

Name: Dr N.RENUGADEVI

Designation: Assistant Professor (SG)

Department: Commerce

Qualification: M.Com., M.Phil., MBA., Ph.D., PGDCA..

Experience: Teaching: 15 Years Industry: Nil Research: -

Area of Specialization(s): HR Management, Financial management

Email (Official ID): renugadevi@drngpasc.ac.in

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	Dr. N.G.P. Arts and Science College, Coimbatore	2017
MBA	Management	Bharathiar University, Coimbatore	2005
PGDCA	Computer Applications	Bharathiar University, Coimbatore	2003
M. Phil.	Commerce	Gobi Arts and Science College, Gobi	2002
M. Com.	Commerce	Gobi Arts and Science College, Gobi	2000
BBM	Management	Gobi Arts and Science College, Gobi,	1998

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NPTEL	Human Resource Management	Indian Institute of Technology, Kharagpur	2018
Web Designing	Web Designing	Campus Images College of film Animation and Digital Arts	2007

Projects

On-going

Project Title	Agency	Amount	Duration
	DBT		

Research Guidance

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

Research Publications (Indexed)

International:

- Dr.N.Renugadevi, Dr.A.C.Deepa & Dr.N.Kodhainayaki,“IMPACT OF AIR POLLUTION”,International Journal of Research and Analytical Reviews (IJRAR), Vol. 5, No. 4, pp.481-485,December 2018, e-ISSN: 2348-1269 p-ISSN: 2349 5138, (UGC approved).
- Dr.N.Renugadevi, Dr.A.C.Deepa & Dr. N.Kodhainayaki,“A STUDY ON HOW CBD WILL BE A POTENTIAL CHANNEL IN BRIDGING THE GEOGRAPHICAL BARRIER IN INSURANCE SALE FOR ICICI PRUDENTIAL WITH REFERENCE TO COIMBATORE DISTRICT” Review of Research, Vol. 8, No. 3, pp. 1-5, December 2018, ISSN: 2249-894X, (UGC approved Journal No: 48514).
- Dr.N.Renugadevi, Dr.A.C.Deepa, Dr.N.Kodhainayaki, & Mrs.G.Ilakkia,“MEASURING CUSTOMER PERCEIVED SERVICE QUALITY IN ONLINE SHOPPING: AN EMPIRICAL STUDY” Journal of Emerging Technologies and Innovative Research, Vol. 5, No. 10, pp. 90-96, October 2018, ISSN: 2349-5162, (UGC approved).
- Dr.N.Renugadevi, &Dr.A.C.Deepa, “E- LEARNING IN THE PRESENT EDUCATIONAL SCENARIO” International Journal of Scientific Research and Review, Vol. 6, No. 11, September 2018, pp. 187 – 188, ISSN No: 2279-543X, (UGC approved Journal No. 64650).
- Dr.N.Renugadevi “Impact of goods and service Tax (GST) Journal of management and Science”,Special Issue No.1,pp:244 to245,sep-2017.
- Dr.N.Renugadevi “An exploratory study on Evolution and implementation of GST in India”. Journal of management and Science, vol.1, PP: 143 to 144 august -2017.
- Ms.N.Renugadevi “Rural Marketng” Jamal Academic Research Journal: An Interdisciplinary, Vol.IX, No.2, PP: 590 to 592, January -2017.

- Ms.N.Renugadevi “Stress Affecting Psychological Aspects of Employees working in private Sector banks”.-International Journal of Multidisciplinary Research and Development, Vol.3, PP:230 to 231 March 2016
- Ms.N.Renugadevi “A Study on Consumers' Preference and Satisfaction towards AMWAY Nutrition Products with Special Reference to Coimbatore City”.-Global Journal for Research Analysis: volume: 3, Issue: 10, pp: 25 to 26 ISSN No: 2277-8160, Impact Factor: 1.5408-October 2014.
- Ms.N.Renugadevi, DR.M.S.RanjithKumar, and DR.S.Namasivayam " Emprical Study On Consumer Satisfaction Towards Pasteurized Milk(With Special Reference To Dindugal District, Tamil Nadu)" paripex- Indian journal of Research: volume :3, Issue: 7, pp: 29 to 31 ISSN No: 2250-1991, Impact Factor : 1.6714-july 2014.

