

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

STAFF PROFILE

PERSONAL INFORMATION

- 1. Name** : Dr. Sureya, S. J
2. Date of Birth : 13/03/1992
3. Address :

| Residential | Office |
|--|---|
| No:27, Ashok Nagar West, Mullai Street, Karumandapam, Trichy-620001 | Cauvery College for Women (Autonomous) Cauvery Nagar Main Rd, Annamalai Nagar, Woraiyur, Trichy- 620018, Tamilnadu, India |

ACADEMIC INFORMATION

4. Designation & Department: Assistant Professor in Department of Commerce

5. Educational Qualification:

| Degree | Year | College/University |
|-------------------------|------|-----------------------------|
| Doctorate of Philosophy | 2023 | Holy Cross College, Trichy. |
| Master of Philosophy | 2015 | Holy Cross College, Trichy. |
| Master of Commerce | 2014 | Holy Cross College, Trichy. |
| Bachelor of Commerce | 2012 | Holy Cross College, Trichy. |

6. Researcher ID :

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|----------------------------|---|
| Google Scholar | https://scholar.google.com/citations?user=ybLOyNAAAAAJ&hl=en&authuser=1 |
| ORCID | https://orcid.org/0000-0001-6572-1122?lang=en |
| Scopus Id | https://www.scopus.com/dashboard.uri?origin=NO%20ORIGIN%20DEFINE&zone=TopNav |
| Mendeley | https://www.mendeley.com/reference-manager/library/all-references |
| Web of Science/ Publons | https://publons.com/researcher/4330558/sureya-commerce/ |
| Vidwan | https://vidwan.inflibnet.ac.in//profile/205578/MjA1NTc4 |

- 7. Experience** : 8 Years
8. Areas of Specialization : Services Marketing
9. Languages known : Tamil and English

10. Subjects Taught :

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|-----------|--|
| UG | Financial Accounting, Partnership Accounting, Management Accounting, Financial Management, Business Law, Banking Theory and Practices, Principles of Management, Stock Exchange Practices, Business Communication, Human Resources Management, Auditing , Financial Services, Export and Import Management, Business Statistics, E-Commerce, Company Law and Secretarial Practices, International Business, SPSS-Practical's, Accounting Package – Practical's, Ms-Word and PowerPoint Presentation Practical. |
| PG | Quantitative Techniques, Statistics Methods and operational Research, Financial Mathematics. |

11. Research Supervision:

| | Thesis Completed | Pursuing |
|---------------|-------------------------|-----------------|
| M.Phil | - | - |
| Ph.D | - | - |

12. Details of Publications:

- ANALYSE THE USER PREDILECTION ON GPAY AND PHONEPE FOR DIGITAL TRANSACTIONS, International Journal of Management (IJM), Volume 11, Issue 11, November 2020, pp. 3895-3901.
- Dr. V. Josephine Lourdes De Rose, Ms. S.J.Sureya. (2021). Cashless Payment System In Rural Areas Using Mobile Banking Application. Drugs and Cell Therapies in Hematology, 10(1), 1196–1201. Retrieved from <http://www.dcth.org/index.php/journal/article/view/239>.
- S.J.Sureya and V. Josephine Lourdes De Rose (2021). CONSUMER PREFERENCE TOWARDS MOBILE BANKING APPLICATION: ANALYZING THE BEHAVIOR INTENSION, Special Issue on Emerging Techniques in Interdisciplinary Sciences (Oct. 2021)
- S.J.Sureya and V. Josephine Lourdes De Rose (2022). INVESTIGATING UNIFIED PAYMENTS INTERFACE LINKED APPLICATIONS: ANALYSING PREFERENCE OF GENERATIONS, Journal of Management and Entrepreneurship, Journal of Management & Entrepreneurship, 16 (2), 2022: 66-71.

13. Details of Papers Presented:

| Date & Venue | Name of the Seminar | Paper Name |
|--|--|---|
| 1st & 2nd February 2018 Vivekananda College of Arts and Science For Women (Autonomous) Tiruchengode – 637205, Namakkal Dt., TamilNadu, India | 6th International Conference on Information and Communication Technology for Business Turn around: Sustainability, Growth and Innovation | A Study on Digital Payment System using Applications |
| 6th and 7th January 2023 Bharathidasan University and University Teknologi Mara, Malaysia and SMART Journal of Business Management Studies. | Eighteenth Annual International Seminar on Dynamic of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR-2023) | Promotional strategy: analysing consumer behaviour in D-Mart. |

14. Details of Seminars/Conferences/Workshops/FDP Attended:

| Start Date and End Date | Title | Refresher Course/Orientation Course/Any other AICTE Approved programs |
|--------------------------------|---|--|
| 22.01.2024 - 26.01.2024 | Research Methodology : Ethics and Publications | NATIONAL - FDP |
| 14.08.2023 - 20.08.2023 | Research Method and Research Design | FDP |
| 09.10.2023 - 13.10.2023 | Applications of Business Analytics | INTERNATIONAL - FDP |
| 18.12.2023 - 22.12.2023 | Opportunity to leverage the teaching skills in digital and professional landscape | FDP |
| 08.02.2023 - 14.02.2023 | Teaching -Learning Methods | FDP |
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15. Details of Seminars/Conferences/Workshops Organized:

| Year | Date | Title | National/ International | Topic | Resource Person |
|-------------|-------------|--------------|------------------------------------|--------------|------------------------|
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16. Details of Orientation/Refresher Course Attended:**17. Details of Study Materials/Books written and published:****18. Details of Chairing as Resource Person:****19. Administration Position held in the College:**

