

**Name** : Dr. P.B. Banudevi  
**Designation** : Professor and Dean - Commerce  
**Qualification** : M.Com., M.B.A., M.Sc., M.Phil., Ph.D.  
**Experience** : Teaching - 21 Years | Industry - 7 Years  
 Research 17 Years  
**Specialization**: Marketing, HR, Banking  
**Email** : drbanudevi@drngpasc.ac.in,  
 deancommerce@drngpasc.ac.in



### Academic Qualifications

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

### Additional Qualifications

Diploma	Area of Specialization	Institution / University / Agency Name	Year
PG Diploma	Computer Applications	Bharathiar University, Coimbatore	2002

### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	4	2
M. Phil.	4	-

### Awards / Honors received

S. No.	Awards / Honors	Agency / Institute	Year
1	Distinguish Professor Award	CSI Mumbai Chapter, IIT Mumbai	Jan 2017
2	Researcher Award	VIRA Foundations, Chennai	Sep 2016

3	Best Research Guide - Nalla Gounder Research and Innovation Awards	Dr. N.G.P. Arts and Science College, Coimbatore	Feb 2020
4	Best HoD - (Faculty of Commerce)	Achievers Club of Dr. N.G.P. Arts and Science College, Coimbatore	Feb 2020
5	Best Department of the Academic Year 2019-20	Dr. N.G.P. Arts and Science College, Coimbatore	Feb 2020
6	Academic Achiever	Tamil Nadu GST Association and ICP Academy	Jan 2023

### Recognition National/International

Nature of Recognition	Organization / Institution	Year
DC Member	Tirupur Kumaran College, Thiruppur	2022-23
External Auditor – Academic Audit	Rathinam College of Arts and Science, Coimbatore	2022-23
Data Verification for NAAC III Cycle	Dr. N.G.P. Arts and Science College, Coimbatore	2021-22
A Grade for Teaching Excellence	Dr. N.G.P. Arts and Science College, Coimbatore	2019-20

### Research Publications

#### *International:*

- Dr. P.B.Banudevi, “**Consumer Perception and Attitude towards the Practice of Online Shopping**” , International Advanced Research Journal in Science ,Engineering and Technology, Vol 10,Issue 8, ISSN:2394-1588, August 2023.
- Dr. P.B.Banudevi, “ **Strategies Marketing r a Hidden Inflation Towards Consumers : An explanatory Study on the Shrinkflation**”, European Chemical Bulletin (Scopus), Vol 12, Issue Special Issue 5, ISSN No: 1633 -1640, May 2023.
- Dr. P.B.Banudevi, “ **Processed Food Consumption and Health outcomes Among Working Women**”, EPRA International Journal of Research and Development, Vol 8, Issue 5, ISSN No: 2455 – 7838, May 2023.
- Dr. P.B.Banudevi, “**Consumer Preference towards online Shopping in Coimbatore City**”,

Journal of Emerging Technologies and Innovative Research, Vol 9, Issue 12, ISSN: 2349-5162, Dec 2022.

