private Banking Companies**, Russian Law Journal, Statut Publishing house, Elsevier, *SCOPUS INDEXED*, Vol XI, Issue 7s, ISSN 2312-3605 (Online), Jan 2023
- Published paper on **A Study to analyse the Major Challenges and Strategies to overcome Work Life Imbalance among Women Academicians with Special Reference to Kumbakonam District**, Journal of Positive Psychology, *SCOPUS INDEXED, Q2*, ISSN: 2717-7564, Vol.6, No. 2, Mar 2022
- Published paper on **Factors Influencing Employee Absenteeism in IT Companies at Trichy**, International Journal of Recent Technology and Engineering (IJRTE), *SCOPUS INDEXED*, Impact Factor:5.92 & ISSN: 2277-3878, Vol.8, Issue 2S6, July 2019

UGC PEER REVIEWED

- Published paper on **Impact of Covid - 19 on the Indian Economy**, KALA: Journal of Indian Art History Congress, ISSN: 0975-7945, Vol. No 27, No 1 (III), Impact Factor: 6.125, *UGC CARE GROUP I JOURNAL*, Feb 2021
- Published paper on **A Study on Women Empowerment in Kumbakonam City**, International Conference on the Role of Analyst in the Global Business Scenario, Our Heritage, *UGC Care*, Vol.68,Spl issue 28, ISSN:0474-9030, Impact Factor:6.6, Jan 2020
- Published paper on **Impact of Cashless Economy on Retail Sector in Chennai**, International Journal Advance and Innovative Research, ISSN 2394-7780, Vol 6, Issue 1, (XXXVIII), *UGC Approval No: 63571* –Peer Reviewed, Jan - March 2019

- Published paper on **Impact of social media Among Students**, Shanlax International Journal of Management, *UGC approved Journal No: 44278*, ISSN:2321-4643, Vol.5, Spl issue 2, Impact Factor:3.122, Mar 2018
- Published paper on **Impact of Demonetization and Women Empowerment**, Emperor International Journal of Finance & Management Research– Mayas Publication, ISSN: 2395-5929, Impact Factor :1.14, *UGC Jr No: 45308*, Sep 2017
- Published paper on **The Role of Entrepreneurship Development Skills and its Economic Theories**, Journal of Management- IAEME Publication, *UGC listed*, ISSN:2347-3940, Impact: 2.4352, 2017
- Published paper on **GST and its Impact on Small Scale Industries in India**, Shanlax International Journal of Commerce, *UGC approved Journal No: 44120*, ISSN: 2320-4168, Vol 5, Spl issue 1, Impact Factor: 3.017, Nov 2017

ISSN & ISBN Publications:

- Published paper on “**Sickness in Indian Industry**”, in Current Management Trends & Techniques, Scitech Publications, ISBN: 978-81-8371-392-4, 2011
- Published paper on **An Economic Impact of Women SHGS in K.K.Dist**, Indian Journal of Millennium Development Studies (IJMDS)–Serials Publications, ISSN: 0973-3981, Vol 7, No.1-2, Jan – Dec 2012
- Published paper on **Economic Impact of SHGs in K.K.Dist**, Recent Trends in Arts, Science & Management- Conference Proceedings, ISBN:978-81-910747-3-4, 2012
- Published paper on **Ethical Marketing for Competitive Advantage on the Internet**, Global Marketing Scenario – B Club Publisher, ISBN:97-81-925275-0-5, 2013
- Published paper on **Manpower Attrition**, Banking & Finance– B Club Publisher, ISBN: 978-81-925275-1-2, 2014
- Published paper on **Taxation and its Impact on FD Returns**, Banking Schemes to Promote Business- International Conference Proceedings, ISBN :978-81-837169-63, Jan 2015
- Published paper on **Empowerment of Women in India – A Recent Scenario**, Economic Development of Tamil Nadu- A Long-Term study since 1950s- Conference Proceedings, ISBN: 978-81-922828-3-1, 2015
- Published paper on **IT and Role of SHGs**, Finance and Management Revolution- Conference Proceedings, ISSN: 2395-5929, 2016

