

Name : Dr. P.Revathi
Designation : Head and Associate Professor
Department : Commerce Banking and Insurance
Qualification : M. Com., M. Phil., PGDCA, Ph. D.,SET
Experience : Teaching: 19.04Years Research:9.04 Years
Area of Specialization(s) : Finance, Human Resource Management
Email (Official ID) : revathi@drngpasc.ac.in



Academic Qualifications

COURSE	SUBJECT	COLLEGE/ SCHOOL	UNIVERSITY/ BOARD	YEAR OF PASSING	PERCENTAGE OF MARK
SET	Commerce	-	Mother Teresa University, Govt. of Tamil Nadu	2017	-
Ph.D.	Commerce	Government Arts College Coimbatore.	Bharathiar University	2015	-
M.Phil.	Commerce	-	Alagappa University	2008	65
P.G.D.C.A.	Computer Application	Pioneer College of Arts and Science	Bharathiar University	2006	86
M.Com.	Commerce	Government Arts College Coimbatore.	Bharathiar University	2003	80.05
B.Com.	Commerce	Pioneer College of Arts and Science	Bharathiar University	2001	72
H.S.C.	Accountancy, Commerce, Economics, Business Mathematics	K G Girls Higher Secondary School, Annur	State Board	1998	88

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
PGDCA	Computer Applications	Bharathiar University	2005
SET	Commerce	UGC	2017
NPTEL	Corporate Social Responsibility	IIT, Kharagpur	2017
NPTEL	Consumer Behaviour	IIT, Kharagpur	2019
NPTEL	Leadership	IIT, Madras	2019
NPTEL	Principles of Management	IIT, Madras	2022
Infosys Springboard	Key Accounting Concepts and principles	Infosys	2022
Great Learning Certificate Course	Conflict Management	Great Learning	2022
NPTEL- Mentor	Customer Relationship Management	SWAYAM	2022
NPTEL	Financial Accounting	IIT Mandi	2024

Coursera	Business Analysis and Project Management	Coursera	2024
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Work Experience

S.No	College	Designation	Period of Service
1	Pioneer College of Arts and Science, Jothipuram, Coimbatore	Head – Department of Commerce (Both UG and PG)	10 Years
2	Dr. N.G.P. Arts and Science College, Coimbatore	Head – Department of Commerce Banking and Insurance	9 Years 04 months (till Date)

Projects

On-going

Project Title	Agency	Amount	Duration
Wild life Crop damage Insurance/Compensation for Farmers in Coimbatore Division	Indian Council for Social Science Research –IMPRESS SCHEME	Rs.3,00,000	One Year
Perception of Health Insurance Importance among General Public during Pandemic	Dr.N.G.P. ASC Seed Money	Rs. 5,000	Six Months

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	01

Research Publications

International

- **Financial Literacy, Planning, and Behaviour: Insights from a Descriptive Survey**, International Journal of Cultural Studies and Social Sciences, UGC CARE Listed Journal, pp 5-13, ISSN 2347-4777 with IF=7.138 Vol-20, Issue-02, No.03, July - December: 2024
- **Liquidity and Profitability Analysis of Select Electrical Machinery Companies in India**, Central European Management Journal, SCOPUS Indexed Journal, pp 2381-2387,ISSN:2336-2693 | E-ISSN:2336-4890 Vol. 30 Issue. 4 ,2022 DOI: 10.57030/23364890.cemj.30.4.253
- **Perception of competency mapping among employees working in textile spinning mills, with special reference to the Coimbatore district**, Journal of Strategic Human Resource Management, PP 12-20, Vol 10(1)2021.

- **Forbearance of farmers towards wildlife crop damage in Coimbatore forest division**, The International Journal of Analytical and Experimental Modal Analysis, UGC-CARE approved Group –II Journal , pp 551-558, Volume XIII, Issue I, January/2021, ISSN NO:0886-9367.
- **Crop insurance schemes and compensation to farmers for wildlife crop damage in Coimbatore forest division**, International Research Journal of Management Science & Technology, pp 35-44 ,Vol 11 Issue 10 [Year 2020], ISSN 2250 – 1959 (Online) 2348 – 9367 (Print).
- **Technology and Innovation in Insurance– Present and Future Technology in Indian Insurance Industry**, International Journal of Engineering and Management Research, Volume-10, Issue-1 February 2020)e-ISSN: 2250-0758, ISSN: 2394-6962
- **Digital Banking Challenges and Opportunities in India**, EPRA International Journal of Economic and Business Review, pp 20-23, December 2019, ISSN (Print): 2349-0187.
- **Employment Engagement: An Overview**, International Journal of Research in Commerce, Economics & Management, Volume No 6, Issue No.12, pp 49 - 51, December 2016, ISSN: 2231-4245. (Indexed in Google Scholar)
- **Impact of Personality Domains on Organizational Citizenship Behavior with Reference to Faculties of Engineering Colleges in Coimbatore**, International Journal of Management and Social Science Research Review, Volume No 1., Issue No 15., pp 190-199, Sep.2015, ISSN No,Print:2349-6738.
- **Global Strategy and Challenges in Global Business Environment**, International Seminar on Emerging Trends and Challenges in Global Business Environment, Dr. R.V. Arts and Science College, 23-Sep-15, ISBN: 978-93-85477-35-5.