- Mrs.P.Dhanya, Dr. P.B.Banudevi "**A Study on Customers Awareness and Perspectives towards selected Small Finance Banks in Coimbatore City**", Journal of Applied Research Vol: 5, Issue No:10, pp: 50-53, Oct.2019.ISSN Print 2394-7500, ISSN Online 239423945869.
- Dr. P .B.Banudevi, Mrs.P.Dhanya "**An Empirical Study on the Threats and Challenges to Small Finance Banks with Special Reference to Coimbatore City**", EPRA International Journal of Research and Development Peer Reviewed Journal, Vol: 4, Issue No:09, pp 86-90, Sep 2019. ISSN: 2455-7838.
- Dr. P.B. Banudevi, Mrs. V.Sengani "**Impact of NPAs on Return of Banks in India with Special Reference to Scheduled Commercial Bank**", Studies in Indian Place Names with UGC Care Approved International Indexed and Refereed Journal Vol: 40 Issue No:13, pp 2048- 2052, Feb 13, 2020, ISSN: 2394-3114.
- Dr. P.B. Banudevi, T. Vasumathi "**Influence of Television Advertisement on the Buying Behavior of Children Products in Coimbatore District, A Study**", Research Review International Journal of Multidisciplinary, Vol.03, Issue No.06, pp. 223-230 June 2018 ISSN: 2455-3085.
- Dr. P.B. Banudevi, Mrs. T. Vasumathi, "**Impact of Television Advertisement on the Buying Behavior of FMCG Customers in Coimbatore District a Study**", International Journal of Research in Applied Management Science and Technology, Vol.03, Issue No- 02, pp. 223-230, April-June 2018, ISSN: 2455-7331.
- Mrs. T. Vasumathi, Dr. P.B. Banudevi, "**The Major Factors Influencing Parents Buying Behavior of Children Products**", Researchers World: Journal of Arts, Science and Commerce, Vol. IX, Issue No.02, pp. 91-97, April 2018 [1], E-ISSN: 2229-686, ISSN: 2231-4172.
- Dr. P.B. Banudevi, Mrs. P. Dhanya "**A Study on Performance Evaluation of Selected Diversified Equity Mutual Funds in India.**" Int. Journal for Science and Advance Research in Technology, Vol.3, Issue.No.12, pp771-774. Dec 12, 2017. ISSN (online): 2395- 1052.
- Dr. P.B. Banudevi, Mr. G. Shiva "**Impact of Cashless Economy on Common Man in India**" in Shanlax International Journal of Commerce, Vol.5, and Issue.No.1, pp 76-78, Sep 14, 2017, (ISSN: 2320-4168; UGC Approved Journal No.44120).

- Dr. P.B. Banudevi, Ms. P. Bavithra “**Effect of Demonization in Indian Biscuit Companies**”, International Journal of Research in Commerce, Economics and Management, Vol.7, Issue No. 9, pp 120-121, Sep 2017, ISSN: 2231-4245.
- Dr. P.B. Banudevi, Ms.P. Janani “**A Study on Usage of Mobile Learning Applications Among College Students in Coimbatore North Zone**”, Researchers World: Journal of Arts, Science and Commerce, Vol. VII, Issue No.2 (2), pp. 67-70, April 2016 [67] ISSN: 2231-4172.
- Dr. P.B. Banudevi, Ms. P. Janani “**A Study on Awareness and Performance of Marketing Blog Through Online Websites**” IOSR Journal of Mobile Computing & Application (IOSR-JMCA), Volume 3, Issue 5, pp 21-24, Jul. - Aug. 2016 e-ISSN: 2394-0050, P-ISSN: 2394-0042.
- Ms. K. Kavitha, Dr. P.B. Banudevi, “**A Study on Internet Usage among Higher Secondary Teachers in Matriculation School with Special reference to Coimbatore City**”, International Journal of Business and Administration Research Review, Volume 1, Issue 12, pp 175-1177, Oct-Dec 2015 E- ISSN-2347-856X ISSN-2348-0653.
- Ms. K. Kavitha and Dr. P.B. Banudevi, “**An Empirical Study on School Students Mentality of Government School Teachers in Coimbatore City**”, International Journal of Engineering, Research and Management, Volume 2, Issue 7, pp 40-41, July 2015 ISSN- 2349-2058.
- Dr. P.B. Banudevi, Ms. Kalaiyarasi, M. Rajan “**A Cardless Cash Withdrawal with Special Reference to Private Sector Banks- SWOT Analysis**” International Journal of Emerging Research in Management and Technology, Vol 05, Issue 07, pp 184-187, July 2015 ISSN 2278-9359
- Dr. P.B. Banudevi, N. Ilango and Ms. Kalaiyarasi M Rajan “**A Study on the Social and Economic Conditions of the Workers Engaged in the Coir Industry in Pollachi Taluk- An Analytical Perspective**”, International Journal in Management and Social Sciences, Volume 03, Issue 07, pp 63-67, July- 2015 ISSN: 2321-1784.
- Dr. P.B. Banudevi and Dr. D. Parasakthi, “**A Study on Consumer Perception towards Service Quality Attributes (SQA) Between Public Sector and Private Sector Banks in Coimbatore**” AARF-GE-International Journal of Management Research, Vol. 2, Issue 10, pp. 242-246. Sep 2014. ISSN: 2321-1709.
- Dr. P.B. Banudevi and Mr. N. Ilango, “**An Analysis on the Investment Attitude of Women Towards Different Sources of Securities- A Factor Analysis Approach with Special**

