

**Name:** Mrs.M.Banurekha

**Designation:** Assistant Professor

**Department:** Commerce

**Qualification:** M.Com., M.Phil.

**Experience:** Teaching: 13 Years and 6 Months      Research: 9 Years

**Area of Specialization(s):** Marketing, Accounting & Taxation.

**Email (Official ID):** banurekha@drngpasc.ac.in



### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	PSG College of Arts and Science, Coimbatore	Pursuing
M. Phil.	Commerce	PSG College of Arts and Science, Coimbatore	2007
M. Com.	Commerce	PSG College of Arts and Science, Coimbatore	2005
B. Com.	Commerce	SJSV College of Arts and Science	2003

### Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	-
M. Phil.	5	-

### Research Publications(Indexed)

#### *International:*

- M.Banurekha and R.Vishnupriya “CUSTOMER PERCEPTION TOWARDS NETWORKED STREAMING SERVICE PROVIDES WITH REFERENCE TO AMAZON PRIME AND NETFLIX”, International Journal of creative research thoughts, Volume -9, , Issue-5,PP.396-399 ,May-2021, PRINT ISSN No. 2320 – 2882,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha and M.Karthikeyan “A STUDY ON CONSUMER SATISFACTION TOWARDS POLICY ON SELECTIVE INSURANCE COMPANIES IN COIMBATORE CITY”, International Journal of creative research thoughts, Volume -9, , Issue-5,PP.506-508 ,May-2021, PRINT ISSN No. 2320 – 2882,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha and Kirthika E “A STUDY ON CUSTOMER PREFERENCE ON COSMETICS PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal of innovative research in technology, Volume -7, Issue-12 , PP.349-351 ,May - 2021 , PRINT ISSN No. 2349 – 6002,( Indexed in UGC, Google scholar, Research gate, Academia edu)

- M.Banurekha and S.Gokuleswaran, “A STUDY ON CUSTOMER AWARENESS AND SATISFACTION OF TECHNOLOGY ADVANCEMENT IN BANKING SECTOR”, International Journal of creative research thoughts, Volume -9, , Issue-3 , PP.4650-4655 ,April - 2021 , PRINT ISSN No. 2320 – 2882,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha and M.sathishbabu “A STUDY ON EMOTIONAL INTELLIGENCE & BURNOUT SYNDROME OF PRIVATE SCHOOL TEACHERS”, International Journal of creative research thoughts, Volume -9, , Issue-4,PP.2436-2440 ,Apr-2021, PRINT ISSN No. 2320 – 2882,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha and Nadhakumar “A STUDY ON PARENTS SATISFACTION TOWARDS RAYMOND’S FASHION WEAR WITH REFERENCE TO COIMBATORE CITY”, International Journal for Innovative research in technology ,Volume -7, , Issue-11 , PP.437-439 ,April - 2021 , PRINT ISSN No. 2349 – 6002,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha and P.Dhineshkumar “A STUDY ON IMPACT OF STREET MARKETING IN URBAN AREAS WITH SPECIAL REFERENCE TO ERODE”, International Journal of creative research thoughts, Volume -9, , Issue-5,PP.73-77 ,May-2021, PRINT ISSN No. 2320 – 2882,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha and M.Priyadharshini “A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND’S FASHION WEAR WITH REFERENCE TO COIMBATORE CITY”, International Journal for Innovative research in technology ,Volume -7, , Issue-11 , PP.273-275 ,April - 2021 , PRINT ISSN No. 2349 – 6002,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha and R.Somiya “A STUDY ON CONSUMER PREFERENCE TOWARDS PACKAGED MILK WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal for Innovative research in multi disciplinary fields ,Volume -7, , Issue-4 , PP.64-67 ,April - 2021 , PRINT ISSN No. 2455 – 0622,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha and N.Felix “A STUDY ON CUSTOMER SATISFACTION TOWARDS HOUSING LOAN IN BANKING SECTOR WITH REFERENCE TO TIRUPUR CITY”, International Journal of research and analytical reviews, Volume -8, , Issue-1 , PP.483-486 ,March - 2021 , PRINT ISSN No. 2349 – 5138,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha & K.Sharmila “A STUDY ON CUSTOMER SATISFACTION TOWARDS VARIOUS SERVICES PROVIDED BY RETAIL OUTLETS WITH SPECIAL REFERENCE TO COIMBATORE CITY”, International Journal of creative research thoughts, Volume -9, , Issue-3 , PP.5627-5630 ,February - 2021 , PRINT ISSN No. 2320 – 2882,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha, C.Karthick, N.Chandru, M.A.Prasad and M.R.Chandrasekar “A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS SELECTIVE DURABLE GOODS IN COIMBATORE CITY (DrNGPASC 2019-20 COM031)”, Journal of Emerging technologies and innovative research, Volume-7 , Issue-2 , PP.332-343 ,February - 2020 , PRINT ISSN No. 2349 – 5162,( Indexed in UGC, Google scholar, Research gate, Academia edu)
- M.Banurekha, N.Chandru, M.A.Prasad, M.R.Chandrasekar and M.DhenuPreethi “A STUDY ON RURAL WOMEN EMPOWERMENT THROUGH SELF HELP GROUP WITH SPECIAL

