

Name : M. Shanthini Devi
Designation : Assistant Professor
Department : Commerce with Computer Applications
Qualification : M. Com., M. Phil., PGDCA, SET, NET, Ph. D.
Experience : Teaching: 16 Years
Area of Specialization(s) : Financial Management
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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Dr. N.G.P. Arts and Science College	2018
M. Phil.	Commerce	Government Arts and Science College	2005
M. Com.	Commerce	Government Arts and Science College	2001
B. Com.	Commerce	P.S.G.R. Krishnammal College for Women	1999

Additional Qualifications

Diploma/Vocational/Certification	Area of Specialization	Institution / University / Agency Name	Year
SET	Commerce	Bharathiar University	2012
NET	Commerce	UGC	2012
PGDCA	Computer Applications	Bharathiar University	2001
NPTEL	Principles of Management	IIT, Kanpur	2018

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
M. Phil.	3	-

Research Publications (Indexed)

- 1) Dr. M. Shanthini Devi and Dr. S. Arunpriya, **Effectiveness of Digital Marketing - An Empirical Study**, International Journal of Scientific Research and Review, Vol.7, Issue 11, pp: 226-229, September 2018, ISSN No: 2279-543X. (Indexed in UGC).

- 2) M. Shanthini Devi, Dr. S. Saravanan, **Impact of Financial Literacy on Financial Decisions and Financial Outcomes of Employees Working in IT Sector with Special Reference to Coimbatore**, International Journal of Multidisciplinary Research and Development, Vol. 3, Issue 12, pp.135-139, December 2016, ISSN: 2349-5979. (Indexed in EBSCO/Google Scholar).

National

- 1) M. Shanthini Devi, Dr. N. Renuga Devi, **Evolution of GST in India**, Journal of Management and Science, Special Issue: No.1, pp.244-249, September 2017, ISSN: 2250-1819. (Indexed in UGC).
- 2) M. Shanthini Devi, **A Study on Consumer Satisfaction towards Cadbury Oreo Biscuit with Special Reference to Coimbatore City**, Paripex-Indian Journal of Research, Vol. 3, Issue 10, pp: 17-19, October 2013, ISSN No: 2250-1991. (Indexed in Google Scholar).
- 3) M. Shanthini Devi, S. Arunpriya, **A Study on Users' Satisfaction of Axe Brand (Perfumes and Deodorants) in Coimbatore City**, Indian Journal of Applied Research, Vol 3, Issue 8, pp: 12-13, August 2013, ISSN No: 2249-555X. (Indexed in Google Scholar).
- 4) M. Shanthini Devi, S. Arunpriya, **A Study on Customer Satisfaction towards Tata Nano Car with Special Reference to Coimbatore City**, Global Research Analysis, Vol 2, Issue 8, pp: 12-13, August 2013, ISSN No: 2277-8160. (Indexed in Google Scholar).

Other Publications: International / National Journals

- 1) M. Shanthini Devi, S. Arunpriya, **Women Entrepreneurship its Problems and Prospects in Coimbatore**, Aditya International Journal of Research in Technology and management, Vol.3, Issue 1, pp: 40-53, September-2013, ISSN No: 2248-9965.

Presentations in Conference

- 1) **Role of ICT in Sustainable Growth**, International Conference on Information and Communication Technology for Business Turnaround: Sustainability, Growth and Innovation, Vivekanandha College of Arts and Science for women, Tiruchengode, 1 & 2-Feb-18.
- 2) **Pros and Cons for Small Scale Industries**, International Conference on Pros and Cons of GST in India, Bharathidasan College of Arts and Science, Coimbatore, 11-Aug-17.