**Reference to Tirupur District”** Intercontinental Journal of Marketing Research Review, Vol. 2, Issue 1, pp. 01-05, Jan-2014. ISSN: 2321-0346 Online ISSN: 2347-1670- Print.

- Dr. P.B. Banudevi, Mrs. V. Sengani and Mrs. K. Bagyalakshmi, “**An Exploratory Study on Efficiency and Solvency Position of Aluminum Industry (With Special Reference to Bharath Aluminum Company Ltd)**”, International Journal of Scientific Research Vol. 3, Issue 12, pp. 08-09, Dec 2014. ISSN: 2277-8179.
- Dr. P.B. Banudevi, “**Bank Customer Satisfaction for Bancassurance Products in India**”, The International Journal’s Research Journal of Commerce & Behavioral Science Vol. 2, Issue 3, pp. 17 – 22, Jan-2013. ISSN: 2251-1547.

*National:*

- Dr. P.B. Banudevi, Mr. R.B. Syed Ahammed Jalalutheen, “**Employee Engagement Under COVID-19 Threat: An Empirical Study among Employees of Automobile Industry” in Chennai City** JuniKhyat (UGC Care Group I Listed Journal) Vol-10 Issue 8, No.11, pp 159- 167, August 2020, ISSN: 2278-4632.
- Dr. P.B. Banudevi, Mr. G. Shiva “**Understanding the Financing Challenges Faced by Startups in India**” Published in Journal of Management and Science, Vol. 4, Issue No .1, pp 129-131, Dec 2019. ISSN: 2250-1819.
- Dr. D. Parasakthi, Dr. P.B. Banudevi, “**A Study on Customer Awareness and Brand Preferences towards Small Cars in Coimbatore District**”, Indian Journal of Applied Research, Vol. 4, Issue 9, pp. 73-75, Sep-2014. ISSN -2249-555X.
- Dr. P.B. Banudevi, Mr. N. Ilango “**The Organized Retail Market**” Paripex - Indian Journal of Research, Vol 3, Issue: 1, pp 115-117, January 2014. ISSN – 2250 –1991.
- Dr. Rachel Nancy Philip, Mrs. P.B. Banudevi “**Health Insurance in India**” The Economic Challenger, Vol 09, Issue 36, pp 63-65, Sep-2007.

**Conference Publications: International /National Proceedings**

- Dr. P.B. Banudevi, Mr. G. Shiva “**Consumer Buying Behavior Towards Organic Foods in Coimbatore Region**”, Int. Conference on Emerging Trends and Innovative Strategies in Social Media Marketing, Vol. I, Issue No, pp. October 2017 ISBN: 978-93- 5288-003-4.
- Dr. P.B. Banudevi, Mr. G. Shiva “**A Study of Attitude and Work Commitment of Teachers**

**Towards Teaching Profession**” in Primax: International Journal of Human Resource, Vol No 4, pp 5-6, Issue No: 02, Jan-June 2017. ISSN: 2348-0483.