REFERENCE TO COIMBATORE CITY”, International Journal of Research and Analytical Reviews, Volume 6, Issue 2, June- 2019, PP.946-948, P-ISSN:2349-5138, E-ISSN:2348-1269, DOI-<http://doi.org/10.1729/Journal.22902> ( Indexed in UGC, Google scholar, Research gate, Academia edu)

- MS.M.Banurekha & Sabitha Banu.A, EVALUATING THE PERFORMANCE OF SELECTIVE PRIVATE BANKS USING CAMEL MODEL, International Journal Of Research And Analytical Reviews, Volume 6., Issue 1, January-19, PP.776-778, ISSN:2349-5138., (Indexed in Google Scholar, UGC, Academia.edu & Research Gate)
- Ms.M.Banurekha & Dr.Anusuya , A STUDY ON CUSTOMER SATISFACTION TOWARDS KHADI AND VILLAGE INDUSTRIES PRODUCTS IN COIMBATORE CITY, International Journal of Marketing and Technology, Volume 6., Issue 2 February-2016, PP.193-202, ISSN:2249-1058., (Indexed in Google Scholar & Academia.edu)
- M.Banu Rekha and K.Gokila , A STUDY ON CONSUMER SATISFACTION TOWARDS HERBAL COSMETIC PRODUCTS IN COIMBATORE CITY, International Journal of Research in Social Sciences, Volume 6, Issue 2, February-2016, PP. 250-262, ISSN:2249-2246., (Indexed in Google Scholar)
- Mrs.M.Banu Rekha & Ms.S.Manopriya, A STUDY ON CUSTOMERS’ PREFERENCE AND SATISFACTION TOWARDS IMITATION JEWELLERIES OF SELECTIVE SHOPS IN COIMBATORE CITY, International Journal of Management, IT and Engineering, Volume 5., Issue 5, PP.196-202, May- 2015, ISSN: 2249-0558., (Indexed in Google Scholar)
- M.Banu Rekha and K.Gokila, A STUDY ON CONSUMER AWARENESS, ATTITUDE AND PREFERENCE TOWARDS HERBAL COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY, International Journal of Interdisciplinary and Multidisciplinary Studies, Volume 2., Issue 4, PP. 96-100, April- 2015, ISSN: 2348 – 0343., (Indexed in Google Scholar)

#### **Other Publications: International / National Journals**

- M.Banurekha & G.Priya, MARKETING IN WORLD ERA: OPPORTUNITIES & CHALLENGES, International Journal of scientific research and management, Special Issue On e-Marketing Road Ahead Of India, PP. 125-128, September-2013, ISSN (e): 2321-3418
- S.V.Ramesh, G.Priya & M.Banurekha, A STUDY ON LEVERAGE ANALYSIS OF BAJAJ AUTO PRIVATE LIMITED, International Journal of Applied Research and Studies, Volume 2., Issue 10, pp1-7 October – 2013, ISSN: 2278-9480
- M.Banurekha, G.Priya & Linda Mary Simon, A STUDY ON USER SATISFACTION OF SOCIAL NETWORK SITES WITH SPECIAL REFERENCE TO COIMBATORE CITY, International Journal of Applied Research and Studies, Volume 2., Issue 6 , pp 1-7 , June- 2013, ISSN: 2278-9480
- Mrs. M.Banu Rekha & Mr. Ashiq Basheer, A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS ORGANIZED AND UNORGANIZED RETAIL STORES IN COIMBATORE CITY, Asia Pacific Journal of Marketing & Management Review, Volume 4., Issue 3, pp 52-58, March 2015, ISSN 2319-2836

