| **NAVARASAM ARTS AND SCIENCE COLLEGE FOR WOMEN**ARACHALUR, ERODE-638101STAFF PROFILE |
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| **Name** | Dr.N. SATHYA SONIA  |
| **Designation** | ASSOSIATE PROFESSOR  |
| **Qualification** | M.Com., M.Phil., MBA., PGDCA., Ph.D  |
| **Department** |  COMMERCE |
| **Phone No.** | **Office** |  NIL |
| **Mobile** | 8883295882 |
| **Email** |  sathyasonian@gmail.com |
| **Areas of Interest/****Specialization** | **Marketing, Finance, Accounts, Human Resource** |
| **Subjects Taught** | **UG**:1**.** Business Organization  **PG**:1.Financial markets and  institutions  2. Principles of marketing 2.Corporate Accounting 3. Commercial law 3.Human Resources and management 4.Company law 4. Marketing Management 5. Direct Tax 5. Futures and Options 6.Financial Accounting 6. Fundamentals and Technical Analysis 7.Management Accounting 7. Investment Management 8.Financial Markets 8. Financial Management 9. Entrepreneurial Development 9. Business Research Methods 10. Business finance 11.Banking and Insurance law 12. Banking Theory |
| **Date of Joining in our Institution** |  02.07.2007 |
| **Experience (in Years)** | **Industry** | Nil |
| **Teaching** | 16 years |
| **Research** | Nil |
| **Total** | 16 years |
| **Research Publications in Journals,**  |  1. International Research Journal of Social Science and Humanities, Online Journal, A Study on Brand Preference towards Masala Powder in Erode, ISSN: 2320-4702Page No: 66-78 2. International Journal of Creative Research Thoughts, Online Journal, Consumer Behaviour towards Agricultural Equipments: A Study with Reference to Erode District, ISSN:2320-2882 3. International Journal of Research and Analytical Reviews, Online Journal, Perception and Assessment towards importance of Customer Relationship Management, E-ISSN:2348-1269, P-ISSN:2349-5138 4. International Journal of Creative Research Thoughts, Online Journal, Impact of liquidity on the profitability of steel companies in India: An Exploratory Study, ISSN: 2320-2882 5. International Journal of Creative Research Thoughts, Online Journal, Merger and Acquisition in Indian Banks: A Comparative study on Employee Productivity, ISSN: 2320-2882 6. International Journal of Research and Review, Online Journal, Impact of Leverage, Profitability and Dividend policy on Firm Value: An Explanatory Study, E-ISSN: 2349-9788; P-ISSN: 2454-2237 7. International Journal of Creative Research Thoughts, Online Journal, The Role of Virtual Reality in Enhancing Consumer Engagement : A New Era of Immersive Brand Experiences, ISSN: 2320-2882 |
| **Papers Published in Conference Proceedings** |  1. Global financial crisis & Indian Economy, Erode Arts College Erode, Indian Economy & Future Outlook, ISBN NO.978-81- 8356-648-3 2. Women’s Role in Achieving a Sustainable Future, PSGR Krishnammal college for women, Women’s Role in Commercialization of agriculture, ISBN: 978-93-80800-196Page No: 132 3. A Journal of intercontinental Management Research Consortium, Nandha Arts & Science College, E-Business Growth & Development, ISSN: 2347-1670&2347-1654Page No: 232-235 4. Journal of Management & Science, Nandha College of Technology, A study on the impact of celebrity advertisement in Erode District, Issue 11, March ISSN:2250-1819/EISSN2249-1260Page NO: 1-7 5. Rathinam Journal of Management, Rathinam College of Arts & Science, Empowerment of Women through Agriculture, ISSN:2250-2009Page No: 55 6. E-Services Issues and Challenges, Vivekanadha Educational Institutions, E-Banking, ISBN: 978-81-93316-5-1Page No: 166 7. Impact of demonetization on alternate payment mechanism, SNMV College of Arts & Science, Card based payment system, ISBN:9789384234867Page No: 19 |
| **Books / Chapters** **Published** | **NIL** |
| **Patent Published** | **NIL** |

| **Research Projects****Major/ Minor** | **Completed** |  **NIL** |
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| **Undergoing** | **NIL** |
| **Research Guidance** | **Awarded** | **Undergoing** |
| **M.Phil: 20** Scholars | **Ph.D: 6 Scholars** |
| **Conferences** | **Attended** | **Presented** | **Organized** |
| **National** | 1. National Level Seminar on Global Business Strategies, Navarasam Arts And Science College for women
2. National Level Seminar on The Global Financial Crisis And Its Impact on India, Navarasam Arts And Science College for women
3. National Level Conference on Emerging Technologies And Applications, Navarasam Arts And Science College for women
4. One Day State Level Seminar on Impact of Economic Reforms on Industrial Sectors, Kaamadhenu Arts And Science College
5. One Day National Seminar on Mutual Funds, Sreesaraswathi Thyagaraja College
6. National Conference on Neuro Fuzzy Systems, Navarasam Arts And Science College for women
7. National Level Seminar on Role of E-Taxation, Sankara College Of Science And Commerce