- Dr. P.B. Banudevi - Chapter in 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” Sakthi Publisher Chennai., pp.181-188, Sep 2017. ISBN: 978-93-81899-80-9.
- Dr. P.B. Banudevi, Dr. D. Parasakthi “**Innovative Thoughts in Learning**”, International Conference on Quality Changes through Research - Experiences, Expectations And Enhancement, Dr. N.G.P College of Education & Dr. N.G.P. Arts and Science College, pp 800-804. Mar 14 & 15 2014. ISBN: 978-81-920808-5-7.
- Dr. P.B. Banudevi, Dr. D. Parasakthi “**Dimensions of Organizational Culture in Higher Education Institutions**”, Two-Day International Conference on Human Resource Management in Higher Education, St. Joseph’s College of Commerce, pp 48-55, Mar 13, 2014. ISBN:978-81-924180-2-5.
- Dr. P.B. Banudevi, Dr. D. Parasakthi **ECT E-learning – Open Sources**, National Conference on Emerging Education Models for 21st Century Learner, Association of Principals of colleges of Bharathiar University and UCG HRDC, pp124-127, 1-Aug-15.
- Dr. Karpagam, Dr. P. Banudevi “**Indian Women and Entrepreneurship**”, Three-day International Conference on Go Global Changes and Challenges in Education Employment and Entrepreneurship, Nehru Group of Institutions, pp 15-16, 19,20 & 21<sup>st</sup> July 2012.

#### **Presentations in Conference**

- “**Micro small and medium enterprise in the global economy**”, in one day international conference at PSGRK on January 3<sup>rd</sup> - 2020.
- “**Impact of NPAs on Return of Banks in India with Special Reference to Scheduled Commercial Bank**”, Paper presented in One-Day International Conference at Government Arts College, Dharmapuri on December 16 & 17<sup>th</sup> 2019.
- “**E-Governance Reforming Government Through Technology**”, One-Day International Conference at Bharathidasan College of Arts & Science, Pallapalayam, on September 12, 2018.

- **“Understanding the Financial Challenges Faced by Startups in India**, paper presented in National Level Conference on Impact of Startups on Indian Economic Growth at SNMV College of Arts and Science Institute of Management on January 05, 2018.
- **“Quality Concerns Indicators in Teacher Education: A Study**, paper presented in International Conference on Interdisciplinary Research Innovations in Science and Humanities (IC –IRISH 17)” at Nehru Arts and Science College on Nov 29 & 30, 2017.
- **“Does Goods and Services Tax (GST) Lead to Indian Economic Development”** Paper presented in International Conference on Contemporary Issues in Agriculture, Engineering, Management, Information Technology & Life Sciences at Nehru College of Management on May 11-15, 2017.
- **“Virtual Marketing: The Current Scenario of Indian Business Environment”**, at Sri Ramakrishna College of Arts and Science for Women, Coimbatore, on March 09, 2017.
- **“Employment Opportunities, Professional Assignments and Skill Development in Digital India”**, at International Conference, at Vellalar College for Women, on Feb 10, 2017.
- **“Evaluation Reforms for Quality Education in Higher Education Institutions”**, National Level Seminar on Student participation on quality enhancement– Tools for Student Empowerment at Rathnavel Subramaniam College of Arts and Science on February 02&03, 2017.
- **“Activities Causing Global Warming and Climate Change”**, Second International Conference on Corporate and Business Response to Climate Change-From Awareness to Adoption (Transcending the Boundaries) held at the Department of Commerce, Periyar University on March 9<sup>th</sup>-11<sup>th</sup>, 2016.
- **“Investment Avenues for Indian Investors”**, Two-Day International Seminar on Emerging Trends in Personal Financial Management Sree Saraswathi Thyagaraja College, Pollachi, Feb 26<sup>th</sup>& 27<sup>th</sup>, 2016.
- **“SEBI - An Overview”**, UGC Sponsored Tenth International Seminar on Financial Markets: Issues & Challenges - Bharathidasan University, Trichy, Jan 10&11, 2015.
- **“Blooming Opportunities in Health Care Sector”**, Tiruppur Kumaran College for Women, Tirupur Oct 06, 2006.