National:

- **Digital Innovation in Transforming a Business**, National Conference on Exploring the Technological Advancements in Business – The Future Perspective, Sri Ramakrishna College of Arts & Science, pp 71-76, September 2023,, ISBN 978-93-5980-073-8.
- **Customer Perception Towards Health Insurance during Pre & Post Covid 19**, Journal of the Asiatic Society of Mumbai, pp ISSN : 0972-0766 Vol. : XCVI, No:03, 2022
- **Challenges and Opportunities of Indian Entrepreneurs while Starting New Business in India**, National Seminar on Opportunities and Challenges in Entrepreneurial Development in Indian Perspective, Dr. R.V. Arts and Science College, pp 39-43, February 2017, ISBN 978-93-86176-65-3.
- **Women Empowerment Opportunities in India**, National Seminar on Economic Empowerment of Women through Entrepreneurship - Problems and Prospects, Dr .N.G.P. Arts and Science College, Coimbatore, pp 148-157, August 2016, ISBN:978-81-920808-8-8.
- **A Study on Customer Perception & Satisfaction towards Service Quality among Postpaid Broadband Users in Coimbatore District**, European Journal of Commerce and Management Research (EJCMR), Special Issue- 1, pp 327-339, February 2015, ISSN PRINT: 2051- 8080, ON PRINT:2051-8099.

- **Free Trade, Fair Trade and India's Position in the Emerging Global Economy**, International Conference on Global Finance: Issues and Challenges, SNR Sons College, ISBN:978-93-5196-090-4 January 2015

Book Chapters Publication with ISBN

- Determinants of Purchasing Decisions of Automatic Cars in Indian Roads, in “**Multidimensional Research on Social Sciences** “Volume I, ESN Publications, Tamilnadu, pp No. 69-89. ISBN :978-93-95196-73-4,
- Mobile Banking Revolution in Digitalization of Financial Services in Indian Bank, in “**Multidimensional Research on Social Sciences** “Volume II, ESN Publications, Tamilnadu, pp No. 25-48. ISBN :978-93-95196-84-0

Book Publication with ISBN

- National Conference on “**Digital Transformation in Business- Opportunities and Challenges**” (DTBOC -23) on 05-Sep-2023, Dr. N.G.P. Arts and College, Coimbatore, ISBN: 978-81-964455-4-6.
- One Day National Conference on “**Rebuilding Global Business Environment (RGE – 2023)**” on 15.02.2023, Dr. N.G.P. Arts and College, Coimbatore ISBN:978-81-962056-6-9
- Two days Virtual International Conference on “**Pandemic and Business Sustainability (PBS - 2021)**” from 21-Oct-21 to 22-Oct-21, Dr. N.G.P. Arts and College, Coimbatore ISBN: 978-81-951892-5-0

Presentations in Conference

- Digital Innovation in Transforming the Business, National Conference on Exploring the Technological Advancements in Business – The Future Perspective, organized by Sri Ramakrishna College of Arts and Science, Coimbatore, 13 - Sep -2024.
- **Ministry of External Affairs-G20 and its impact on Industries**, One Day International Conference on Presidency of G20 and its impact on Industries-Marching towards New Millennium, organized by Hindustan College of Arts and Science, Coimbatore,08-Mar-2023.
- **Success or Failure of Index Insurance in Developing countries like India**, International Conference on Challenges in Dynamics of Commerce, Management and Entrepreneurship in T20 organized by Hindustan College of Arts and Science, Coimbatore,04-Mar-2020
- **Issues and Challenges in E-Commerce**, International Conference on Impact of Cyber Crime & Security Management in Digital Transactions “Issues and Challenges” organized by Sankara College of Science and Commerce , Coimbatore, 05- Oct- 18
- **Women Empowerment in Tamil Nadu- A Sociological Perspective**, National Conference on Entrepreneurship and Women Empowerment organized by Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, 20- Sep- 18
- **E-Banking in India: Challenges and Opportunities**, National Conference on Disruptions in

