

**Staff Profile**

**Name** : Mrs. K. SATHYA  
**Qualification** : M.Com., M.Phil.,  
**Designation** : Assistant Professor  
**Department** : PG & RESEARCH DEPARTMENT OF COMMERCE  
**Experience** : UG : 1 Year(s) PG : Nil Year(s)  
**Key Domain / Subject Expert in** : Marketing Management  
  
**Subject / field of Interest** : Marketing Management

**Awards & Achievements** : -

**Research Activities :**

|                   |                 |              |        |
|-------------------|-----------------|--------------|--------|
| Journal Published | : International | National     |        |
| Paper Presented   | : International | National     | State  |
| Workshops         | : International | National     | State  |
| Seminars          | : International | National     | State  |
| Books             | : With ISBN     | Chapter Only |        |
| Research Guided   | : M.Phil.       | Ph.D.        | Others |
| Online Webinars   | : International | National     | State  |
| Online Workshop   | : International | National     | State  |

**Chaired / Guest Events :**

|               |                 |            |       |
|---------------|-----------------|------------|-------|
| Conferences   | : International | National 1 | State |
| Symposiums    | : International | National   | State |
| Invited Talks | : International | National   | State |

**Details of Chaired / Invited Talk / Guest Events :**

**Format ->** S.No. Topic, Event Name, Venue, Date

**Details of Publications & Research Contribution :**

**Format ->** S.No. Topic / Chapter Name, Journal Name/ Book Name ,  
Indexed/Listed in, ISSN / ISBN , Vol. No., Page Nos.