- **“Information Technology in Banking”**, Vellalar College for Women, Erode, 6 & 7-Feb-04.
- **“Emerging Trends in Banking and Finance”**, Providence College for Women, Coonoor on Jan 13, 2004.
- **“Challenges & Opportunities for Developing Countries”**, P.R. Institute of Management, Thanjavur, Feb 06-07, 2004.
- **“Human Resource and Stress Management”**, K.S.R. Arts and Science College, Tiruchengode, 09-Oct-2003.
- **“Information Technology in Marketing”**, Kongu Arts and Science College, Erode, 13 Sep – 2002.

### Participation in Conference

- **“Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques”**, Sri Ramakrishna College of Arts & Science, Coimbatore, 21<sup>st</sup> -22<sup>nd</sup> 2022.
- **“Future of Virtual Currency in Digital India”**, Sri Ranganathar Institute of Polytechnic College, Coimbatore, June 23, 2020.
- **“Emotional Intelligence-Personal and Professional Excellence”**, NIFT-TEA College of Knitwear Fashion, Tiruppur, June 22, 2020.
- **“Updating Research Profile amidst Covid -19”**, Sri Amaraavathi College of Arts and Science, Karur on June 22, 2020.
- **“E-Quiz on Financial Management – A Conceptual View”**, Arignar Anna Government Arts College, Cheyyar on May 29, 2020.
- **“Managing your Finance and Investments during Covid-19”**, Vel Tech High Tech Dr. Rangarajan Dr. Sakunthala Engineering College on May 27, 2020.
- **“Impact of Startups on Indian Economic Growth”**, SNMV College of Arts and Science Institute of management, Coimbatore, on Jan 5, 2018.
- **“The promise of ICT for Quality Improvement in Higher Education”**, at Sri Ramakrishna College of Arts and Science for Women, Dec 07 & 08, 2017.
- **“GST in India: A Key Tax Reform**, Dr. N.G.P. Arts and Science College, Sep 20, 2017.
- **“Promotion of Excellence in Higher Education”**, at Kovai Kalaimagal College of Arts and Science, Coimbatore, March 25, 2017.
- **“Future Direction of Monetary Policy and RBI Initiatives”**, at Dr. N.G.P. IT, Sep 09, 2016.



- **“Revamping Commerce Curriculum”**, PKR Arts College for Women, Mar 22<sup>nd</sup>-23<sup>rd</sup> 2016.
- **“Strategic Innovations in Logistics & SCM”**, Dr. G.R.D. College of Science, Feb16, 2016
- **“Methodological Issues in Commerce Research”**, Sree Narayana Guru College, 6-Jan-15.
- **“Consumer Protection”**, Kaamadhenu Arts & Science, Sathyamangalam, Feb 14, 2015.
- **“18<sup>th</sup> ISTE TN & P Section Annual Convention for Faculty Members”**, KPR Institute of Engineering and Technology, Coimbatore during Dec 10<sup>th</sup>&11<sup>th</sup>, 2015.
- **“Indian Insurance Industry: Sustainability in the Era of Globalization”**, GRD School of Commerce and International Business, March 13, 2014.
- **“Emerging Trends in Brand Management”**, SNR Institute of Management, March 15, 2014.
- **“Integrating Humanistic Values and Social concerns with Technical Education”**, PSG College of Technology, Feb 07, 2014.
- **“Problems of Women Entrepreneurs in Coimbatore with Special Reference to Coir Spinning”**, Kongu Engineering College, Erode Mar 08, 2013.
- **“Impact of Globalization on service sector”**, Erode Arts College, Erode on Feb13, 2004.
- **“Empowering Youth against High-Risk Behavior”**, LRG Govt. Arts College for Women, Tirupur, Oct 04, 2004.
- **“Overcoming Stress – The New Corporate Mantra”**, Sri Ramakrishna College of Arts & Science for Women, Coimbatore March 01, 2002.
- **“Information Technology and Commerce”**, Sri Ramakrishna College of Arts & Science, Coimbatore, Feb 06, 2002.