Banking Sector in the Current Scenario Dr.N.G.P. Arts and Science College (Autonomous), Coimbatore, 28- Feb - 18

- **Demonetization: Influence on Cashless Remittance System**, National Conference on India's Move towards Cashless Economy organized by Sri Ramakrishna Mission Vidyalaya College of Arts and Science (Autonomous), Coimbatore on 13- Feb-18
- **Interplay between State and Central Tax Laws Goods and Services Tax**, National Conference on Disruptive Technologies in Financial Services, Kovai Kalaimagal College of Arts and Science, 22-Sep- 17.
- **Effects on Micro, Small & Medium Enterprises**, National Conference on Impact of Demonetization on Indian Economy, NGM College, 28-Jul-17.

Presentations in Seminar

- AI in Finance and Risk Management, An international Conference on “ Innovate with Ai – Strategies for Business Success in the Digital Era” organized by the Department of Management Studies, Ramakrishna College of Arts & Science (Autonomous) -Coimbatore held on 10-Sep- 2024.
- **Green Marketing**, One Day National Seminar on ""Green Entrepreneurship Research for Startups under the Sustainable Development Goals (SDGs) - An Initiative of SANKALP Scheme of Ministry of Skill Development & Entrepreneurship" sponsored by INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR), NEW DELHI, organized by Ramakrishna College of Arts & Science (Autonomous) -Coimbatore held on 06-Sep- 2024.
- **Performance of FINTECH Policy 2023** in the State of Tamilnadu, ICSSR Sponsored One Day National Seminar on Startup – Fintech Challenges and Opportunities: India's Economic Development in 21st Century, Sree Saraswathi Thyagaraja College, Pollachi, 06-Feb-2024
- **New Education Policy**, One Day ICSSR Sponsored Seminar on Impact of New Education Policy among Future Generation, organized by Nalla Gounder Mahalingham College , Pollachi, 10-Aug-2023
- **The impact of AI on the Future of Insurance** , A National Level Seminar on Insurance In the Face of Global Change - The Future Proof organized by Sri Ramakrishna College of Arts and Science , Coimbatore, 12-Oct-22
- **Opportunities and challenges for start - ups in post pandemic era**, ICSSR-SRC Sponsored National Seminar on “Innovation, Digitalization and Indigenization – A Way Forward for Business and Economic Recovery in the Post Pandemic Era”, organized by PSGR Krishnammal College for Women, Coimbatore, 26- Mar-22 and 27- Mar-22.
- **Evolution of GST in India**, Dr. N.G.P Arts and Science College, Coimbatore, 27- Sep-2017.
- **Challenges of Financial Inclusion and Inclusive Growth**, Dr. N.G.P Arts and Science College,

Coimbatore,20-Sep-2017.

- **Women's Empowerment Opportunities in India**, Dr. N.G.P. Arts and Science College, Coimbatore,16-Aug-16.
- **Global Strategy and Challenges in Global Business Environment**, Dr. R.V. Arts and Science College,23-Sep-15.

Participation in Conference

International

- **International Conference on Artificial Intelligence in Banking and Insurance**, Sri Ramakrishna College of Arts and Science, Coimbatore, 25-Aug-2023
- **E-Commerce and COVID 19: The innovations, Challenges, Solutions and Opportunities**, Rathinam College of Arts and Science College, 22 to 26-Mar-2021
- **Impact of e-governance on National Economics**, Bharathiar University Arts and Science College, Valparai, 15 & 16-Sep-2016.
- **Free Trade, Fair Trade and India's Position in the Emerging Global Economy**, SNR Sons College, 27-Aug-14

National

- **Emerging Education Models for 21st Century Learner (NCEEM-2015)**, Dr. N.G.P. Arts and Science College, 1-Aug-15

Participation in Seminars

- **Effects of Demonetization in Indian Economy**, Dr. N.G.P. Arts and Science College,16-Dec-16.
- **Emerging Trends in Corporate Scenario**, Sri Jayendra Saraswathy Maha Vidyalaya College of Arts and Science,31-Jan-07
- **Globalization and Consumer Issues and Challenges**, Bharathiar University, 22 &23-Jul-11.

