

PROFORMA FOR BIODATA

1. Name SONIA NANCY .K
2. Designation Assistant Professor
3. Department Business Administration
4. Correspondence Address P40, Elango Street, New Selva Nagar, Ponnagar,Trichy.
5. Email and Contact number soniacom@nct.ac.in,9944768116
6. Date of Birth 10/10/1985
7. Gender Female
8. Category (Gen/SC/ST/SCA/DNC/MBC/BCM/BC) - BC
9. Whether differently abled No
10. Academic Qualification

	Degree	Year	Subject	University/Institution	% of Marks
1	PhD		Management	SRM Institute Of Science & Technology	Pursuing
2	M.Phil	2018	Management	Bharathidasan University	8.75
3	MBA	2009	Management	ICFAI University	5.98
4	B.Com	2007	Commerce	Manomaniam Sundaranar University	63
5	Dipl.in Co.op. Magt	2004	Co-op-Mgt	Tamilnadu Co-Operative Union	63

11. Ph.D thesis title “THE OPPORTUNITIES AND CHALLENGES OF OMNI CHANNEL RETAIL EXPERIENCE- A STUDY OF CUSTOMERS’ PERCEPTION TOWARDS STORE,MOBILE AND ONLINE MARKETING IN TIRUCHIRAPPALLI,TAMIL NADU”

- Guide’s Name Dr.M.Suresh
Institution/ University SRM Insitute of Science&Technology (Deemed to be University)
Year of Award Pursuing

12. Work Experience

S. No	Position held	Name of the Institute	From	To	Pay Scale
1	Assistant Professor	National College (Autonomous),Trichy-01	June 2018	July 2024	13,419
2	Finance Co-Ordiantor	Jayaraj Automobile Agency	March 2011	May 2014	10,000
3	Adminstrative Officer	EYE Power WEG Service	March 2009	June 2010	15,000

13. Professional Recognition/ Award/ Certificate/ Fellowship received by the applicant

Certificates:

- Acted as CONFERENCE ORGANISING SECRETARY One Day International Conference at National College (Autonomous), Trichy-01 (Feb'2021)
- Received Merit certificate of Academic performance in Master of Philosophy 2018.
- Received Merit certificate of Academic performance in Bachelor of Commerce in year 2006.
- Participated One Week FDP on RESEARCH & PUBLICATION ETHICS at Thanthai Periyar Government Arts and Science College, Trichy. (22nd April to 2th April 2024).
- Participated One–Day FDP on THE ART OF WRITING AND PUBLISHING RESEARCH ARTICLES at Care Business School, Trichy .(04th May 2022).

14. Publications

S. No.	Author(s)	Title	Name of Journal	Volume	Page	Year
1	K. Sonia Nancy & Dr.M. Mahadevan	Adaptation of Digital Payment System in Retail Stores	Humanities & Social Science Studies	13	57-62	2024
2	K.Sonia Nancy & Dr. M .Mahadevan	Omni Channel Retailing-An Overview	ISBN No.978-81-964847-2-9	-	293	2024
3	K. Sonia Nancy	Customer Preference towards RELIANCE JIO NETWORK with reference to Trichy City	International Journal, ISSN:2349-1647(O),ISSN:2250-1940(P)	Volume VII	Page-147 to 151	2019

h-index

i10 index

Total citations

15. Details of patents

16. Books/ Reports/Chapters/General articles etc

S. No	Title	Author's Name	Publisher	Year of Publication

17. Research guidance

Ph.D. : Awarded : -
 Submitted : -
 On going :
 M.Phil. : Awarded :
 M.Sc. Dissertation : Awarded :

18. List of Completed/Ongoing/Submitted projects

S.No	Title of the Project	Duration		Total Cost (Rs.)	Name of Funding Agency	Status
		From	To			

(a) Major Results /Highlights of the project including achievement (publications, patents etc.), for completed projects

(b) Up-to date Technical progress report for on-going projects.

19. Membership

(a) Professional bodies - INDIAN ACCOUNTING ASSOCIATION-Life Membership TIRU-26

(b) Editorial board Nil

(c) Advisory board Nil

(d) Academic bodies Nil

20. Countries visited Nil

21. Any other Information Nil

DECLARATION:

I certify that the foregoing information is correct and complete to the best of my knowledge and belief.

Place:

Date:

Signature