- 3) **Omni-Channel Retailing The New Phenomenon in Retailing**, National level Conference on Marketing Unplugged: The Game – Changing Innovations, Sri Ramakrishna College of Arts and Science for women, Coimbatore, 9-Mar-17.
- 4) **Crowd Funding - An Alternative Source of Finance**, International Conference on Advances in Commerce and Management, Pioneer College of Arts and Science, Coimbatore, 18-Feb-17.
- 5) **Legal Aspect of Dividend Policy in India**, National Level Seminar on Corporate Governance and Dividend Policy in India, Gobi Arts and Science College, Gobichettipalayam, 25 & 26-Sep-15.
- 6) **Foreign Direct Investment**, International Conference on Global finance: Issues and Challenges, S.N.R. SONS College, Coimbatore, 27-Aug-14.
- 7) **FDI and its Impact on Consumerism**, National Level Seminar on Consumerism - Challenges and Prospects, Hindusthan College of Arts and Science, Coimbatore, 1-Feb-13.
- 8) **Emerging Dimensions in Green Marketing**, National Conference on Emerging Dimensions in Management(EDIM), Karpagam University, Coimbatore, 1-Feb-13.
- 9) **Kisan Credit Cards in Rural Development**, National Seminar on Role of Banking Sector in Rural Economic Development, Dr. N.G.P. Arts and Science College, Coimbatore, 23-Sep-11.
- 10) **Mobile Banking**, National Level Seminar on M-Commerce, V.L.B. Janakiammal College of Arts and Science, Coimbatore, 11-Feb-11.
- 11) **E-Commerce - Mobile Banking**, National Level Seminar on E-Commerce application in Banking Development, Kongunadu Arts and Science College, Coimbatore, 29-Sep-10.
- 12) **Financial Market Innovations and its Growth**, National Level Seminar on Indian Business Ahead its Sustainability and Growth Prospects, Maharaja Arts and Science College, Coimbatore, 19-Feb-10.
- 13) **Recent Trends of Advertising - Online**, National Level Seminar on Facets of Commerce, Sree Narayana Guru College, K.G. Chavadi, Coimbatore, 19 & 20-Feb-10.
- 14) **Micro Credit**, National Level Seminar on Strategy Resources and Technological Growth in Banking- Changing Business Pose, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 16-Feb-10.
- 15) **Financial Re-Engineering and Strategies and Regulations**, National Level Seminar on Financial Re-Engineering Strategies and Regulations, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10.

- 16) **Financial Inclusion**, National Level Seminar on The Global Financial Crisis and its Impact on India, Navarasam Arts and Science College for Women, Erode, 7-Feb-09.
- 17) **Rights and Awareness of Investors**, National Conference on Recent Trends in Indian Capital Market, Pavendar Bharathidasan College of Arts and Science, Pudukottai, 18 & 19-Feb-08.

Participation in Conference

International

- 1) Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC), Dr. N.G.P. Arts and Science College, Coimbatore, 9 & 10-Dec-11.

National

- 1) Issues in Higher Education, Association of Principals of Colleges Bharathiar University, University Grants Commission and Bharathiar University – Academic Staff College, Coimbatore, 29-Oct-10.
- 2) Corporate Social Responsibility, Dr. SNS Rajalakshmi Institute of Management, Coimbatore, 20-Mar-08.

Participation in Workshop

- 1) **Ethics and Corporate Social Responsibility**, Kongunadu Arts and Science College, 7-Sep-11.

Participation in Faculty Development Programme

- 1) **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 to 9-Dec-18.

Conference / Seminar / Workshop Organized

- 1) Organizing Member, National Conference on Opportunities and Challenges of Business in the Digitalized Era, Dr. N.G.P. Arts and Science College, Coimbatore, 27 & 28-Sep-18.
- 2) Organizing Member, National Seminar on Impact of Goods and Services Tax, Dr. N.G.P. Arts and Science College, Coimbatore, 27-Sep-17.
- 3) Organizing Member, National Seminar on Challenges and Opportunities in Rural Marketing and its impact on Rural Development, Dr. N.G.P. Arts and Science College, Coimbatore, 30-Sep-15.

- 4) Organizing Member, National Seminar on Financial Inclusion for sustainable financial development, Dr. N.G.P. Arts and Science College, Coimbatore, 6-Sep-13.
- 5) Organizing Member, National Level Seminar on Role of banking sector in Rural Economic Development, Dr. N.G.P. Arts and Science College, Coimbatore, 23- Sep-11.