

PROFILE



Name : **DR. J. MARY SUGANTHI BAI**
Designation : Head & Associate Professor
Department : PG and Research Department 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 : 31 Years

Area of Specialization/Interest: Entrepreneurship

Editorial Board Member of InterContinental Journal of Human Resource Review ISSN: 2320 – 9704 –
Online, ISSN: 2347 – 1662 – Print.

RESEARCH EXPERIENCE

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

Guiding 4 Ph.D scholars

S.No	Student Name	Register Number	Title of the Thesis	Date of Registration
1	Ms. LakshmiPriya	PHDCOM16P450	A study on consumer Satisfaction towards online Shopping with Reference to Bangalore city	08.2.2016
2	K.T.Vindhya	PHDCOM16P456	A study on consumer Perception towards E-Banking with Reference to Karnataka	19.2.2016
3	Ms.P. Rajeswari	PHDCOM16P457	A study On Problems and Prospects of Tourism Industry in Bangalore	19.2.2016
4	Ms.VeenaAnand	PHDCOM16P461	Role of Cooperative bank in the Development of Women Entrepreneurs in Bangalore	1.3.2016

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),ISSN 0976-2183.
- “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.

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

Publications in Proceedings

- J. Mary Suganthi Bai,& B. Rajeswari, “Recent Trends in Tourism Marketing (with special reference to Karnataka)” 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 2016at 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.

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, Thamaraiikulam
, Periyakulam, Theni District.

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

Telephone No : 04546-232492

Mobile : 9790226992

Email : marvsuganthibai@yahoo.com