- Published paper on **A Study on Rural Empowerment Through Women Empowerment in Tamil Nadu**, Indian Economic Development A long term Study Since 1950- Conference Proceedings, Vol: II, ISBN: 978-1-63535-773-8, Dec 2016
- Published paper on **Impact of Self- Help Groups on Economic Empowerment of Women in Tamil Nadu**, International Conference on Development Economics (ICDE)- Conference Proceedings, ISBN: 978-163535716-5, Feb 2017
- Published paper on **Globalization and its Impact on Indian Economy: Developments and Challenges**, Competing in the Era of Globalization- Challenges & Prospects -Conference Proceedings, Vol II, ISBN: 9781641365154, Sep 2017
- Published paper on **Role of Self-Help Groups and Rural Development in India**, India & Global Economy: Issues and Challenges, ISBN: 978-3-659-26231-9, Oct 2017
- Published paper on **Progress of Women Empowerment in India**, Indian Economic Development A long term Study Since 1950- Conference Proceedings, ISBN: 978-164370655-9, Sep 2018
- Published paper on **The Role of Women Entrepreneurs in India – A Study**, Emerging Trends in Entrepreneurship, ISBN: 978-93-5391-950-4, Jan 2020
- Published paper on **Transition to A Green Economy: Benefits, Challenges and Risks from a Sustainable Development Perspective**, International- New Century Book House- Conference Proceedings, ISBN-978-81-2343-983-9, Feb 2020
- Published paper on **Students Behaviour in Online Classes**, Indian Scenario of School and College Education in 2020-2021- Conference Proceedings, ISBN: 978- 81 -942871- 9 -3, Mar 2021
- Published paper on **A study on Awareness & Perception towards Insurance Industry Opportunities with Special Reference to Chennai, Tamil Nadu**, Application of Technology in Business, ISSBN: 978-93-95659-05-5, Page No:94 to 101, Mar 2023
- Published paper on **A study on the Impact of OTT Platforms on Youngsters in Chennai, Tamil Nadu**, Application of Technology in Business, ISSBN: 978-93-95659-05-5, Page No:102 to 108, Mar 2023
- Published a paper on **“Progress and Performance of Sustainable Development Goals in Tamil Nadu”** published by Research Centre and Department of Economics & JX Miller Library, Lady Doak College, Madurai, ASPIRE, 2229-4953, special issue 7, Nov 2024.

- Published a paper on **“An empirical Study on Beti Bachao Beti Padhao in selected states with special reference to Female Enrolment in Higher Education”** organised by Department of Economics, Madras Christian College, Chennai on **21st & 22nd January 2025**.
- Published a paper on **“Self Help Groups: A Way to Reach Rural Development in India”**, published by Financial Inclusion, Gender Equity & Technological Advancements in India, Research Centre and Department of Economics & JX Miller Library, Lady Doak College, Madurai, ISBN: 978-81-962552-6-8, Pages 142 to 154, June 2025.
- Published a paper on **A Study on Integrating Artificial Intelligence in Hybrid Learning: Opportunities and Challenges in Higher Education”** published by Cape Forum, K.K.Dist, ISBN: 978-81-98213-70-9, Vol 1, May 2025.
- Published a paper on **Trend Analysis of Human Development Index from 1993 to 2021** published by Cape Forum with ISBN , June 2025.

