



Dr.G.Suganya
Guest Faculty Member

Contact

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Academic Qualifications

- **Doctor of Philosophy (Ph.D)** Management , Jamal Institute of Management, Jamal Mohamed College, Trichy Affiliated to Bharathidasan Univeristy,Trichy (October 2020)
- **National Eligibility Test (NET)** in Management Qualified (September 2020)
- **State Eligibility Test (SET)** in Management Qualified (September 2017)
- **Master of Philosophy (M.Phil),** Management , Jamal Institute of Management, Jamal Mohamed College, Trichy Affiliated to Bharathidasan Univeristy, Trichy during the year (2009 -2011)
- **Post Graduation in Management (M.B.A)-HM,** Alagappa University ,Karaikudi ,during the year (2005 -2007).
- **Post Graduation in Child care & Education (M.A.),**Alagappa University,Karikudi, during the year (2002-2004).
- **Graduation in Health care and Hospital Management(B.Sc),** Seethalakshmi Ramaswami College, Trichy ,Affiliated to Bharathidasan University during the year (1996-1999)

Teaching Experience: 12 Years one Month

21.06.2007 to 06.07.2010	Lecturer, Department of Hospital Administration, Seethalakshmi Ramaswami College, Trichy
07.07.2010 to 30.06.2012	Head, Department of Hospital Administration, Seethalakshmi Ramaswami College,Trichy.
04.07.2012 to 29.04.2016	Guest Lecture, MBA, Hospital Management Programme, Department of Biomedical science, Bharathidasan University, Trichy.
23.11.2017 to 30.03.2018	Lecturer, Department of Hospital Administration, Seethalakshmi Ramaswami College, Trichy
02.07.2018 to till date	Guest Faculty Member, Bharathidasan School of Management, Bharathidasan University, Trichy.

Areas of Research

- Marketing Research
- Health care Marketing

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Project	PG	61	
	UG/others	08	

Publications

International	National		Others	
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
03	02	04	02	-

Events organized in leading roles

S.No	Theme of the webinar	Role	Date
1.	International Workshop on Adaptation of COVID-19 recovery strategies: Career Pursuit and Skill,	Webinar Coordinator	17 th February 2021
2	Career Mapping – Revitalizing strategy	Organising Secretary	20 th February 2021
3	Webinar on What next in Digital Marketing?	Webinar Coordinator	22 nd February 2021
4	Good and Services Tax and Tax Reforms.	Webinar Coordinator	23 rd February 2021
5	Investors Awareness Programme.	Webinar Coordinator	26 th February 2021

1. **Participated** in Teacher's Conference – Empowering Educators Organised by the Institute of Company Secretaries of India on 15.09.2022
2. **Attended** Preconference Conclave 1 on Digital Marketing organised by CMS Business School , JAIN (Deemed to be university) on 25th September 2021
3. **Participated** in **National Level** Online -Webinar on “ GST- Practical Approach” Organized by Department of Commerce & Commerce (CA), P.S.Y. Arts and Science College, Arasanoor held on July 22nd 2021.
4. **Participated** In **National Level** webinar on Social Science Research & Statistical Data Analysis Using SPSS Organised by PG Department of Commerce with computer Application and Department of Business Administration on 12th July 2021.
5. **Participated** In **International Webinar** on ‘People Analytics – Agenda for the Future of HR’ organised by Firebird Institute of Research in Management Coimbatore on 08th May 2021.
6. **Attended** a Webinar on Stock Market organised by Shine project , Bangalore on 19.06.2021
7. **Participated** in the Expert Session on Business Analytics tools and Applications organised by Department of Management Science and Humanities of MCKV Institute of Engineering on 4th April 2021.
8. **Participated** in **International Webinar** on Management Research Writing for Premier Journals: Dos and Don'ts organised by Firebird Institute of Research in Management Coimbatore on 13th March 2021.
9. **Participated** in **National Webinar** on “ Career Development“ organized by Jamal Institute of Management , Jamal Mohamed College (Autonomous), Tiruchirappalli on 10th March 2021
10. **Presented** a paper in the track on Information Systems Management & Operations Management on “Predicting Patient Loyalty In Eye Care By Decision Tree Approaches” in the 1st **International Conference** on Business Research and Innovation organized by Management Development Institute Murshidabad from 26-27th February, 2021.
11. **Presented and Participated** a paper on “Impact of COVID- 19 on Agriculture Supply chain in one day **International Conference** on “Advancement in Business in the Digital Era 2021”(Virtual mode) organised by PG Department of Commerce, Jamal Mohamed College,(Auto) Tiruchirappalli on 17th February 2021.
12. **Participated** in an “Awareness Programme on Intellectual Property Rights” – Webinar held at Bharathidasan University on 10th February, 2021.
13. **Participated** in **International Webinar** on “Global Value Chain” organised by FDP wing of Fire bird Institute of Research in Management on 30th January 2021.
14. **Participated** in the Sixteenth **International Webinar** on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT –AIR 2021) Organised By Department of Commerce and Financial Studies and SMART Journal of Business Management Studies held at Bharathidasan School of Management during 29th – 30th January 2021.
15. **Participated** a webinar on “ Emerging Application of SEM in Contemporary Research “ during the **National** Level webinar series on “Manthan” organised by CMS Business , JAIN ,(Demmed to be University) ,Bengaluru, held on 14th December 2020.
16. **Participated** in the Current Trends in Commerce Education Online Webinar, Organized by the Department of Commerce and Financial Studies (School of Business

