

1. Name : Dr. Sudha V
2. . Designation : Assistant Professor
3. Qualification : M.Com., M.Phil., MBA., Ph.D
4. Mobile number : 9994185933
5. E-mail id : sudhacom@auxiliumcollege.edu.in
6. Teaching Experience : 12 years 4 months
7. Area of specialization : Marketing, Finance
8. Research Experience and Guidance : Published research articles in the books and journals.
9. No. of Papers Published : 3
10. No. of Papers Presented in the National/ International/ Seminars/ Workshops/ Conferences : 3
11. No. of Seminars/Workshops/Conferences organized : 7
- 12.. No. of Online Courses completed (Minimum of 4 Weeks) : 1

PUBLICATIONS

Publications in Journals

- Dr Sudha V “A Relationship Between Brand Image And Brand Loyalty (With Special reference to consumers of Vellore)” International Journal of Economic and Business Review 1.259, May 2016.
- Dr Sudha V “Brand Image Of Fmcg Consumers” International Journal of Marketing, Impact factor 3.532 July – Dec – 2016.

Publications in Proceedings

- Dr. Sudha V, “Brand awareness in Cars with special reference to Hyundai cars, International Conference on Opportunities for Growth in Trade, commerce and Business Management in Afro-Asian countries. M.M.E.S Women’s college, Melvisharam, ISBN no: 978-93-85471-23-0, on 5th March 2016.

FDP’s/ Seminars/ Workshops/Webinars

- One month Online Faculty Development Programme attended on July 2020 - Ministry of HRD, Ramanujan College, Delhi

- Completed “**Leadership**” Online Certificate Course in **SWAYAM** NPTEL Online Certification (Funded by the Ministry of HRD, Govt of India) in August to September 2018 – 4 week Course
- Completed “**Consumer Behaviour**” Online Certificate Course in **SWAYAM** NPTEL Online Certification (Funded by the Ministry of HRD, Govt of India) in August to September 2018 – 4 week Course
- National Level Three Day Online FDP "Recent Trends in Artificial Intelligence & impact on Teaching Profession from 22-April to 24-April organised by Rathnavel Subramaniam College of Arts & Science, Coimbatore
- FDP - Examinations in wake of Covid -19 on 08.05.2020 conducted by Patrician College of Arts & Science
- Virtual Faculty Development Programme from 14 - 16.05.2020 organized by Sri Ramakrishna Arts & Science College
- One Week FDP - Insights into Quality Research and Innovation from 13 - 20.05.2020 organised by Vivekanandha College of Engineering for Women
- FDP - Six Days - Challenges in Higher Education during post covid-19 from 18 - 23.05.2020 conducted by Kovai kalaimagal Arts & Science college
- FDP -Application of statistics in Research on 28.05.2020 conducted by SNMV College of Arts & Science College
- FDP – Research Trends in Image Processing from 15.06.2020 – 19.06.2020 organised by Gates Institute of Technology, Andhra
- FDP – Emotional Intelligence on 29-04-2022 organised by Muthurangam Govt. Arts College
- Attended and Completed “**Tally. ERP 9**” from IntelliExpert Management solutions in **15.02.2019**
- Completed Certificate Course in Computing from Indra Gandhi National Open University in December 2001
- Online Short term course on Social Media Marketing from 2- April to 14- April organised by St.Peter's Institute of Higher Education &Research, Chennai.
- Online Short Term Course : The fundamentals of Digital Marketing from 3-April to 10-April conducted by St.Peter's Institute of Higher Education &Research, Chennai
- Short Term Online Course - Entrepreneurship : Creating the Business from 15 - 22.05.2020 conducted by Vivekanandha college of Arts & Science for Women
- Short Term Online Course - Introduction to Stress Management from 15 - 22.05.2020- Vivekanandha college of Arts & Science for Women

Book Publications:

Published book chapters under the topic of Awareness on Cholera – A Water borne disease in “Economic of Rural Health, Water and sanitation” in 2018, ISBN No: 978-93-86611-22-2