

Dr. S. SONIYA

Assistant Professor

Department of Commerce

Infant Jesus College of Arts and Science for Women, Mulagumoodu.



### EDUCATIONAL QUALIFICATION

Degree	Name of Institution / University
<b>Ph. D.</b>	Research Centre in Commerce, Scott Christian College, Nagercoil. Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu  <b>Title:</b> A Comparative Study on Consumer Behaviour of Women in Kerala and Tamilnadu for Durable Products.
<b>M. Phil.</b>	University Department, Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu
<b>M.Com</b>	Sarah Tucker College, Perumalpuram, Tirunelveli, Tamilnadu
<b>B.Com.</b>	Sarah Tucker College, Perumalpuram, Tirunelveli, Tamilnadu

**AREA OF SPECIALIZATION:** Marketing, Accounting and Statistics

### ACADEMIC EXPERIENCE

- Assistant Professor, Department of Commerce, Infant Jesus College of Arts and Science for Women, Mulagumoodu, from 2018 to till date.
- Assistant Professor, PG Department of Commerce, Infant Jesus College of Arts and Science for Women, Mulagumoodu, from 2019 to till date.
- Assistant Professor, Sarah Tucker College (Autonomous), Tirunelveli, UG and PG Department of Commerce, from 24.08.2019 to 03.09.2012.

### ACADEMIC PERFORMANCE

#### Book Publication:

“Retail Management”-B-Digest Publication

## Paper Published

Sl.No	Title	Date	ISSN NO/ ISBN NO	Name of the Journal	State/National /International
1	Consumer behaviour of women for durable products in Kerala	April 2015	ISSN: 2395-1877	International Journal of Multidisciplinary Research Review	International
2	Consumer Behaviour of Women for Durable Products In Kerala	June 2015	ISSN:2349-2546	International Journal of Marketing and Finance management	International
3	Purchase attitude of women in Kottayam District for Durable Products	March 2017	ISSN: 2349-6738 Impact factor:5.483	International Journal of management Social Science Research Review	International
4	Influence of Television Advertisements on Buying Behaviour of Women towards New Durable Products	February 10 <sup>th</sup> - 11 <sup>th</sup> 2017	ISBN: 978-93-84734-74-9	National conference on Entrepreneurship and Innovation in E-Commerce	National
5	E-Marketing and Women Consumer Decision Making Process in Kerala	July-Sep 2018	ISSN: 2348-1268 Impact factor:5.75	International Journal of Research and analytical Reviews	International

**Professional Recognition/Award/Prize/Certificate, Fellowship received by the applicant**

Sl.No	Name of award	Awarding Agency	Year
1	Table Tennis State Level Player	Tamilnadu State Level Barathiyar Sports Day	2003
2	Table Tennis District Level Player	Tirunelveli Revenue District level Games	2002

**Paper presented**

Sl.No	Title of the Paper	Name of the Institution	Date
1	Current Recession impact on Indian Economy	Manonmaniam Sundaranar University	March 24-26, 2009
2	Women Entrepreneurship: Challenges in the Present Technological Era	KovaiKalaimagal College of Arts and Science, Bharathiar University, Coimbatore.	March 5 <sup>th</sup> 2019
3	Cashless Economy Problems and Prospects in India	KovaiKalaimagal College of Arts and Science, Bharathiar University, Coimbatore.	February 26 <sup>th</sup> 2020

**Conferences/ Seminar attended**

Sl.No	Title of the Paper	Name of the Institution	Date
1	National Seminar on Paradigm Shift in Organisational Work Culture	St. Xavier's College, Palayamkottai.	5 <sup>th</sup> March 2008
2	National Conference on Emerging Trends in the Banking and Insurance Sectors	Women's Christian College, Nagercoil	March 28, 2008
3	International Conference on Technology for Education, Training	Technology for Education, Training and Business, School of	April. 5-6, 2018

	and Business	Education, Noida International University, Noida, UP, India	
4	International Seminar on Emerging Trends in Entrepreneurial Development	Infant Jesus College of Arts and Science for Women, Mulagumoodu	February 6 <sup>th</sup> 2019
5	National Conference on Human Resource Management – An Inventive Approach	Muslim Arts College, Thiruvithancode	February 12 <sup>th</sup> 2019
6	National Seminar on Business Innovation among Graduates: Challenges and Opportunities	St. Jude’s College, Thoothoor	March 26 <sup>th</sup> 2019
7	BIZCOM-Quest O’ Eminenza-2k19	Infant Jesus College of Arts and Science for Women, Mulagumoodu.	25 <sup>th</sup> September 2019
8	National Seminar on “Students Empowerment in Modern Era”	Sree Devi Kumari Women’s College	January 30 <sup>th</sup> 2020
9	International conference on Prospects and Horizons in Commerce and Management	St. Jude’s College, Thoothoor	March 5 <sup>th</sup> – 6 <sup>th</sup> 2020

### **Workshop attended**

Workshop on Skill-Based Subjects Personality Development and Effective Communication – St. Xavier’s College, Palayamkottai, Tirunelveli.

Workshop on Everyday gardening – Eco Club, Infant Jesus College of Arts and Science, Mulagumoodu.

### **SOFTWARE KNOWLEDGE**

Basics of Computer application and documentation