



Name: N. Suganya

Designation: Assistant Professor

Education

- Bachelor of Commerce, Madras Christian College, University of Madras, 2015
- Master of Commerce, Madras Christian College, University of Madras, 2018
- Post Graduate Diploma in Human Resource Management, Madras Christian College, 2018

nsuganya@mcc.edu.in

Ms. N. Suganya's main areas of teaching are Financial accounting, Banking, Business Law, Insurance, Business Economics and Operations research, Business Mathematics and Statistics. Prior to joining MCC, she worked as a Tax analyst at Ernst & Young GDS.

Her recent chapter in Edited book is on the title "Problems of Rural women to Access Formal Financial Products and Services - A Study" in the Edited Book Financial Inclusion- A roadmap for Development. She also Presented a paper on the title "A Study on the factors influencing student's preference towards entrepreneurship" at the International Conference of Reinventing Business practices, start-ups and sustainability organized by SRM Institute of Science and Technology.

C V Link

CURRICULUM VITAE

N. SUGANYA M. Com, PGDHRM, UGC-NET

Assistant Professor of Commerce

Madras Christian College

Chennai, Tamil Nadu, India – 600 059

EMAIL ID: nsuganya@mcc.edu.in

Academic Qualification:

- Bachelor of Commerce, Madras Christian College, University of Madras (2012-2015)
- Master of Commerce, Madras Christian College, University of Madras (2016-2018)
- Post Graduate Diploma in Human Resource Management (2017-2018)
- Qualified for National Eligibility Test for Lectureship (NET) December 2018

Work Experience:

- Currently working as an Assistant Professor in the Department of Commerce, Madras Christian college Self-Financed Stream (Since 27th June 2018)
- Worked as Tax Analyst in Ernst & Young GDS (22nd July 2015 to 29th February 2016)

Papers Published/Presented:

- Published a chapter on the title “Problems of Rural women to Access Formal Financial Products and Services - A Study” in the Edited Book, Financial Inclusion- A roadmap for Development in 2019 ISBN: 978-93-88996-05-1
- Published a chapter on the title “Role of Social Media Influencers in Customer Buying Decision” in the Edited Book, Prospects & Challenges of Social Media Advertising in 2021 ISBN: 978-1-956102-40-6
- Presented a paper titled “The Impact of Work from home during Covid Pandemic on Work and Personal Life of Employees” in the International Conference on “VUCA World: Exploring the new era of Commerce, Management & Economics” organized by Sardar Patel College of Administration and Management on 27th June, 2021
- Presented a paper titled “A Study on the factors influencing student’s preference towards entrepreneurship” in the International Conference on “Reinventing Business practices, start-ups and sustainability” organized by SRM Institute of Science and Technology on 15th July, 2021

Research Interests:

Main areas of Research are Entrepreneurship, Human Resource management and Marketing

Courses taught:

Financial accounting, Banking and Financial Services, Business Law, Insurance, Business Economics and Operations research, Business Mathematics and Statistics, Retail Advertising and Promotion, Customer Relationship management