Participation in Faculty Development Programme

- A One Week Online Faculty Development Programme and workshop on “Contemporary **Research Practices: Innovations and Methodologies for Effective Outcomes**” jointly organized by AMIEE Association and CMAOI Association from 23rd Sep - 2024 to 27 Sep - 2024.
- Seven Days National Level Virtual Faculty Development Programme on Innovative Education: Integration of SDGs in Curriculum Framework organized by the Department of Commerce (PG), Kristu Jayanti College (Autonomous), Bengaluru from 17th to 24th September 2024.
- A One Week Online Faculty Development Programme and workshop on “**Integrating Interdisciplinary Research for Innovation and Sustainable Development**” jointly organized by Karunya School of Management (NAAC A++ Accredited), Coimbatore and CMAOI Association from 19-August 2024 to 23- August-2024.

- A One Week Online Faculty Development Programme and Workshop on “**Entrepreneurship and Innovation Management**” jointly organized by DSCASC, Bengaluru and CMAOI Association from 24- June to 28-June-2024.
- FDP on DAYS NATIONAL LEVEL FDP ON “**PYTHON**” organized by Star International Foundation for Research and Education on 19.03.2024 to 25.03.2024.
- Five Day Faculty Development Programme on “**US Individual Taxation**” conducted by ICT Academy at Dr. NGP Arts and Science College (Autonomous) Coimbatore from 30-Oct-2023 to 03-Nov-2023.
- Five Day Faculty Development Programme on “**Empowering Education for Innovation – A NEP Perspective**” organized by Dr. N.G.P. Arts and Science College, Coimbatore from 30-June-2023 to 07-July-2023.
- A One Week International Virtual FDP on "**Developing Quality Education - A Career Transition** “organized by the Department of Commerce with Accounting and Finance, Sri Ramakrishna College of Arts and Science (Autonomous), Coimbatore from 7-June-2023 to 13-June -2023.
- Five Day Faculty Development Programme on “ AI applications and its Impact on Business Practices” **organized by** Sri Ramakrishna College of Arts and Science (Autonomous), Coimbatore from 18-April-2023 to 22-April -2023.
- Professional Development Programme on “**Implementation of NEP-2020 for University and College Teachers**” Indira Gandhi National Open University, New Delhi,21-Dec-2022 to 31-Dec-2022
- 10 days National Level Faculty Refresher Program on “**Teaching Strategies, Methodologies and Technologies in HEI’s**, IOT Academy, 19-Sep-2022 to 30-Sep-2022.
- Online Faculty Development Programme on “**Outcome Based Education**” Karpagam Academy of Higher Education, Coimbatore, 26-Jul-21 to 01-Aug-21
- National One-week FDP on “**Research Excellence and Academic Development (READ-2021)**”, Nilkanthrao Shinde Science and Arts College, Maharashtra, 09-Aug-21 to 14-Aug-21
- **Research Methodology and Pedagogy for Teritary Education**, Dr.N.G.P. Arts and Science College, Coimbatore, June-15 to June 21,2021
- One Week Faculty Development Programme on “**GST-COMPLIANCE - A PRACTICAL APPROACH**”, Vivekananda College, Tiruvedakam West, Madurai, June-14 to June 20,2021
- **FDP**, ICT Academy, Aug-10 to Aug15,2020
- **Front Accounting**, Dr. N.G.P. Arts and Science College, Coimbatore, 04 to 10- May -20.
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, Sri Ramakrishna Arts and Science College, Coimbatore, Gobi Arts & Science College, Gobichettipalayam, Vellalar College for Women , Erode , April 13-20 , 2020
- **Research-The Recourse for Continuous learning**, National Foundation for Entrepreneurship Development (NFED),Coimbatore on 08th February 2020
- **Leadership**, online NPTEL Course , July to August 2019

- **NAAC Revised Accreditation Framework and OBE Assessment Methodology** ,Dr. N.G.P. Arts and Science College, Coimbatore, May-27 to June 02,2019
- **Quality Initiatives in Higher Education**, Dr. N.G.P. Arts and Science College, Coimbatore, 3 to 9-Dec-18.
- **Insurance for Business Process Services designed by Tata Consultancy Services**, PSG College of Arts and Science College, 23 to 27-May-16.
- **Statistical Modeling for Data Analysis**, Vivekananda Institute of Management Studies, 18 to 19-Jun-12.