Other Publications: International / National Journals

Ms.N.Renugadevi, DR.M.S.RanjithKumar, and DR.S.Namasivayam " Emprical Study On Consumer Satisfaction Towards Pasteurized Milk(With Special Reference To Dindugal District, Tamil Nadu)" â€“ paripex- Indian journal of Research: volume :3, Issue: 7, pp: 29 to 31 ISSN No: 2250-1991, Impact Factor : 1.6714-july 2014.

Ms.N.Renugadevi "A Study on Consumers' Preference and Satisfaction Towards AMWAY Nutrition Products with Special Reference to Coimbatore City".-Global Journal for Research Analysis: volume: 3, Issue: 10, pp: 25 to 26 ISSN No: 2277-8160, Impact Factor : 1.5408-October 2014.

Ms.N.Renugadevi "Rural Marketng" Jamal Academic Research Journal: An Interdisciplinary, Vol.IX, No.2, PP: 590 to 592, January -2017.

Book Publications

- Role of banking sector in rural economic Development â€“Volume-1, ISBN- 978-81-920808-1-9
- Role of banking sector in rural economic Development â€“ Volume-2, ISBN- 978-81-920808-2-6

Presentations in Conference

- Artificial Intelligence and Human Intelligence, National Level Seminar Level on Application of Artificial Intelligence in Accounting & Finance in Association with Dextrasys Technologies(p)LTD, Tiruchirappalli, Department of Commerce With

Accounting And Finance, Sri Ramakrishna
Science,Coimbatore,16th February 2019.

College of Arts and

- A study on E-Transaction in E-Governance of TamilNadu, International conference on Information and Communication Technology for business Turnaround:Sustainability,Growth and Innovation, jointly organised by PG and Research Department of Commerce, Computer science and Applications, Vivekananda College of Arts and Sciences For Women,Dhaka International University Bangladesh,MTC Global, Bangalore and Avinashilingam Institute for Home science Higher Education for Women, Coimbatore,1st and 2nd February 2018.
- Co-Branding, National level Conference on Marketing Unplugged: The Game – Changing Innovations (NLC MUGI), Department of Commerce, Sri Ramakrishna College of Arts and Science for Women, Coimbatore, 9th March, 2017.
- E-Government ,International conference on Advances in Commerce and Management, Department of Commerce and Management, Pioneer College of Arts And Science , Coimbatore, 18th Feb ,2017.
- Bros and cons of GST in India, One day International Conference on”Bros and cons of GST in India, PG and Research Department of Commerce& Commerce (CA),Bharathidasan College of Arts and Science, Erode, 11th August ,2017 .
- Rural Marketing ,National level seminar on Emerging Business Practices in the Global Environment, PG and Research Department of Commerce, Jamal Mohamed College (Autonomous) ,Trichy,19th January 2017.
- Business Challenges under Globalization, PG and Research Department of Commerce & Commerce (CA),Bharathidasan College of Arts and Science ,Ellispettai,Erode-7th September,2016.
- Socio Economic Status of Groundnut Women farmers in pollachi Taluk ,ICSSR Sponsored National level seminar on Economic Empowerment of Women through Entrepreneurship-Problems and Prospects , PG and Research Department of Commerce with Information
- Technology, Dr N.G.P Arts and Science College , Coimbatore,16th August, 2016 Dividend policy and its impact on Market value of a company, UGC Sponsored National level seminar on Corporate Governance and Dividend policy In India, PG and Research Department of Commerce, Gobi Arts And Science College, Gobichettipalayam, 25th and 26th September,2015