20. Details of In-Charge/ Membership in Committees for Autonomous:

21. Details of In-Charge / Participation in Extracurricular Activities

:(NSS,NCC,Sports,Games,VoluntaryAssociationandCulturalActivities):

22. Details of Participation in Consultancy, Training, Development etc.:

23. Details of Membership in Academic Bodies/Board of Studies and Reviewer Details:

24. Details of Membership of Professional Bodies:

Commerce and Management Association – Life Membership Number CMA/TN/031

25. Country visited:

26. Any other information if any:

➤ **E-content**

| Sl.no | Name of the faculty | Subject | Uploaded date | University/ Institution |
|-------|--|--|---------------|---|
| 1. | S. J. Sureya Assistant Professor, PG & Research Department of Commerce. | Business Tools for Decision Making | 20-05-2020 | Bharathidasan University-for students |

➤ **Lock down Activity**

| Date | Title | National/ International | Organiser |
|----------------------------|---|----------------------------|---|
| 23.08.2021to 28.08.2021 | Digital Teaching Methods in Higher Education | National | PG & Research Department of Commerce with Computer Applications, Hindusthan College of Arts & Science |

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|------------------------------------|--|---------------|---|
| 26th to 30th August 2021. | Virtual Faculty Development | International | LOYOLA ACADEMY DEGREE & PG COLLEGE (Autonomous) Old Alwal, Secunderabad 500010 |
| 20.08.2021 | “Tactics to face an Interview” | National | Department of English, Govindammal Aditanar College for Women, Tiruchendur |
| 24.08.2021 | Academic Leadership | National | UGC Sponsored Webinar |
| 26.08.2021 | MOOC’s Development & Delivery | National | UGC Sponsored Webinar |
| 22.09.2021 to 05.10.2021 | 14 Days FDP – Recent Trends in Commerce | National | The Institute of Cost Accountants of India & |
| | | | Srimad Andavan Arts & Science College |
| 24th September 2021. seminar | "Simulating Excellence & Innovation In Educational Institutes Through Quality Management System" | National | M.C.E Society’s Allana Institution of Management Science |
| 27th September - 01st October 2021 | “Research Tools and Methodologies” | International | Lendi Institute of Engineering and Technology |
| 25.09.2021 | How to Write an Effective Funding Proposal | State Level | Marudhar Kesari Jain College for Women |
| 25.09.2020 | Empowerment series V – “Writing a research proposal beyond the conventional way” | | Center for research and publications, Holy Cross College (Autonomous), Tiruchirappalli. |
| 29.09.2021 | Workshop on How to Write Research Proposal for M.Phil & Ph.D Admission | National | St. Joseph’s College of Arts & Commerce, Satpala |
| 12.5.2020 Webinar | "Selection of Appropriate Statistical Tools: A Critical Way for Successful Research" | National | St. Mary’s College (Autonomous), Thoothukudi. |

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|--|--|---------------|--|
| 26thAugust 2021to30th August,2021. | Five-day International FDP" Innovative Research Techniques" | International | |
| 15July2020 Workshop | UPSCALINGPEDAGOGY WITH MOODLE | National | Don Bosco College, Yelagiri Hills, TamilNadu in collaboration with Bosco Soft Technologies Pvt. Ltd. |
| 15.06.2020 | Webinar"Dr.SherlyGeorge, Head-Centre for Collaboration and Partnership, Berjeya TVET College, Kuala Lumpur, Malaysia on "Landscaping world economy amidst ..." | International | Hindusthan college of Arts and Science, Coimbatore. |
| 16.06.2020 | "Professor Dr Selvaraj Oyyan Pillay, Malaysia on | International | Principals' Association of Bharathiar University and |
| | "Accepting Change Post Covid- 19:Challenges&Normal cy" | | Hindusthan college of Arts and Science, Coimbatore. |
| 15.06.2020 | Webinar "Mr.Revin rajan & Mr.Ravindran Raghavan On "Digital Transformation for businesssurvivalpost-2020." | International | Hindusthan college of Arts and Science, Coimbatore. |
| 15.06.2020 | Webinar"Dr.Eswaramoorthy Rangasamy, Principal, Amity GlobalInstitute,Singaporeon "TechnologyInnovations and FutureSkills" | International | Hindusthancollegeof Arts and Science, Coimbatore. |
| 22.4.2020to 24.4.2020 | 'RECENT TRENDS IN ARTIFICIAL INTELLIGENCE AND IMPACTONTEACHING PROFESSIONALS' | National | RathnavelSubramaniam College of Arts and Science. |