Participation in Workshops/ Training

- Panel Discussion - cum - Workshop On **Future of Education and Resetting a Continuum of Migration** Organized by the Centre for Education Beyond Curriculum (CEDBEC) in association with School of Business and Management (SBM) and School of Education (SoE), CHRIST (Deemed to be University), Bangalore from 04 - Oct- 2024 to 05 - Oct-2024.
- One Day **Professional Development Workshop on Digital Creativity Skills** as a part of Adobe Academic Essentials Program organized by Dr. N.G.P Arts and Science College, Coimbatore on 29-May -2023
- Train the Trainer Program on “Introduction to Capital Markets” and “Investment Banking Operations” “conducted by State Street HCL Services from 22- May- 2023 to 26- May-2023.
- One Day **Workshop on Outcome Based Education (OBE)** organized by Dr. N.G.P Arts and Science College, Coimbatore in association with IPSR solutions limited on 04-Mar-23.
- National level **e-Workshop on “Innovative Techniques in SPSS and Data Analysis** “organized by Satyabhama Institute of Science and Technology, Chennai, 03-Jan-22 to 07-Jan-22.
- UGC Sponsored 3-Day **Workshop on Enablers and E-learning (EEE)**organized by Avinashilingam Institute for Home Science and Higher Education for Women, from 6 - Mar-19 to 8 - Mar-19.

Conference / Seminar /Symposium/ Workshop Organized

- **Convener, National Symposium on “Management of Non-Performing Assets”** on 23-Sep-2023, Dr. N.G.P. Arts and Science College, Coimbatore.
- **Convener, National Conference on “Digital Transformation in Business- Opportunities and Challenges” (DTBOC -23) on 05-Sep-2023** , Dr. N.G.P. Arts and Science College, Coimbatore.
- **Convener, National Conference on “Rebuilding Global Business Environment”** Dr. N.G.P. Arts and Science College, Coimbatore,15-Feb-2023.
- **Convener, Two Days Virtual International Conference on “Pandemic and Business Sustainability”** Dr. N.G.P. Arts and Science College, Coimbatore, during 21-Oct -21 to 22-Oct -21.
- **Organizing Secretary** of “National Conference on Impact of Trade war on Indian Economy”

conducted by Department of Commerce Banking and Insurance, Dr. N.G.P. Arts and College, Coimbatore.

- **Convener**, Session on Higher Education in USA, Dr. N.G.P. Arts and Science College, Coimbatore, 25-Jan-19.

Invited Speaker / Session Chair- Conference / Seminar / Workshop

- Session Chair- ICSSR Sponsored Two Days National Seminar on **Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSRIKS2024)**, Dr.N.G.P. Arts and Science College, Coimbatore on 04-July-2024 to 05-July-2024.
- Session Chair- National Conference, **Social Innovation and Business Sustainability**, Dr.N.G.P. Arts and Science College, Coimbatore on 09-Feb-2023.
- Invited speaker – National Level Seminar on **Emerging Trends in Banking & Insurance Sector** at Sri Ramakrishna College of Arts and Science , Coimbatore on 31- Mar-2021
- Invited speaker – Guest lecture, **Tax benefits under insurance policies**, Vellalar College for Women (Autonomous), Erode, 10-Feb-2021
- Session Chair- Conference, **Implications of FINTECH in Indian Economy**, Dr.N.G.P. Arts and Science College, Coimbatore, 04-Mar-2020.

Member in BoS

- Doctoral Committee External Member, Karunya University, Coimbatore from 2021 onwards.
- Board of Management Studies, Kongunadu Arts and Science College, Coimbatore, from 2020 to 2023.
- Board of Management Studies, Gobi Arts and Science College, Gobichettipalayam from 2020 to 2023.
- Board of Studies, Chairman, Department of Commerce Banking and Insurance, Dr.N.G.P. Arts and Science College, Coimbatore since 2016.

Awards and Recognition

- **Editorial Board Member** of the Journal of Research and Innovation in Technology, Commerce, and Management (JRITM). Editor ID: JRITMREW4832, from 06-Aug- 2024
- Published Book Chapters in Thickest Book in the World – A **Unique Guinness Record Attempt**, Book title: World 2023 Wide Outcomes on Research and Latest Development published by ESN Publications with ISBN 978-93-95196- 75- 8 during 26th -27th August 2023 at Chennai.
- An **Award** received for Minor Research Projects under ICSSR IMPRESS Scheme from Bharathiar

University during National Science Day Celebration 2021 on 01.03.2021.

Membership in Professional Bodies

- Life Time Member of Commerce and Management Association of India (CMAoI).
Membership Number is CMAOI/374