

Name	Ms.S.Susmitha
Educational Qualification	M.Com.,
Designation& Institution	Assistant Professor Department of Commerce (Business Analytics) Sri G.V.G Visalakshi College for Women, S.V. Mills Post, Udumalpet 642128, India
Professional Qualification	<ul style="list-style-type: none"> ➤ Master of Arts in Commerce (M.Com) from Sri G.V.G Visalakshi College for Women affiliated with Bharathiar University from the period 2020-2022 with 73%. ➤ Bachelor of Arts in Commerce (B.Com) from Sri G.V.G Visalakshi College for Women affiliated with Bharathiar University from the period 2017-2020 with 68%. ➤ HSE from R.G. Matric Higher Secondary School. Pedappampatti with 87% from 2016-2017. ➤ SSLC from R.G. Matric Higher Secondary School. Pedappampatti with 86% from 2014-2015.
Teaching Experience	<ul style="list-style-type: none"> ➤ 2 years of teaching experience in Department of Commerce (Business Analytics) in Sri GVG Visalakshi College for Women.
Paper Presentation	<ul style="list-style-type: none"> ➤ 04th& 5th November 2022 School of Commerce, Department of Commerce (Business Analytics) 1st International Business Analytics Conference (IBAC) on Business Analytics and Intelligence in Digital Era, Presented a Paper entitled Marketing Strategy of Swiggy and Zomato.
Skills	<ul style="list-style-type: none"> ➤ IBM- Business Intelligence ➤ Mobile Application Development

**Faculty Development
Programme Attended**

- Advanced Learners Course I and II
- 25.11.2024 to 30.11.2024 6 days FDP on “Recent Advancements in AI & IOT- Industry Perspective” organized by Department of Computer Applications, Periyar Maniammal Institute of Science and Technology (PMIST), Thanjavur
- 12.02.2024 to 16.02.2024 Five days Faculty Development Programme on “E-Content Development” organized by the Department of Mathematics and supported under DBT Star Status Scheme, Sri G.V.G Visalakshi College for Women, Udumalpet.
- 25.09.2023 to 30.09.2023 Six days Faculty Development Programme on “Empowering Educators; Navigating Recent Trends” organized by School of Computing, Department of Computer Science and Engineering, Sathyabama Institute of Science and Technology, Chennai.
- 25.09.2023to 30.09.2023Six Days State Level Faculty Development Programme on “Empowering Educators: Navigating Recent Trends” Organised by School of Computing, Department of Computer Science and Engineering
- 14.11.2022 to 18.11.2022 Five Days National Level Virtual Faculty Development Programme on “ Data Analytics and Visualization using Tableau” organized by the Department of Information Technology, Sri G.V.G Visalakshi College for Women, Udumalpet.

- 08.11.2022 to 14.11.2022 Six Days State Level Faculty Development Programme on “Digitalization in Accounting and Finance” jointly organized by Department of Commerce PA, KG College of Arts and Science and Department of Commerce, Pioneer College of Arts and Science, Coimbatore, Tamil Nadu.
- 24.09.2022 to 30.09.2022 “One Week International Level Virtual Faculty Development Programme on Advanced Trends in Education System” organized by Annamacharya PG College of Computer Studies, Rajapet, Annamaiah (Dist), Andhra Pradesh.
- 18.04.2022 to 23.04.2022 “One week International FDP on Technological Trends in Research & Publications” organized by Department of Commerce in Sri GVG Visalakshi College for Women, Udumalpet.

Additional Responsibilities

- Co-opted member in Consumer awareness Club in 2022 – 2023 in Sri GVG Visalakshi College for Women.
- Co-opted member in Fine Arts Club in 2023 – 2024 in Sri GVG Visalakshi College for Women.
- Co-opted member in Prayer and Bajansin 2023 – 2024 in Sri GVG Visalakshi College for Women.

Seminars/Guest

Lecture/Workshops Organised

- Guest lecture on “Design thinking a road to Entrepreneur”
- Guest lecture on “Current Trends in Analytics”
- Guest lecture on “Cyber Security and Women Safety”
- Guest lecture on ”Awareness to build up

Investment Avenues”

- Guest lecture on” Importance of Data mining in Data Analytics”
- One Day Workshop on “R Analytics”
- Guest lecture on ” Current trends in Crypto Currency”
- Two Day Workshop on “ Microsoft Excel Tools for Analytics ”
- Workshop on “ How Hadoop Solves Big Data Problem”
- Guest lecture on “Data Modeling”
- Guest lecture on “Investment Avenues in Stock Market’
- Guest lecture on “ Financial Planning”

Computer Skills

- Microsoft Office
- Tally
- HTML
- GIMP 2.0
- C++
- MySQL

Specialized Subjects

- Financing Accounting
- Cost Accounting
- Principles of Marketing
- Investment Management
- Business Finance