

Name : Dr. P. B. Banudevi
Designation : Associate Professor and Head
Department : Commerce Finance
Qualification : B. Com., M. Com., MBA, M. Sc., M. Phil., Ph. D.
Experience : Teaching : 16 Years Industry : 2 Years Research: 15 Years
Area of Specialization(s) : Marketing, HR, Banking, Finance
Email (Official ID) : drbanudevi@drngpasc.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Tiruppur Kumaran College For Women	2011
M. Phil.	Commerce	PSG Arts and Science College	2002
M. Sc.	Applied Psychology	Bharathiar University	2014
MBA	Management	Bharathiar University	2006
M. Com.	Commerce	Vellalar College for Women	2001
B. Com.	Commerce	Vellalar College for Women	1999

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Science	Bharathiyar University	2002

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	1	4
M. Phil.	4	-

Research Publications (Indexed)

- 1) Dr. P. B. Banudevi, **Impact of Cashless Economy on Common Man in India in Shanlax**, International Journal of Commerce, Sep 14, 2017, Vol.5, and Issue: 1, ISSN: 2320-4168, (UGC Approved Journal No. 44120).

Book Publications: Edited

- 1) **Cashless India and Financial Inclusion title A Study on Customer Awareness on Green Banking Initiatives in selected private sector: Banks with special reference to Coimbatore City**, Dr. P. B. Banudevi, Sakthi Publisher, Chennai September 2017, ISBN: 978-93-81899-80-9.20-21.

Consultancy

Nature of Consultancy	Client	Amount	Completion Status
Production and Cost sheet	Aravinth Coir Spinning Mills	Rs. 500/-	Completed
Marketing Consultant	Aarudharaa Associates	Rs. 10,000	Completed

Presentations in Conference

- 1) **Student participation on quality enhancement – Tools for Student Empowerment**, National Level Seminar on Evaluation reforms for Quality Education in higher Education Institutions, Rathnavel Subramaniam College of Arts and Science, 2 to 3-Feb-17.
- 2) **Does Goods and Services Tax (GST) leads to Indian economic development**, International Conference on contemporary issues in agriculture, engineering, management, information technology & life sciences, Nehru College of Management, 11 to 15-May-17.
- 3) **Quality Concerns Indicators in Teacher Education: A Study**, International Conference on Interdisciplinary Research Innovations in Science and Humanities (IC –IRISH 17), Nehru Arts and Science College, 29 & 30-Nov-17.
- 4) **Understanding the Financial Challenges Faced by Startups in India**, National Level Conference on Impact of Startups on Indian Economic Growth, SNMV College of Arts and Science, 5-Jan-18.

Participation in Conference

International

- 1) Emerging Trends in Personal Financial Management, Sree Saraswathi Thyagaraja College, Pollachi, 26 to 27-Feb-16.
- 2) Financial Markets issues & Challenges, Bharathidasan University, Trichy, 10 & 11-Jan-15.

- 3) Challenges & Opportunities for Developing Countries, PR Institute of Management, Thanjavur, 6 & 7-Feb-04.

National

- 1) Impact of Startups on Indian Economic Growth, SNMV College of Arts and Science, Coimbatore, 5-Jan-18.
- 2) Impact of cashless economy on common man in India, K.S.R. College of Arts & Science for Women, Erode, 14-Sep-17.
- 3) GST in India: A Key Tax Reform, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Sep-17.
- 4) Does Goods and Services Tax (GST) leads to Indian economic development, Nehru College of Management, Coimbatore, 11 to 15-May-17.

Participation in Seminars

- 1) Overcoming Stress – The New Corporate Mantra, Sri Ramakrishna College of Arts & Science for Women, Coimbatore, 1-Mar-02.
- 2) Empowering Youth against High Risk Behaviour, LRG Govt. Arts College for Women, Tirupur, 4-Oct-04.
- 3) Blooming Opportunities in Health Care Sector, Tiruppur Kumaran College for Women, Tirupur, 6-Oct-06.

Participation in Workshop

- 1) **Research Methodology for Women Scholars**, St. Joseph's College of Commerce, Bangalore, 17 to 23-Sep-18.
- 2) **Structural Equation Modeling - Application of AMOS Software**, Rathanam College of Arts and Science, Coimbatore, 21 July- 2018.
- 3) **NLP for Educators**, Society of Amaranthine Educators at Happy Valley Business School, Coimbatore on 18 August -2018.

Participation in Orientation Programme / Short Term Courses

- 1) **Environmental Education**, Bharathiar University, 26-May-04 to 15-Jun-04.

Participation in Faculty Development Programme

- 1) **Quality Measures in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 to 9-Dec-18.
- 2) **The promise of ICT usage for quality Improvement in Higher Education**, 7 & 8-Dec-17.

Conference / Seminar / Workshop Organized

- 1) Organizing Secretary, Seminar on Financial Literacy Forum on - Personal Finance and Family Budget, Investment and Savings, Banks and Insurance, Department of Commerce Finance, Dr. N.G.P. Arts and Science College, Coimbatore, 10-Jan-17.
- 2) Organizing Member, Seminar on 'Effects of Demonetization in Indian Economy Panel Discussion' with Corporate Leaders, Department of Commerce Finance, Dr. N.G.P. Arts and Science College, Coimbatore, 16-Dec-16.

Invited Speaker/ Session Chair/ Member Organizing Committee - Conference/ Seminar/ Workshop

- 1) Invited Speaker, Financial Literacy to B. Com. CA, St. Joesph College, Tirupur, 16-Jul-18.
- 2) Guest Speaker, International Seminar on Innovation Ideas in Banking and Finance, Dr. S.N.S. College Rajalakshami College of Arts and Science, Coimbatore, 23-Aug-18.
- 3) Guest Speaker, Workshop on Guidelines for Research work, Vellalar College for Women, Erode, 10-Sep-18.
- 4) Special Lecture, Financial Literacy, Texcity Arts and Science College, 7-Mar-18.
- 5) Delegate, Session on Impact of Demonetization on the real estate sector, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, 31-Dec-17.
- 6) Speaker, Session on Employment Opportunities theme - Professional Assignments and Skill Development, Madras Development Society in Third World Tamils Economic Conference, Chennai, 1 to 5-Oct-16.

Member in BoS

- 1) Board of Commerce (Professional Accounting and Banking Finance), Subject expert, Erode Arts College, 2017-2018.

- 2) Academic Member, Board of Studies, Bharathiar University, 2016 – 2017.
- 3) Academic Member, Board of Studies, Pariyar University, 2016 – 2017.
- 4) Board of Commerce, Vellalar College for Women, Erode, since 2017.
- 5) Board of Professional Accounting, NGM College, Pollachi, 2016.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
All India Commerce Association	Life-time	-
Tirupur Tozhil Pathukappu Kulu.	1 Year	2015 – 2016
Bharathiar University - Member representative from Dr. N.G.P. Arts and Science College for Research Scholar Syllabus Revision Meeting	-	27-Apr-17
Bharathiar University - Doctoral Committee member for Commerce Research	-	Since 2012

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Distinguish Professor Award	CSI Mumbai Chapter, IIT, Mumbai.	2017
Researcher Award	VIRA Foundations, Chennai	2016