Studies), Bharathidasan University, Tiruchirappalli, In association with E-Box Colleges, Coimbatore on Saturday, 05th December 2020.

17. **Participated** in “Capitalizing Digital Advantage” organised by Theni Kammavar Sangam College of Arts and Science, Theni on 05.11.2020.
18. **Participated** in “Retail Analytics” organised by The Oxford College of Business Management on 28.10.2020
19. **Presented and Participated** On Online Event On Nation’s Architects – Teachers Organised By Chisel Training Academy On 5th September 2020
20. **Participated** in Curating content from EBSCO resources for learning & research organised by EBSCO Information Services , India on 17.09.2020.
21. **Participated** in “Open-Source Tools for Data Analysis in Social Science” organised by Department of Commerce, Manipal Academy of Higher Education on 31.07.2020
22. **Participated** in webinar on “Prepare and Publish scopus indexed, SCI, Peer-reviewed journal with high impact factor “, Department of Commerce in Association with CAPE FORUM- YOU TRUST, Idayam College for women, Sivagangai on 29.07.2020
23. **Participated** in Recent Trends in artificial intelligence conducted by Inland Charitable Trust, Andhra Pradesh & Telegana state on 19.07.2020.
24. **Participated** in The Art of Publishing in Indexed Journals organised by Department of Economics & Department of Management Studies, JAIN (Deemed to be University) Kochi on 13.07.2020 and 14.07.2020.
25. **Attended** webinar on Star Expert LoT specialist conducted by Star Certification on 02.07.2020
26. **Attended** webinar on Brands in the time of Corona: the New-Normal, organised by Sales Pearson India on 16.06.2020
27. **Participated** in webinar on Scale Development for Research in Social Science, IDMBB Hyderabad on 07.06.2020
28. **Attended** webinar on Star Digital Marketing conducted by Star Certification on 30.05.2020
29. **Participated** in “Online webinar on Write & Publish in High Impact Journals “ conducted by, Academy Management Professional (AMP), on 26th April 2020.
30. **Participated** in “E. Quiz on awareness about COVID-19 conducted by P.E.S. Mumbai’s Dr. Babasaheb Ambedkar College of Arts & Commerce Nagsenvane, Aurangabad on 18.04.2020
31. **Participated and Presented** a paper titled A Neural Network Analysis of Eye care components of Service and Patient Loyalty at the Sixth Biennial Conference of the Indian Academy of Management held at **Indian Institute of Management, Tiruchirappalli** 2 – 4 January 2020
32. **Participated and presented paper** on “Nurse Engagement Across The Continuum Of Care Towards Patient At Chennai Meenakshi Hospital” in International Conference on Advanced Management Challenges in Knowledge Era, ICAM 2018, organized by Jamal Institute of Management, JMC, Trichy on 17th February 2018.
33. **Participated and presented** “Patient Centeredness And Health Service Experience The Mediating Effects Of Patient Satisfaction At Eye Care” in NASMEI MARCON-2 Marketing Conference **Indian Institute of Management Indore**, on 28th ,29th July 2017
34. **Participated and presented paper** on Diabetes Patient engagement scale reliability and validity using structural equation model Ing at one day National conference on “Marketing Matters in an Emerging Landscape: held at **Rajagiri centre for Business studies, Kochi** on February 04.2017.