### **Participation in Workshop**

- One day National Conference on, **“Innovation and Quality Enhancement in HEI”**, St. Joseph College of Commerce, 17<sup>th</sup> April 2023.
- Participated in **“One day Workshop on “Goods and Services Tax”** by GST Academy of Excellence, Dr. N.G.P Arts and Science College, Coimbatore on August 6<sup>th</sup> 2019.
- **“Research Methodology for Women Scholars”** at St. Joseph’s College of Commerce, Bangalore on Sep 17<sup>th</sup> – 23<sup>rd</sup>, 2018.
- **“Structural Equation Modeling- Application of AMOS Software”**, at Rathinam College of Arts and Science, Coimbatore on July 21, 2018.
- **“NLP for educators”**, Happy Valley Business School, Coimbatore on August 18, 2018.

- **“Intellectual Property Rights and Innovations”**, at Dr. N.G.P. IT, on Aug 20<sup>th</sup>, 2016.
- **“Excellence in Youth Leadership”**, at Kongunadu Arts & Science College, Coimbatore on Dec31,2014.
- **“Art of Research”**, at PSG College of Technology, Coimbatore on Aug 24, 2013.

#### **Participation in Orientation Programme / Short Term Courses / Certificate Course**

- **“Environmental Education “Refresher Course (UGC, - Academic Staff College),** Bharathiar University, 26 May to 15 June 2004 and obtained Grade A.
- NPTEL Online Certification **“Behavioral and Personal Finance”** Jan-Mar2020.
- Attended Bharathiar University ten days RUSA Programme on **“Social Media Digital Marketing”** from August 10- 21.2020.
- STTP on Implementation of Outcome Based Education to Enhance the quality of HEI’s from July 15-21, 2020.
- Online FDP on **“Industry 4.0 Technologies for Non-Computing Disciplines”** held from July 27 – 31 - 2020.
- AICTE sponsored 6-day online STTP on **“Implementation of Outcome Based Education to Enhance the Quality of HEIs from July 15- 21, 2020.**

#### **Book Chapters Publications**

- Dr. P.B. Banudevi **Micro and Macro Economics** in Shanlax Publication ISBN 978-93-90082- 69-8.
- Dr. P. B. Banudevi **Chapter in “Personal Financial Management”** title **“Investment Avenues of Indian Investors”** ISBN: 978-81-908718-8-4.
- Associate Editor for conference proceedings Intercollegiate Paper Presentation on **“Emerging Trends in Marketing”** on Jan 28, 2004.
- Editor for **Department Newsletter**, Dr. N.G.P. Arts and Science College, since 2013.

#### **Participation in Faculty Development Programme**

- Management Faculty Development Program on, **“Constructivist Leadership for Academic Leaders”**, Christ University,5<sup>th</sup> to 7<sup>th</sup> March 2024.
- Online National Level FDP on, **“NEP 2020 – A Road Map for Teacher”**, St.Mary’s College, Hyderabad , 7<sup>th</sup> October 2023.

