

Name: Dr. S. Suja

Designation – Assistant Professor,
Specialization : Marketing
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Qualification :

MBA-Marketing,Ph. D

Work Experience :

Academic: 5 years

Industry: 4 years

Courses Facilitated

- Marketing Management
- Consumer Behavior
- Advertisement & Salesmanship
- Marketing Research
- Entrepreneurship Development
- Service Marketing
- International Business
- Strategic Management
- Business Environment
- Supply Chain Management
- Health Care Management

Career Summary

I am an experienced and knowledgeable Assistant professor, with a passion for teaching and research. I have been working over 14 years, in which four years were in industry, five years in teaching and five years in research. I am an expert in the area of Marketing. I had been an excellent communicator and team player, and had earned several certifications and awards throughout her career. The exceptional skills and knowledge in Marketing acquired during my research allow the informed application of learned theories in my career. Furthermore, I will be in a better position to positively impact the knowledge level of students.

Research Interest

My personal interest in exploring the growth of marketing from its birth till its present and future growth made me to choose my specialization area as Marketing. Hence, my Post Graduation and Doctoral Degree are in the area of Marketing which may e fulfilled with a Post Doc in Marketing. TJC has provided an excellent platform for me to share my marketing knowledge with students and explore my research knowledge through attending, conferences, writing articles and guiding doctoral students.

Research Publications

- Dr. S. Suja (2022), "**Benefits and impact of E-Commerce on Marketing",** National Conference on Future Trends in Commerce: Challenges and Sustainability**, ISSN-2349-5162** (UGC Care), **Volume 10, Issue 7, July 2023.**
- Dr. Suja Suresh **1,** Professor. Muthiah Krishnaveni 2 "**Relationship of Customer Experience with Product-related and Market-related factors in Food Retailing",** Research Review International Journal of Multidisciplinary, Volume 3/Issue9, pp. 70-74, September, 2018.
- Professor Muthiah Krishnaveni & Dr. Suja S (2017): "A Study on Sense Feel, Think, Act, Relate factors of Experiential Marketing in Retailing", Transformations in Business and Economics (Indexing: Scopus indexed Journal),. Volume 16, Issue 1, 2017.

	• Professor Muthiah Krishnaveni & Dr. Suja Suresh, (2017): "Exploring Relationship between Tourist Perception on Experiential Marketing and Tourist Loyalty in Resorts", Asian journal of Research in Social Sciences and Humanities) Vol 6, Issue 6, P.No:3, 581-594, 2016. • Professor Muthiah Krishnaveni & Dr. Suja Suresh, (2014): "A Conceptual Approach of Customer Engagement", Indian Journal of Applied Research, Vol .4, Issue.1, P.No:40-42, 2014. • Professor Muthiah Krishnaveni & Dr. Suja Suresh, (2013): "Experiential Marketing – A Designer of Pleasurable and Memorable Experiences" Journal of Business Management and Social Science Research (Indexed in UGC Care), Vol.2, Issue.3, P.No. 28-34, 2013. • Professor Muthiah Krishnaveni & Dr. Suja Suresh: "Enhancing Tourism through Superior Customer Experience" International Journal of Commerce and Business Studies, Vol.1, Issue.1, P.No.1-8, 2013. • Professor Muthiah Krishnaveni & Dr. Suja Suresh, (2013): "Experiential Marketing: A phenomenon in Enhancing Tourism through Personal, Recreational and Environmental Experiences via Customer Satisfaction", Al-Barkaat Journal of Finance and Management,, Vol.5, Issue.2, 2013.
FDP Attended	• Investor Education Organized by Saddha Academy for Financial Education in Association with Hindusthan Institute of Technology on 24.01.2022 – 29.01.1022. • Quality Assurance Through Accreditation Organized by National Institute of Technical Teachers Training and Research, Chennai on 16.11.2020 – 20.11.2020.
Activities	1. Organized Food Fest for MBA Students. 2. Organized Webinars & Guest Lectures for MBA Students 3. Entrepreneurship activity- Event Management, Pongal Day, Christmas, Management week for MBA Students. 4. Organizer of Graduation day for Management Studies students. 5. Criterian head for NAAC, Head of College ranking, Co-Ordinator of AICTE activities. 6. Organizer of Industrial Visit & Out-- Bound training for MBA Students.
Seminar Conferences Attended	1) Bharath Institute of Higher Education and Research – National Conference on Benefits and Impact of E-Commerce on Marketing 2) PSG Institute of Management – Research Forum on Marketing Orientation in Emerging Economies.

3) Gobi Arts and Science College – Seminar on Experiential Marketing : A Phenomenon in Creating Quality Assurance for Higher Education through Pleasurable and Memorable Experiences.

4) Coimbatore Institute of Management and Technology – Seminar on Advanced Research Methods for Management.

5) PSG Institute of Management – Workshop on Research Methodology.

6) PSG Institute of Management – Research Forum on Experiential Marketing: A Phenomenon towards Creating Pleasurable and Memorable Experiences.

7) PSG Institute of Management – Conference on Experiential Marketing : A creator of Experiences.

8) Erode Arts and Science College – Conference on Impact of Globalization on Indian Economy.

9) Adaikalamatha Institute of Management – Conference on Buyer Behavior.

10) Gobi Arts and Science College – Workshop on Challenges of Human Rights in 21st Century.

11) Jamal Mohamed College – Seminar on Child Labour and Regulations.