35. **Participated and presented paper** on “A Logistic Regression Model to identify Key determinants of patient engagement for Diabetes Patients “ in ATHENAEUM 2016 VII International Conference on contemporary Management Research Organised (CEMR) by **Bharathidasan Institute of Management**, Trichy on 12th,13th February 2016.
36. **Participated and presented paper** on “Mediator analysis of Patient engagement in Eye care”, One Day National Conference on Insight in Marketing organized by **Rajagiri center for Business studies, Kochi** on Feb 6th, 2016.
37. **Participated and Presented Paper** on “Designing a patient engagement scale for eye care patients using exploratory and confirmatory factor analysis” at International Conference on Business Analytics and Intelligence , **Indian Institute of Management Bangalore** ,11–13 December 2013
38. **Participated and presented paper** on “ Patient Engagement” at National conference PRISM-2013”The Health care Management Spectrum at LAICO Aravind Eye Hospital, Madurai ”held on 23,24 March 2013
39. **Participated and Presented Paper** on “Doctors Professional Identity and Hospital Brand Identity in multispecialty hospital” at Academic Conclave conduction by XVI Annual Convention of Strategic Management forum –**Indian Institute of Management -Kozhikode** on November 23rd- 25th 2013.
40. **Participated and presented paper** on “Urbanisation and its impact on Health” at UGC sponsored National Level conference on Urbanisation and Environmental Issue in India , Seethalakshmi Ramasamy college on 22nd and 23rd September 2011
41. **Participated and Presented paper** on Telemedicine on National Level seminar on Innovative ideas and concept on Health care – at Jamal Mohamed College, Trichy on 25th January 2011.
42. **Participated** in National Level seminar on Challenges on quality sustenance and Enchantment in arts and science education sponsored by IQAC at Seethalakshmi Ramasamy College on 11th, 12th August 2009.

Faculty / Executive Development Programmes Attended

Total - 10

1. **Participated** in 5 Days Virtual Workshop on Investment Planning and Career Opportunities in Securities Market conducted by National Institute of Securities Markets (NISM) under the aegis of CSR program of Kotak Securities Limited From 07.03.22 to 11.03.2022.
2. Attended **Five Day Faculty Development Programme on Data Analytics (Online Mode)** organised by Jamal Institute of Management, Jamal Mohamed College (Autonomous), Tiruchirappalli from 16th to 20th May 2022.
3. Participated in **Faculty Development Program on Financial Markets** Organised by NSE Academy and Department of Commerce ,Bharathidasan University, on December 1st 2021.
4. Participated and completed **AICTE Training And Learning (ATAL) Academy Online Elementary FDP on " Corporate Restructuring of Public Sector Banks in India-Present Scenario"** from 26/07/2021 to 30/07/2021 at Alagappa University.
5. Attended **One week Online Faculty Development Program** on “ Essential Skills and technologies for Quality Research from 30.03.2021 to 30.04.2021 Organised By Library and Information Center.P.E.S. College of Engineering , Mandya, Karnataka.
6. Attended **Ten Day Faculty Development program** on ‘Research Methodology’ organized by Department of Business Management, RBVRR Women’s College in association with ICSSR, from 28th Dec,2020 to 6th Jan, 2021
7. Attended **Five day Executive Development Programme** on Prediction using Econometric Tools organised by School of Management, Department Of Management Studies,Pondicherry University from 23.09.2020- 27.09.2020

8. Attended **SCMS FDP: Pedagogy for Basics of Financial Analysis**, SCMS Cochin School of Business Cochin, on 13.08.2020- 14.08.2020.
9. Attended **Faculty development programme** on Enhancing Learning outcome through effective Teaching organized by Internal Quality Assurance Cell and UGC- Human Resource development Centre, Bharathidasan University, Trichy on 28.11.2018.
10. Attended **Faculty Development Programme** of the art of case writing conducted by Dr. Sanjeev Prashar, Professor, IIM Raipur at Rajagiri centre for Business studies, Kochi on February 2017.