- ICSSR sponsored “Two weeks Capacity building Programme on, **“Emerging Transdisciplinary Research in Social Sciences and G-20 challenges”**, Institute of Social Science ,21<sup>st</sup> Sep to 3<sup>rd</sup> October 2023.
- Five-day faculty development programme on, “Outcome based Education” Dr. NGPASC, 17<sup>th</sup> June to 21<sup>st</sup> June 2023.
- Five-day faculty development programme on, “Empowering Education for innovation -A NEP perspective” Dr. NGPASC, 30<sup>th</sup> June to 4<sup>th</sup> July 2023.
- Five days International FDP on, **“AI Applications and its impact on Business Practices”**, Sri Ramakrishna College of Arts and Science, February 18<sup>th</sup> to 22<sup>nd</sup> April 2023.
- Five-day FDP on **“(ATAL) Academy Online Elementary FDP on "National Level Workshop on Case Study Writing"**, St. Joseph's College of Commerce (Autonomous), October 25<sup>th</sup> -29<sup>th</sup>, 2021
- Seven-day FDP on **“Outcome Based Education - A Paradigm Shift**, Christ College of Science and Management, June 04<sup>th</sup> -11<sup>th</sup>, 2020.
- **“NAAC Revised Accreditation Framework and OBE Assessment Methodology”**, Seven-day FDP, Dr. N.G.P. Arts and Science College, 27<sup>th</sup> May - 2 June 2019.
- **“Virtual Teaching”**, Two-Day Online FDP organized by Teaching Learning center of CIT, Coimbatore from April 20<sup>th</sup> - 21<sup>st</sup>, 2020.
- **“Quality Initiatives in Higher Education”**, Seven-day Online FDP, Consortium of Colleges, April 13<sup>th</sup> - 20<sup>th</sup> 2020.
- **“Quality Measures in Higher Education”**, Seven-day Faculty Development Programme on FDP at Dr. N.G.P. Arts and Science College, Coimbatore on Dec 03<sup>rd</sup> - 09<sup>th</sup>, 2018.
- **“The Promise of ICT usage for Quality Improvement in Higher Education”** at Dr. N.G. P. Arts and Science College, Coimbatore held on Dec 07 & 08, 2017.
- **“Financial modeling”**, PSG Institute of Management held on Oct 24<sup>th</sup> and 25<sup>th</sup> 2013.
- **“Excellence in Research & Publication”**, Kathir College of Engineering, Mar 23, 2013.
- **“University Talks AIDS”**, HRD Institute Madurai Sep 01, 2004.
- **“Capacity Building Programme”**, Bharathiar University Aug 04, 2004.

### Conference / Seminar / Workshop/ Events Organized

- Convener for National Conference on “**Implication of FINTECH in Indian Economy**” on March 04, 2020.
- Organizing Convener for organizing ICSSR Sponsored “**Two-Day National Workshop on Savings Avenues for Unorganized Working Women**” on Dec 5<sup>th</sup> & 6<sup>th</sup> 2019.
- Organizing Secretary in **Financial Literacy Forum** on – “**Personal Finance and Family Budget | Investment and Savings | Banks and Insurance**”, on Jan 10, 2017.
- Convener for National level **panel discussion “Effects of Demonetization in Indian Economy”** with Corporate Leaders on Dec 16, 2016.
- Faculty wise **Parent Teachers Association Committee** convener and conducted two meetings for every academic year from 2016 onwards.
- Convener for **Academic Career Development Center** of Dr. N.G.P. ASC and organized National Level Seminar on Career Opportunities and Higher Education during Feb 2020.
- Coordinator for **Higher Education Club** and conducted twenty events during the academic year 2018.
- Organizer for various outreach program extension with **Income Tax Department** and **India Post** -Head Post Office, Coimbatore,
- Organized co-curricular, debate, Group discussion, industry interaction and field visit, career awareness program and special lectures with workshop for department association students in Commerce Finance Department from the academic year 2013 onwards.
- **Faculty Development Coordinator**, School of Management, Professional College, 2011-13.

### Consultancy

Nature of Consultancy	Client	Completion Status
Production Planning	Aravinth Coir Spinning Mills.	Completed -2013

### Invited Speaker: Session Chair in Conference / Seminar / Workshop

- Resource Person in One day National Seminar on, “**Ethics and Social Responsibility**”, Salem Sowdeswari College, Feb 23<sup>rd</sup> 2024.
- Guest Speaker at National Conclave, Dr. N.G.P. Institute of Technology on Mar 4<sup>th</sup> 2023.