#### **Presentations in Conference**

- BUSINESS INFORMATION SYSTEM, National Conference on Application of artificial Intelligence in Accounting & Finance, Sri Ramakrishna College of Arts and Science, Coimbatore, 16- Feb-19

- IMPACT OF DEMONETIZATION ON URBAN AND RURAL AREA, National Conference on Financial Inclusion-Reach the Unreached, Sri Ramakrishna College of Arts and Science, Coimbatore, 27- Sep-18
- RECENT TRENDS AND INNOVATION IN SUPPLY CHAIN MANAGEMENT, ICASEM2K18, Jay Shriram Group of Institutions, Tirupur, 6-Apr-18 and 7-Apr-18
- SUPPLY CHAIN IN AGRICULTURE, National Conference on Rural Banking and Agri-Business for Economic Transformation, Karpagam Academy of Higher Education, Coimbatore, 24- Jan-18
- FINANCIAL FRAUD UNDER BANKING AND INSURANCE SECTOR, National Conference on Digitalization in Service Sectors-Today & Tomorrow, Sri Ramakrishna College of Arts and Science, Coimbatore 27- Sep-17
- INDIAN FINANCIAL SYSTEM, National Conference on Indian Financial System, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, 9- Jan-16
- MICRO ENTERPRISES FOR WOMEN EMPOWERMENT, International Seminar on The Role of Social Enterprises in the Globalized Economy, Tiruppur Kumaran College for Women, 25-Aug- 2015
- CRM & RETAILING, International Conference on Contemporary Issues and Challenges of Indian Business in Global Scenario, S.N.R.College, Coimbatore, 20-Feb-2015
- FOREIGN DIRECT INVESTMENT, International Conference on Global Finance – Changes & Challenges, S.N.R.College, Coimbatore,27-Aug-2014
- NPA IN COMMERCIAL BANKS, National Conference on Non-Performing Assets of Indian Banking System, P.K.R. Arts For Women, Gobichetipalayam,22-Aug-14 &23- Aug-14
- FUTURE TRENDS IN HUMAN RESOURCE MANAGEMENT, International Conference on Trends in Human Resource Management , PGP Arts and Science College, Coimbatore, 15-Feb-14
- CONSUMER PROTECTION IN INDIA SOME REFLECTIONS, National Conference on Consumer Protection (NCCP-2014), Kaumadhenu Arts & Science College, Sathyamagalam, 14-Feb-14
- WOMEN’S ROLE IN EDUCATION, National Conference on Women’s Role in Achieving a Sustainable Future, P.S.G.R. Krishnammal College for Women, Coimbatore,20-Feb-13
- EMERGING TRENDS IN MARKETING, National Conference on Recent Trends in Marketing, Sri Ramakrishna mission Vidhyalaya college of Arts & Science, Coimbatore, 28-Aug-12
- SOCIAL NETWORKING OPPORTUNITIES, International Conference on Social Networking Opportunities, Vellalar College For Women, Erode, 07-Aug-12 & 08-Aug-12
- E-RECRUITMENT, International Conference on HRM in the Era of Global Mobility, Kongunadu arts and Science, Coimbatore,18-July-12
- BRAND BUILDING, National Conference on Global Issues and Challenges in Business Environment, Kongunadu Arts & Science College, Coimbatore,01-Feb-12
- IMPACT OF FDI ON TOURISM, National Conference on Impact of Globalization on Indian Economy, Hindustan College of Arts & Science, Coimbatore, 25-Jan-12
- INTERNATIONAL MARKETING STRATEGIES, National Conference on Business Strategic, Nehru Arts & Science College, Coimbatore, 11-Jan-12
- EXTRA-NET, National Conference Kongunadu Arts & Science College, Coimbatore,29-Sep-10
- GREEN BANKING & RURAL DEVELOPMENT, National Conference on Green Banking Maharaja Arts & Science College, Coimbatore, 24-Sep-10

## **Participation in Conference**

### ***State Level Conference:***

- Conference on ACHIEVING ACADEMIC EXCELLENCE THROUGH INTERNAL QUALITY ASSURANCE CELL, Dr. N.G.P. Arts and Science College, Coimbatore, 9-Dec-11 & 10-Dec-11

