




## DEPARTMENT OF BUSINESS ADMINISTRATION

### Faculty Profile:

Name	Qualification	Designation	Photo	E-Mail ID	Mobile Number
K. Muthusanthi	MCS., M.Phil.,	Assistant professor		saisabari2011@gmail.com	9786423560
G. Pandeewari	MBA., M.Phil.,	Assistant professor		eswarikanna@gmail.com	7598567526
N. Saranya	MBA., M.Phil.,	Assistant professor		nsaran1994@gmail.com	9025951524

### Department Profile:

Department of Business Administration started its service in 1997 with the inception of the College. The main aim of the department is to enrich the knowledge to create and equip the leadership skills, management skills, financial skills, communication skills of the students and the like to suit the needs of contemporary business and to enable the students to get groomed as modern managers, efficient entrepreneurs and able accountants. The Department is well-equipped with good library & computer laboratory with high end configuration of systems with the team of dedicated staff-members. The department organize seminars, workshops, conference and industrial visit.

The students undertake a variety of project which include field survey. Students secure almost 100% success every year in University Examinations. A forum on Commerce & Management is functioning well.








The main aim of the department moulds the students to face the global challenges in the changing business environment and to provide broad based quality education with knowledge and attitude to succeed in business administration careers.

**Department Activities:**

Date	Seminar Topic	Resource Person
27.01.2023 & 28.01.2023	International Conference META-2023 Marketing trends in the global Paradigm	Dr. G. Parimalarani Prof. Dept. Of. Banking Management Alagappa University Karaikudi
	Entrepreneurship trends in the global paradigm	Dr. B. Sudha Prof. Dept. Of. Bankung management Alagappa university Karaikudi
	Auditing trends in the global paradigm	CA. A. Thiruppathi SPATRAN Academy School of commerce Karaikudi
	Webinar:Accounting trends in the global paradigm	Dr. Shantharuby Buvanendra Head/Dept. Of. Finance Faculty of management & finance University of colombo Srilanka
	Trade trends in the global paradigm	Dr. K. Kasiviswanathan Asst. Prof. Dept. Of. Commerce Sree sevugan annamalai college Devakottai
26.02.2024	One Day National Conference FIDIM-2024 sustainable finance and fintech	Lt. Dr. J. Ashok kumar Asst. Prof. Dept. Of. Management School of commerce and Business management Central university of tamilnadu Thiruvapur.
	Fintech business model	Dr. B. Sudha Prof. Dept. Of. Banking management



**Academic Toppers:**

Year	Name of the student	Rank	Photo
2020	S.Sowmiya	Department first rank	
2021	T.Pavithra	Department first rank	
2022	S.Tamilarasi	Department first rank	
2023	S. H. Mohana priya	Department first rank	
2024	B. Devika Shree	Department first rank	

**Gallery:**

**META - 2023**







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## SRI SARADA NIKETAN COLLEGE FOR WOMEN

(Accredited with "B" Grade by NAAC)  
(Recognized under 2(f) & 12(B) of the UGC Act 1956)  
(Affiliated to Alagappa University)  
Amaravathipur, Karaikudi -630 301.

*Department of Commerce, Commerce With  
Computer Application And Business Administration  
The Management, Principal, Staff Members & Students  
Cordially Invite you for the*

### INTERNATIONAL CONFERENCE META – 2023

(Manufacturing & Marketing, Entrepreneurship  
& E-Commerce, Trade & Technology and Administration  
& Accounting Trends in the Global Paradigm – 2023  
On 27<sup>th</sup>&28<sup>th</sup>JANUARY - 2023.

Blessings

**Srimath Swami Atmananda Maharaj**

Founder

Yatheshwari Saradeswaripriya Amba, Secretary

Presides

**Dr. S.Sivasangari Ramya, Principal**

Inaugurates

Resource Persons

**Dr.G.PARIMALARANI**

Prof. Dept.of Banking Management,  
Alagappa University, Karaikudi

**Dr.B.SUDHA**

Prof.Dept.of Banking Management,  
Alagappa University, Karaikudi

**CA.A.Thirupathi**

SPARTAN ACADEMY  
School of Commerce, Karaikudi

**Dr.Shantharuby Buvanendra**

Head/Department of Finance  
Faculty of Management&Finance  
University of Colombo, Srilanka.

**Dr.K.Kasiviswanathan**

Asst.prof.Department of Commerce  
Sree Sevugan Annamalai College, Devakottai.

**Dr.S.Sivasangari Ramya**  
Principal

**Mrs.M.Meenalochani**  
Director

**Yatheshwari Saradeswaripriya Amba**  
Secretary, Sri Sarada Niketan College, A.Pudur



## PROGRAMME

27.01.2023 10.00 am	<b>Invocation &amp; Lighting of Kuthuvilakku</b>
Inaugural Session 10.00 am to 11.00 am	<b>Welcome Address</b> <b>Dr.R.Nithila,</b> Head & Asst. prof.of Commerce, SSNC.
	<b>Presidential Address</b> <b>Yatheshwari Saradeswari priya Amba</b>
	<b>Inaugural Address</b> <b>Dr.S. Sivasangari Ramya,</b> Principal , Sri Sarada Niketan College For Women.
Technical session – I 11.00 am to 12.00 noon	<b>“Marketing Trends in the Global Paradigm”</b> <b>Dr.G.Parimalarani</b> Professor, Dept.of Banking Management, Alagappa University, Karaikudi.
Technical Session – II 12.00 noon to 1.00 pm	<b>“Entrepreneurship Trends in the Global Paradigm”</b> <b>Dr.B.Sudha</b> Associate Prof, Dept of Banking Management, Alagappa University, Karaikud.
Technical Session – III 2.00 pm to 3.30 pm	<b>“Paper Presentation”</b> Chair persons <b>Dr.R.Nithila,</b> Head & Asst.prof.of Commerce,SSNC <b>Ms.K.Muthusanthi.</b> Head & Asst.prof.of Busines Administration,SSNC
28.01.2023	
Technical Session – IV 10.00 am to 11.00 am	<b>“Auditing Trends in the Global Paradigm”</b> <b>CA.A.Thiruppathi,</b> SPARTAN ACADEMY, School of Commerce , Karaikudi
Technical Session – V 11.30 am to 12.30 pm	<b>Webinar</b> “Accounting Trends in the Global Paradigm” <b>Dr.Shantharuby Buvanendra</b> Head/Department of Finance, Faculty of Management & Finance, University of Colombo, Srilanka.
Technical Session – VI 2.00 pm to 3.00 pm	<b>“Trade Trends in the Global Paradigm”</b> <b>Dr.K.Kasiviswanathan</b> Asst.prof.Department of Commerce Sree Sevugan Annamalai College, Devakottai
3.00 pm to 3.30 pm Valediction	<b>Felicitation</b> <b>M.Meenalochani,</b> Director, Sri Sarada Niketan College For Women. <b>Vote of Thanks &amp; Certificate Distribution.</b>
Coordinators	<b>Dr.R.Nithila,</b> Head & Asst.prof.of commerce,SSNC. <b>Ms.K.Muthusanthi,</b> Head & Asst.prof.of BusinesAdministration,SSNC. <b>Ms.A.Adaikkammai,</b> Head & Asst.prof.of Commerce with CA,SSNC.









**FIDIM-2024**