Workshops Attended

Total- 16

1. Participated Five days National Online workshop on **Recent Trends in Research Selection and Application of Statistical Tools- SPSS** organised by the Centre for Research Innovation and Development (CRID) from 08.04.2022 to 13.04.2022
2. Participated in **Workshop on Parametric Statistical Tests Using SYSTAT for ODL Learners and Researchers** organised by Department of Commerce Directorate of Distance Education, SRM Institute of Science and Technology, Kattankulatur from 28.03.2022 to 01.04.2022
3. Participated in Five days Online workshop on **Advanced Research Methodology : Tools and Techniques** Organised by Institution's Innovation Council (IIC) and Department of Information Technology, Bon Secours College for Women Thanjavur from 19.02.2022 to 24.02.2022.
4. Participated in **5 days National Level Virtual Workshop on Data Analysis- SPSS** organised by Department of Commerce Directorate of Distance Education, SRM Institute of Science and Technology, Kattankulatur from 14.02.2022 to 18.02.2022.
5. Participated in workshop on **Case-based Methodology: A Pedagogical Tool for Teaching** organized by Case Development Cell (CDC) of Dr.D.Y.Patil B School from 24th March to 25th March 2022.
6. Attended Workshop on **"Structural Equation Model(SEM) using AMOS** organised by Internal Quality Assurance Cell(IQAC) and PG Department of Journalism and communication, Shri Shankarlal Sundarbai Shasun Jain College for Women on 30th August 2021
7. Attended **Three Days International Online Workshop on Multivariate Analysis and Its Interpretations Using SPSS** organised by Global Institute of Statistical Solution (GISS) from August 20th -22nd 2021
8. Attended **Two Days workshop** on 'SPSS' organised by Faculty of Education. Dr.M.G.R.Educational and Research and Institute, Chennai on 14th and 15th May 2021.
9. Attended **"Five days workshop** on Virtual Faculty Development on Structural Equation Modelling through SPSS Organised by CMS Business school in collaboration with Institute of Analytics (UK) & Arab Open University (Oman) during 14th – 18th December 2020.
10. Attended **Two Days Workshop** on "Aligning Yourself to the Publishing Process" on 23rd & 24th July 2020 organised by Researcher Academy On Campus, Elsevier.

11. Attended “**Three Days Online Research Methodology Workshop**” organised by REST Society for Research International, from 18 April,2020 to 20 April, 2020, Krishnagiri, Tamil Nadu, India.
12. Attended Ninth **National Level Workshop** On Achieving Excellence In Research Endeavor during October 13-14, 2017 Conducted by **PSG institute of Management**, Coimbatore.
13. Attended UGC sponsored “ **One day Symposium** on Research and Data Analysis with statistical tools”(RADSAT-2017) on 28th March conducted by Department of Statistics. Bharathidasan University.
14. Attended “One day **International Workshop** on “ Art of Doing Good Research and Publishing” conducted by Department of Commerce and Financial Studies , Bharathidasan University with SMART journal of Business management studies & Department of General Business ,finance Sam Houston – State University ,USA on 4th July 2015.
15. Attended “**One Day workshop** on Statistics for Research and Data Analysis Using SPSS conducted” by Primax commerce and management research Academy on 21st Feb 2015.
16. Attended “**Workshop on Case Writing**” Academic Conclave conduction by XVI AnnualConvention of Strategic Management forum –IIM-Kozhikode on November 23rd-25th 2013.