PRESENTATIONS

- Presented a paper on **Empowerment of Women Through SHGs in K.K.Dist**, UGC – National Seminar, organized by NMCC, Marthandam, 11th Sep, 2009
- Presented a paper on **Industrial Sickness**, National Conference, Maria College of Engineering & Technology, Attoor, 26th March, 2011
- Presented paper on **Economic Impact of SHGs in K.K.Dist**, National Research Forum, WCC, Nagercoil, 17 Feb, 2012
- Presented a paper on **Economic Empowerment of Women Through SHGs**, National Conference, FX Engineering College, Tirunelveli, 30, 31st March 2012
- Presented a paper on **Women Entrepreneurship in India**, National Research Forum, WCC, Nagercoil, 2013
- Presented a paper on **Economic Empowerment of Women Through STGs in K.K.Dist**, National Research Forum, WCC, Nagercoil, 2nd Feb 2014
- Presented a paper on **Man Power Attrition**, International Conference, Hotel Singaar International, Kanyakumari, Feb 2, March 1, 2014
- Presented a paper on **Taxation and its Impact on FD Returns**, International Conference, WCC, Nagercoil, 6th Jan 2015
- Presented a paper on **Empowerment of Women in India - A Recent Scenario**, Ethiraj College for Women (Autonomous), Chennai, 19th Oct 2015

- Presented a paper on **IT and Role of SHGs**, ICSSR- National Seminar, Kandaswami Kandar's College, Velur, 23rd, 24th June 2016
- Presented a paper on **The Role of Entrepreneurship Development Skills and its Economic Theories**, National Seminar, St.Mary's College (Autonomous) Tuticorin, 22nd, 23rd Sep, 2016
- Presented a paper on **Role of SHGs and Rural Development in India**, National Seminar, Meenakshi College for Women, 24th& 25th Nov, 2016
- Presented a paper on **A Study on Rural empowerment Through Women Empowerment in Tamil Nadu**, Annual conference, DR BCC Hindu College, 19th Dec, 2016
- Presented a paper on **Impact of Self Help Groups on Economic Empowerment of Women in Tamil Nadu**, Ethiraj College for Women, Feb 16th& 17th 2017
- Presented a paper on **Globalization and its Impact on Indian Economy: Developments and Challenges**, International Conference on "Competing in the New Era of Globalization- Challenges & Prospects" Dept. Of Economics, Thiruvalluvar University, Vellore/ AMECA,2017
- Presented a paper on **Impact of Demonetization and Women Empowerment**, International Conference on "Leading Socio-Economic Issues in the Making of New India: Challenges, Ways and Means' Queen Marys College, 2017
- Presented a paper on **The Role of Entrepreneurship Development Skills and its Economic Theories**, International Conference on Implementation Strategies for Sustainable Innovation, Department of Management Studies, DG Vaishnav College, Chennai, 2017
- Presented a paper on **Role of Self-Help Groups and Rural Development in India**, International Conference on "India and Global Economy- Issues and Challenges", Post Graduate & Research Department of Economics & Business Economics, DG Vaishnav College, 2017
- Presented a paper on **GST and its Impact on Small Scale Industries in India**, National Seminar on "Impact of GST", KLE Society's Degree College, Bengaluru, 2017
- Presented a paper on **Impact of Social Media Among Students**, International Conference on Department of management studies, Idaya College, 2018