- Foreign Direct Investment, International Conference on Global finance issue and Challenges, Department of Commerce Finance and Computer Applications ,S.N.R Sons College (Autonomous), Coimbatore,27th Aug 2014 .
- Service Marketing, National conference on Management in New Era-Issues & Challenges , Department of Management Science ,DR.G.R.Damodaran College of Science , Coimbatore, 14th Feb 2013.
- Globalization and Liberalization and their Implication on Consumerism, National Seminar on Consumerism -Challenges and prospectus, PG and Research Department of Commerce, Hindusthan College of Arts and Science, Coimbatore, 1st Feb 2013.
- Impact of Micro finance in Rural Development, ICSSR Sponsored National level Seminar Role of Banking sector in Rural Economic Development, Dr.N.G.P Arts and Science College, Coimbatore, 23th September, 2011 .
- Financial Re-Engineering Strategies and Regulations, National Level Seminar on Financial Re-Engineering -Strategies and Regulations, Dr.N.G.P Arts and Science College, Coimbatore , 28th January 2010 .
- Technological Development in Banking Sector, National Level Seminar on Strategy Resources and Technological Growth in Banking-Changing Business Pose, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, 16th February 2010.
- New Challenges for Business, National Seminar on Financial Markets - Innovations and Growth, Department of Commerce and Research, V.L.B Janakiammal College of Arts and Science, Kovaipudur, Coimbatore, 6th February 2010 .
- Capital Markets, International Level Seminar on Recent Trends in Global Business Order - Impact in Asia, Vivekananda Institute of Information and Management Studies Namakkal, 30th and 31st January 2009.
- Impact of LPG on Indian Insurance Sector, National Seminar on Recent Trends in Banking, Tamil Nadu College of Engineering, Coimbatore , 2nd April 2008 .
- Role of Money Market in Financial Market, National Level Seminar on Reforms in Banking and Financial Sector , Karpagam Arts and Science College, Coimbatore, 15th February 2008.
- The Changing Hospital Industry ,International Seminar on Galloping of Indian Services towards Global Standards, Muthayammal Engineering College, Rasipuram, 2nd November 2006.

- Impact of Export performance, National Level Seminar on Liberalization and Its Impact on Export Performance, Karpagam Arts and Science College, Coimbatore, 7th October 2006.
- Micro Credit and Women's Empowerment, National Seminar on Indian Banking in Globalised Era, Karpagam Arts and Science College, Coimbatore , 24th February 2006.
- Implications of VAT in India -Vital Issues, National Level Conference on Introduction of Value Added Tax India - Emerging Issues and Challenges , Post Graduate and Research Department of Commerce, Erode Arts College, Erode , 2nd & 3rd September 2005.

Participation in Conference

National:

- Participated in the Indian Council of Medical Research(ICMR)Sponsored A Two Day National Workshop on “Creating Awareness on Menstrual Health and Hygiene Management Among Rural and Tribal Adolescent Girls in Pollachi Taluk”Conducted by Bharathiar University Arts And Science College,Pollachi on 23rd and 24th February,2018.
- Participated National Conference on Emerging Education Models for 21st Century Learner(NCEEM-2015), organised by Association of Principals of Colleges Bharathiar University Joinly organised by UGC Human Resource Development Centre, Bharathiar University,1st August 2015.
- Participated Two day State Level Conference on Achieving Academic Excellence through Internal Quality Assurance Cell (IQAC) held at Dr.N.G.P. Arts and Science College, Coimbatore on 9th and 10th December 2011.
- Participated National Conference on Issues in Higher Education organised by Association of Principals of Colleges Bharathiar University and University Grants Commission and Bharathiar University - Academic Staff College held on 29th October 2010.

Participation in Seminars

- Two day NAAC Sponsored National Seminar on Promotion and Sharing of Best Practices in Quality Assurance Cell (IQAC) held at Thassim Beevi Abdul Kader College for Women, Kilakarai, Ramanathapuram (district) on 30th & 31st March 2012.

Participation in Workshop

- International workshop on Ethics and Corporate Social Responsibility organized , PG and Research Department of Commerce and Department of e-Commerce, Kongunadu Arts and Science College, Coimbatore on 7th September 2011.
- One day Workshop on Motivation,Counselling and Commitmet in Teaching Profession(Sponsored by KMCR&E Trust),Dr.N.G.P College of Education,10th June 2006.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Internet Society	Life-time	-
Social Informatics and Telecommunication Engineering	1 Year	2013 - 2014

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Faculty	Nehru Group of Institutions, Coimbatore	2009