

PROFILE



Name : **DR. J. MARY SUGANTHI BAI**
Designation : Associate Professor
Department : Commerce
Date of Birth : 31.5.1963
Date of Appointment : 23.8.1985

CONTACT DETAILS

Present Address : 12-2-14 Nabigal Nayagam Street,
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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 : 27 Years
Area of Specialization/Interest: Entrepreneurship

RESEARCH EXPERIENCE

PUBLICATIONS

International : Paper entitled,

- “*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

National : Paper entitled,

- “*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. 51 No : 16 December 15, 2012.
- “*The Attitude of Entrepreneurs towards Financial Institutions*”, **Banking Finance** Vol. XXVI, No 01, January 2013.

PRESENTATIONS (LAST FIVE YEARS) : Paper entitled,

- **HRM-A Global Perspective**, International conference on **International challenges of global business in the 21st century** on 04.02.2009 & 05.02.2009 at Rev. Jacob Memorial Christian College, Ambillikai.
- **Industrial financing for small scale industries**, UGC Sponsored National level seminar on **Entrepreneurship in emerging economies**, 25.02.2011 at Vellaichamy Nadar College, Nagamalai.
- **Social Factors Influencing Entrepreneurs**, International conference on **Shifting Paradigms of Business** on 23rd & 24th July at VHNSN College, Virudhunagar.