8. One day National Level Seminar on Impact of Global Recession In Banking Companies, Sree Ramu College Of Arts And Science
9. National Seminar on The Procedures to Lodge Consumer Complaints, Hindusthan College Of Arts And Science
10. National Conference on Managing Foreign Exchange Risks, Dr.N.G.P.Arts And Science College
11. National Conference on Service Marketing, Dr.G.R.Damodaran College Of Science
12. National Conference on Marketing E-Business, Vivekanandha College For Women
13. National Level Seminar on Opportunities & Challenges in Rural Marketing & Its Impact on Rural Development, Dr.N.G.P.Arts And Science College
14. One Day National Conference on Cyber Crime in The 21st Millennium, Valluvar College Of Science And Management
15. National Conference on Rural Marketing, Jay Shriram Group Of Institutions School Of Management Studies
16. National Level Seminar on E-Business Growth and Development, Nandha Arts and Science College
17. National Level Seminar on ICT Methods in contemporary Higher Education, Navarasam arts and science college for women
 |  | **NIL** |
| **International** | **1**. International Seminar on Nano Technology, Navarasam Arts And Science College for women1. International Conference on E-Learning, Navarasam arts and science college for women
2. International Symposium on A Climate Change: Causes and Impact on Demonetization, Navarasam arts and science college for women
 | **NIL** | **NIL** |
| **Workshops** | **Attended** | **Organized** |
| 1. Faculty Training workshop in “ Financial Markets”, Navarasam arts and science college for women
2. One day Workshop on “ Data Analysis for Business Research” Navarasam arts and science college for women
3. One day Workshop on “ Art of Research Writing & Publishing”, Salem Sowdeswari college.
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| **FDP** | **Attended** | **Organized** |
| 1. A faculty development programme on” Finishing school Training Programme for Faculty Member”, Bharathiar University, Coimbatore
2. Internal quality assurance cell faculty development programme on” Class room- psychology” Navarasam arts and science college for women
3. A faculty development programme on “Reaching the unreached challenges in customizing pedagogical approaches”, Navarasam arts and science college for women
4. Faculty development programme on “ Personality Empowerment”, Navarasam arts and science college for women
5. Three day Faculty development programme on “ Descriptive Statistics through R-Programming”, KPR Institute of Engineering and Technology
6. One day Faculty development programme on “ Standing at the Crossroads – The Post – Pandemic Dilemma”, Navarasam arts and science college for women
7. National level Faculty development programme on “ Investor Education and Awareness”, Navarasam arts and science college for women
8. One Day Faculty Development Programme on Standing at the Crossroads – The Post –PandemicDilemma Conducted by Navarasam arts and science college for women
 | **NIL** |
| **Seminar / Webinar** | **Attended** | **Organized** |
| 1. Webinar on Marcos, Presented by JCI. Sen. A.Favas Abdul Baree, JCI India Author, JCI India – Zone XVIII Region -E
2. State level webinar on Tamizhulum Tamilzharum organized by Navarasam arts and science college for women and Maxrein Research Institute and Consultancy
3. Online National level E-Quiz on Business Economics conducted by Merit Haji Ismail Sahib Arts and Science College, Vellore.
4. JCI India – Zone XVIII Region –E conducted webinar on Unnum Unave Mamarunthu
5. Online National level E-Quiz on Financial Accounting conducted by Merit Haji Ismail Sahib Arts and Science College, Vellore.
6. National level Online Awareness Quiz on Together for a Healthier World in wake of Covid-19 conducted by Reading Club Kandaswami Kanadar’s College, Velur
7. Online Quiz on Corporate Accounting Conducted by Shanmuga Industries Arts and Science College
8. National Level Online E-Quiz on Paper-I (NET/SET) Mahalashmi Women’s college of Arts and Science, Chennai
9. ICT Webinar on Think Globally, Act Locally: Applicability to Educational perspective Organised by ICT Cell, Bharathiar University Arts and Science college, Modakurichi
 | **NIL** |
| **Membership** | **NIL** |
| **Acted as Resource Person** | **NIL** |
| **Awards** | **NIL** |
| **Online Courses** | **Completed** | **Enrolled** |
| 1. **On line course on Yoga Meditation, Conducted by yoga club and Extension Activity , Hindusthan College of Arts and Science college.**
 | **NIL** |
| **Extension Activities (NSS/YRC) / Club In charge** | 1. **Citizen Consumer Club**
2. **Disaster Management Club**
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| **Administrative Assignments Handled** | **NIL** |
| **Association with Professional Bodies** | **NIL** |
| **Anyother Achievements** | **NIL** |
| **Orchid / Google Scholar/****Research ID** | **NIL** |