- Presented a paper on **Progress of Women Empowerment in India**, National Seminar, TNEA, IEA & Ethiraj College, Sep 2018
- Presented a paper on **Factors Influencing Employee Absenteeism in IT Companies at Trichy**, International Conference on Advances in Business Management, Periyar University, 10th& 11th October 2018
- Presented a paper on **Impact of Cashless Economy on Retail Sector in Chennai**, International Multidisciplinary Conference on World Road to Cashless Economy, Claras College of Commerce, Mumbai, 16th March 2019
- Presented a paper on **Transition to A Green Economy: Benefits, Challenges and Risks from a Sustainable Development Perspective**, International Multidisciplinary Conference on Biosphere Conservation- emerging Vistas in sciences, Economics and tamil Literature, Department of Tamil, Economics, Physics, PBPB and Chemistry, Ethiraj College for Women, 17th& 18th Feb 2020
- Presented a paper on **Students Behaviour in Online Classes**, National Virtual Conference on Indian Scenario of School and College Education in 2020-2021, CAPE Forum Of By and for You Publication, 18th March 2021
- Presented a paper on National Seminar **Progress and Performance of Sustainable Development Goals in Tamil Nadu**, National Conference on Green Economy – An Approach to Sustainable Economic Growth organized by Research Centre Department of Economics, Lady Doak College, Madurai on 9-Dec-2024
- Presented a paper on International Conference “**An empirical Study on Beti Bachao Beti Padhao in selected states with special reference to Female Enrolment in Higher Education**” organised by Department of Economics, Madras Christian College, Chennai on **21st & 22nd January 2025**.
- Presented a paper on International Conference “**Self Help Groups: A Way to Reach Rural Development in India**”, organised by Research Centre and Department of Economics, Lady Doak College, Madurai on 24th & 25th Feb 2025.
- Presented a paper on Virtual International Conference **A Study on Integrating Artificial Intelligence in Hybrid Learning: Opportunities and Challenges in Higher Education**” organized by Cape Forum, K.K.Dist, 23rd and 24th May 2025.
- Presented a paper on International Research Colloquium **Trend Analysis on Human Development Index In Tamil Nadu From 1993-2021** organised by Cape Forum, K.K.Dist, 28th June 2025.

PARTICIPATIONS

- National level workshop on “Scott Research Forum”, SACP, Scott Christian College, Nagercoil, 2004
- National level Workshop on “SPSS”, SACP, Scott Christian College, Nagercoil, 26th& 27th Sep 2005
- National level workshop on “Application of Trend Models in Economic Research”, Adhithanar College Arts & Science, Mar 2008
- Regional level “Faculty Development Programme”, Maria College of Engineering And Technology, Attoor, 2012
- Inter College Management Meet “LEYANDAS”, Maria College of Engineering And Technology, Attoor, 2012
- Regional level “Faculty Development Programme”, Ethiraj College for Women (Autonomous), Chennai, 2015
- Regional level “Health, Stress & Diabetes” IQAC workshop on Ethiraj College for Women (Autonomous), Chennai, 11th Sep, 2015
- Regional level “Sustainable Heritage Tourism and Issues of Accessible Tourism in India” Department of History, TTM, Ethiraj College for Women (Autonomous), Chennai, Sep 2016
- National level Symposium on “Potential for Excellence to Excellence in Higher Educational Institutions”, IQAC, Ethiraj College for Women (Autonomous) Chennai, 2016
- National level discussion on “Reflection - Discussion on Draft National Education Policy 2016”, Department of Library, Madras School of Social Work, Chennai, Sep 2016
- State level “Symposium on Demonetization” Post graduate and Research, Department of Economics, Ethiraj College for Women (Autonomous) Chennai, Jan 2018
- Regional level Workshop on “Women Empowerment, Intellectual Property Rights and Management of Stress in Academics and research”, Dean of Academics & Dean of Research, Ethiraj College for Women (Autonomous), Chennai, 2018
- State level Symposium on “ Goods & Service Tax” Post graduate and Research, Department of Economics, Ethiraj College for Women (Autonomous) Chennai, July 2018