## **Participation in Workshop**

- HOW TO WRITE A RESEARCH PAPER, Vellore Institute of Technology, Chennai, 22-Jun-21
- THE 5G REVOLUTION, Christian Eminent College, Indore, 17-Jun-21 to 19-Jun-21
- ART OF WRITING RESEARCH PAPER IN SCOPUS JOURNALS, Kaamadhenu Arts and Science College, Erode, 10-Apr-21
- INTELLECTUAL PROPERTY RIGHTS, Pioneer College of Arts and Science, Coimbatore, 9-Feb-19
- FALLACIES IN SOCIAL SCIENCE RESEARCH, Government Arts and Science College, Kangayam, 7-Feb-19

## **Participation in Faculty Development Programme**

- WOMEN ENTREPRENEURSHIP: OPPORTUNITIES FROM IDEATION TO IMPLEMENTATION, Entrepreneurship Development Institute of India, 25-Oct-21 to 29-Oct-21
- RESEARCH EXCELLENCE AND ACADEMIC DEVELOPMENT, Sri Ramakrishna College of Arts and Science College, Coimbatore, 1-Sep-21 to 8-Sep-21.
- DIGITAL TEACHING METHODS IN HIGHER EDUCATION, Hindustan College of Arts and Science, Coimbatore, 23-Aug-21 to 28-Aug-21
- EXPERIMENTAL TEACHING-CORPORATE COGNIZANCE, Sri Ramakrishna College of Arts and Science College, Coimbatore, 9-Aug-21 to 13-Aug-21
- STRESS MANAGEMENT (ATAL), Government College of Engineering, Tirunelveli, 26-Jul-21 to 30-Jul-21
- 7 DAYS INTERNATIONAL PROFESSIONAL DEVELOPMENT PROGRAMME ON SPSS, Patrician College of Arts and Science College, Chennai, 21-Jun-21 to 27-Jun-21
- RESEARCH METHODOLOGY AND PEDAGOGY FOR TERTIARY EDUCATION, Dr. N.G.P. Arts and Science College, 15-Jun-21 to 21-Jun-21
- HOW TO MAKE TEACHING LEARNING PROCESS EFFECTIVE & OUTCOME BASED, Christian Eminent College, Indore, 14-Jun-21 to 21-Jun-21
- PATENT DRAFTING AND FILLING (ATAL), Jerusalem College of Engineering, Chennai, 14-Jun-21 to 18-Jun-21
- WOMEN EMPOWERMENT, PSG Polytechnic College, Coimbatore, 8-Jun-21 to 12-Jun-21
- EMERGING TREND IN INDUSTRY, Karmaveer Adv. Baburao Ganparao Thankare College of Engineering, Nashik, 18-May-21 to 22-May-21
- QUALITY INITIATIVES IN HIGHER EDUCATION, Dr. N.G.P. Arts and Science College, Coimbatore, 3-Dec-18 to 9-Dec-18

## **Conference / Seminar / Workshop Organized**

- Committee Member, National Conference on Implications of FINTECH in Indian Economy, Dr. N.G.P. Arts and Science College, Coimbatore, 04-Mar-2020
- Committee Member, National Conference on Human Rights and Values-Promotion and Protection (Sponsored by National Human Rights Commission), Dr. N.G.P. Arts and Science

College, Coimbatore,28-Jan-17

- Committee Member, National Conference on Financial Inclusion for sustainable Economic Growth; Strategies & Challenges (Sponsored by ICSSR), Dr. N.G.P. Arts and Science College, Coimbatore,8-Sep-16.
- Committee Member, National Conference on Venture Capital for Sustainable Rural Entrepreneurship and Economic Development (Sponsored by NABARD), Dr. N.G.P. Arts and Science College, Coimbatore, 18-Feb-16
- Committee Member, National Conference on Contemporary Accounting–Standards & Issues, Dr. N.G.P. Arts and Science College, Coimbatore, 7-Oct-13
- Committee Member, National Conference on Corporate Finance – Structural Changes & Emerging Paradigms, Dr. N.G.P. Arts and Science College, Coimbatore, 8-Feb-13
- Committee Member, National Conference on Entrepreneurship-Prospects & Challenges, Dr. N.G.P. Arts and Science College, Coimbatore, 16-Feb-12
- Committee Member, National Conference on Financial Re-Engineering – Strategies & Regulations, Dr. N.G.P. Arts and Science College, Coimbatore, 28-Jan-10

#### **Member in BoS**

- Board of Commerce, Dr.N.G.P. Arts and Science College, Coimbatore, since 2016

#### **Membership in Professional Bodies**

<b>Name of the Professional Body</b>	<b>Nature of membership</b>	<b>Duration</b>
Indian Accounting Association	Life-time membership	Life time
National Institute for Technical Training & Skill Development	Annual Membership	One year