Academic Bodies (such as Board of Studies etc.,)

- Proctor PhD Entrance Examination
- Proctor MBA Online Examination
- Coordinator and Lesson Writer for B.Sc and M.Sc Hospital Administration, Center for Distance Education, Bharathidasan University, Trichy.
- External Project Examiner : Shrimati Indira Gandhi College, Christuraj College, Distance Education Bharathidasan University.
- Chairman and Examiner : PG Hospital Administration Board, BDU, Trichy.
- Examiner MBA Online Programme, Bharathidasan University.
- Reviewer
 - Asian Journal of Medicine and Health.
 - SRQuest – Inhouse Journal – SRC Trichy.
 - International Neuropsychiatric Disease Journal.

Resource persons in various capacities

- Department Faculty Coordinator for Bharathidasan Student Induction Programme 2021 (BDU SIP – 2021) , Bharathidasan University from 29th November to 1st December 2021.
- Acted as a Resource Person in a Webinar on Emerging Technologies in Logistics Management organised by Department of Business Administration , Nehru Arts and Science College, Coimbatore on 24th May 2021
- Acted as a Resource Person on importance of Mother's feed at India Cements, Thalavoi.
- Acted as a Resource Person on Recent trends in Hospital management and Research Methods in Department of Hospital Administration, Seethalakshmi Ramaswami college, Trichy.
- Resource Person - B.Sc & MBA Hospital Administration, Center for Distance Education, Bharathidasan University, Trichy.
- Resource Person - MBA Health Service Management, Center for Distance Education, Anna University, Trichy.

Recent Publications

1. Aarthy, B., Kannabiran, G., & **Suganya, G.** (2021). Healthcare Professionals Perception about the Mediating Role of Accreditation Program in Hospitals. Elementary Education Online, 20(5), 6614-6614.
2. Aarthy .B , ,Kannabiran.G ,**Suganya.G** ,(2020) Quality Management Practices and Quality Improvement Outcomes of Accredited Hospitals in India, Test Engineering and Management Vol 83,9466-9477, ISSN: 0193-4120

3. M. Babu, **G.Suganya**, R.Brintha and C.Prahalathan, "Neurotransmitters and Investment Decision Making: A Review". Business Studies Journal Vol.13, Issue.2 April 2021. Print ISSN: 1944-656X; Online ISSN: 1944-6578
4. Bejoy John Thomas, **Suganya.G** (2019) "Scale construction: Valid measurement instrument for diabetes patient engagement", International Journal of Market Research 62(4), 468-482. <https://doi.org/10.1177/1470785319853670> - (**Scopus Indexed Q2**)
5. Bejoy John Thomas, **Suganya.G** (2019) "Satisfied patients? An investigation of eye care services in hospitals in South India" British Journal of Healthcare Management, Vol 25 No 2, pg 92 -99. <https://doi.org/10.12968/bjhc.2019.25.2.92> (**Scopus Indexed Q3**)
6. Bejoy John Thomas, **Suganya.G** (2018) " A Study On The Effects Of Patient Engagement And Its Dimensions In Multispeciality Hospital", International Journal of Scientific Research in Computer Science Applications and Management Studies, Volume 7, Issue 5.
7. Bejoy John Thomas, **Suganya.G**, (2018) "Nurse Engagement Across The Continuum Of Care Towards Patient At Chennai Meenakshi Hospital", Journal of Management and Science, Special Issue 3, Vol 2, pg 125-131.
8. Bejoy John Thomas, David Sam JayaKumar, **Suganya G** (2017) "Effect of patient centredness on health service experience: mediation of patient satisfaction". British Journal of Healthcare Management Vol 23 No 12, pg 593-602. <https://doi.org/10.12968/bjhc.2017.23.12.591> (**Scopus Indexed Q3**)

Others

- Completed Refresher course on Research Methodology for social science teachers - Annual Refresher Programme In Teaching(ARPIT) Conducted by SWAYAM during 19.11.2018 - 28.02.2019
- Completed PGDCA - TECT Sysway Computer education, Trichy.
- Completed Tally 7.2 - Tally academy.
- Completed Certificate course on Medical transcription - Shivani Info solutions, Trichy.