- Guest Speaker - A Hybrid mode two-day International conference on "**Contemporary Approaches to Empower Smart Future through Digitalization**", SIIMS Standalone Business School, November 24th and 25th, 2022.
- Invited guest for symposium of Commerce students "**Protants 20 for Budget 2021**" at KG College, Coimbatore on Feb 26, 2021.
- Invited guest for **Motivational session** for Department of Physics on "**Discover Your Treasure**" at Dr. N.G.P. Arts and Science College, Erode on Feb 04, 2020.
- **Invited guest speaker** for Department of Banking and Finance Association on "**Limitless Path to Excel in Commerce**" at Erode Arts and Science College, Erode on Feb 21, 2020.
- Invited as **keynote speaker and chairperson** for **National Conference** session on "**Development of Sustainable Tourism Policies**" at S.S. Dempo College of Commerce and Economics, Goa on Dec 17<sup>th</sup>, 2019.
- Invited guest for **Valedictory Address** in **State Level Intercollegiate Meet "MathFest 2019"**, Dr. N.G.P. Arts and Science College on Aug 21 2019.
- Invited as guest for **Department Inauguration** and Invited lecture on "**Career Opportunities and Financial Literacy**" to Department of Commerce Computer Application at St. Joseph College, Tirupur on July 16, 2018.
- Resource Person for second session for **International Seminar** on "**Innovation Ideas in Banking and Finance**" at Dr. S. N. S. College Rajalakshmi College of Arts and Science (Autonomous), Coimbatore on Aug 23, 2018.
- Guest Speaker on Technical Workshop on "**Guidelines for Research work**" at Vellalar College for Women (Autonomous), Erode on Sep 10, 2018.
- Invited Session Speaker for Seminar on "**Higher Education and Career Opportunities for Commerce Higher Secondary Students**", at Dr. N.G.P. School, July 2018.
- Special Lecture on "**Financial Literacy**", Texcity Arts and Science College, Mar 07, 2018.
- Delegate for a session on **Impact of Demonetization on the real estate sector** at Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore on Dec 31, 2017.
- Session 13 speaker on **Employment Opportunities theme -Professional Assignments and Skill Development**, conducted by Madras Development Society in Third World Tamils Economic Conference held in Chennai between Oct 1<sup>st</sup>-5<sup>th</sup>, 2016.

### Member in Academic Bodies

- **Board of Commerce Finance Chairman**, Dr. N.G.P. Arts and Science College for Commerce Finance 2015 onwards.
- **Board of Banking and Insurance Chairman**, Dr. N.G.P. Arts and Science College for academic year 2015-16.
- Board of Commerce **Professional Accounting** and **Banking and Finance** Subject expert,
- **Erode Arts and Science College** for the academic year 2017- 2018 and 2017-2019.
- **External Board Member for Periyar University** affiliated colleges in Board of Studies for UG Commerce and for new courses under Commerce (Academic year: 2016-2020).
- **Board Member for Vellalar College for Women**, Erode in UG & PG in 2018 – 2021 as alumnus and subject expert for two period.
- **Board of studies external member at NGM Pollachi** UG-Professional Accounting-2016.
- **Member representative from Dr. N.G.P Arts** and Science College for Research scholar syllabus revision meeting at Bharathiar University Commerce School on 27<sup>th</sup> April 2018.
- **Doctoral Committee member for Commerce Research**, Bharathiar University from the Academic year 2012 onwards.
- **Question paper Board chairman for VLB Arts College** for the year 2017.
- **Question paper Board chairman for Vellalar College** for Women for the year 2018.
- **Question paper passing Board Member for Nehru College** of Arts Science, 2018-2020.
- Acted as **external examiner** for a candidate during the **Ph.D. Viva Examination at Karur**, Under **Bharathidasan University** 2017.
- Acted as **external examiner** for Four Candidates during the **Ph.D. Viva Examination at Salem** under **Periyar University** 2018 & 2019.

### Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
All India Commerce Association.	Member- Life-time	Life-time
Tirupur Tozhil Pathukappu Kulu.	1 Year	2015 - 2016