- National level “99th Annual Conference of the IEA”, Indian Economic Association, Dec 2018
- National level Symposium on “Innovation Driven Inclusive Growth in India” Department of Business Economics, Ethiraj College for Women (Autonomous), Chennai, Feb 2019
- National discussion on “TNEA-Discussion”, VIT, Chennai, Jan 2020
- National level Workshop on “Learning Management System and Open Educational Resources: A Student-Centric Approach”, Internal Quality Assurance Cell, Ethiraj College for Women, 25th Jan, 2020
- National Level Technical Workshop on “Intellectual Property Rights” Tamil Nadu State Council for Science & Technology and Ethiraj College for Women, 1st Feb 2020
- National Virtual Conference on “Indian Scenario of School and College Education in 2020-2021”, CAPE Forum, Kanyakumari District, 18th March 2021
- International Multidisciplinary Conference on “Research & Innovation”, Ethiraj College for Women, Jan 2023
- International Multidisciplinary Conference on “Research & Innovation in Academia & Industry”, Ethiraj College for Women, Jan 9th & 10th 2024
- International Conference on “Women as a Catalyst for Sustainable Development”, Centre for Women’s Studies, Ethiraj College for Women, Mar 7th & 8th 2024
- National Conference on “Green Economy – An Approach to Sustainable Economic Growth” organized by Research Centre and Department of Economics, Lady Doak College, Madurai on 7th Nov 2024.
- Regional level One Day Student Seminar on "Union Budget 2025 on 7/2/2025 organised by Research Centre and Department of Economics, Lady Doak College, Madurai
- 5th International Research Conference on Recent Developments and Innovations in Social Science, Law, Arts and Humanities organized by Research Centre and Department of Economics, Lady Doak College, Madurai on 24th & 25th Feb 2025.
- International Virtual Conference on “Higher Education 360° – Strategy, Technology & Innovation in the Digital Age” – 23 & 24 May 2025
- International Research Colloquium organised by Cape Forum, K.K. Dist, 28th June 2025.

Faculty Development Programme (online & offline)

- Art of Writing Research Article in Indexed Journals, Nehru Arts & Science College, 29th April 2020
- Impact of Covid 19 & Social Society Measures in the Unorganized Sector in India, Shree Chandrababhu Jain College, 18th May 2020
- Examinations in wake of Covid 19, Patrician College of Arts and Science, 8th May 2020
- National Level Effective Classroom Management in HEIs, Idhaya College for Women, 26th July 2021
- Architectural Series, SSS College for Women, Chennai, 25th Sep 23 to 3rd Oct 2023
- Advance Research Methodology & Data Analysis, CMR University, Bangaluru, 3rd Oct to 9th Oct 2023
- Advance Research Methodology & Data Analysis, CMR University, Bangaluru, 9th & 14th Sep 2024
- Cybersecurity Trends and Challenges in Higher Education Institutions (HEIs) from 23rd March to 28th March 2025 organised by Lady Doak College, Madurai.

Workshops (online & offline):

- Multi Criteria Decision Making, REST Society, 25th April 2020
- Enhancing Research Communication Skills through Science direct & Mandaley, IQAC, School of Education (PMMMNMTT), Dayalbagh Educational Institute, 3rd May 2020
- Learning Management System (LMS), Ethiraj College for Women, 4th August 2021 to 10th Aug 2021
- Workshop on 'Navigating Peace and Fostering Peace Education' on 16/12/2024 organised by LDC, Madurai
- New Faculty Workshop on 'Being an Effective Teacher' from 19th May to 20th May 2025 conducted by CHRD, LDC, Madurai
- Online Workshop on "AI Tools for Teaching and Research" on 21st May 2025 conducted by CHRD, LDC, Madurai

Training Programme:

- Participated Entrepreneurial Development program (EDP) for 7 days conducted by Tamil Nadu Mahalir Mambattu Corporation

Online Training Programme & Online Webinars:

- Attended 26 National level and international level webinars
- Advance Excel training Program, Edu Skill Harvest, 20th April 2020
- R Training, Shri Krishnaswamy College for Women, IIT Bombay, 5th May 2020

Professional Membership

- Life Member of **The Indian Society for Technical Education (MISTE)** from 2012 onwards
- Life Member of **Indian Economic Association (IEA)** from August 2015 onwards
- **Cape Forum** Life Membership from 2021 onwards

Social media links:

- Research Gate : <https://www.researchgate.net/profile/Dr-Davidson>
- Google Scholar:
https://scholar.google.com/citations?view_op=list_works&hl=en&authuser=2&hl=en&user=Cblo6KkAAAAJ&authuser=2
- Academia edu : <https://xibaskc.academia.edu/sudhassasikumar>

Ethiraj College for Women (Autonomous), Chennai, 2015