

## BIODATA

1. Name : **Dr. P. Sridevi**
2. Designation : Assistant Professor
3. Department : Commerce
4. Correspondence Address : Dept. of Commerce, National College, Trichy
5. Email and Contact number : sridevipcom@nct.ac.in | 8754505778
6. Academic Qualification :

S.No	Degree	Year	Subject	University/Institution	% of Marks
1	Ph.D.	2013	Commerce	Thantahi Periyar Govt. Arts College, Trichy	Highly Commended
2	M.B.A.	2007	General	Vinayaka Mission Deemed University, Salem	77%
3	M.Phil.	2006	Commerce	Urumu Dhanalakshmi College, Trichy	82.00%
4	M.Com	2004	Commerce	Holy Cross College, Trichy	80.53%
5	B.Com	2002	Commerce	Holy Cross College, Trichy	65.00%
6	SET	2012	Commerce	Bharathiyar University, Coimbatore	-

7. Ph.D thesis title : A study of Consumer behaviour towards Endowment policy of LIC at Perambalur District.

Guide's Name : Dr. M.K. Rajkumar

Institution/ University : Thantahi Periyar Govt. Arts College, Trichy

Year of Award : 2013

8. Work Experience :

S. No	Position held	Name of the Institute	From	To	Pay Scale
1	Assistant Professor	Urumu Dhanalakshmi College, Trichy	08-08-2004	18-12-2004	Consolidated
2	Assistant Professor	Dhanalakshmi CAS	20-12-2004	21-08-2021	Consolidated
3	Assistant Professor	National College (A), Trichy	23-8-2021	Til date	Level 10

### 9. Publications

S. No.	Author(s)	Title	Journal	Volume	Page	Year
1	Sridevi. P	Attitude of Students towards Computer in Perambalur District, Tamilnadu.	International Research Journal of Management Science & Technology	8(6)	163-171	2018
2	Sridevi. P	Training and development mechanism in southern railway central workshop, Ponmalai, Tiruchirappalli, Tamilnadu, India	SMART Journal of Business Management Studies	14(2)	40-47	2018
3	Sridevi. P	A study of buying	International	2(5)	84-	2012

S. No.	Author(s)	Title	Journal	Volume	Page	Year
		behaviour of consumers towards life insurance policies in perambalur district	Journal of Research in Management, Economics & Commerce		108	
4	Sridevi. P; Deepalakshmi, N; Aforze, SH; Santhi, R;	Students Perception towards Innovative Technology-Computer in Perambalur District, Tamil Nadu	Eurasian Journal of Analytical Chemistry	12(7)	1666-1672	2017
5	Sridevi. P	Customers Outlook Towards E- Banking Services in Tiruchirappalli District, Tamilnadu, India	International Journal for Research in Engineering Application & Management	3(12)	121-126	2018
6	Sridevi. P	Buying Behaviour of Consumers towards Life Insurance Policy of India in Perambalur District, Tamilnadu	SELP Journal of Social Science	9(3)	67-73	2018
7	Sridevi. P	Effectiveness of Training and development programme in Tamilnadu Cements Corporation Limited, Ariyalur District	Research Explorer	7(1)	111-114	2018
8	Sridevi. P	A study on Employees satisfaction in connection with the Performance Appraisal System followed in Canara Bank, Perambalur District, Tamilnadu	Research Explorer	1(1)	26-34	2014
9	Sridevi. P	A study on Policyholders Satisfaction towards Life Insurance Policies in Perambalur District	Shivani Journal of Research in Management	1(2)	49-52	2012
10	Sridevi. P	Emerging trends in Banking sector	Shivani Journal of Research in Management	1(1)	12-18	2012
11	Sridevi. P	The Role and Uses of Social Media In Higher Education Teaching In Chennai City.Tamilnadu	International Journal of Cultural Studies and Social Sciences	20	1	2024
12	Sridevi. P	Evaluating the value of m-learning in higher education from the students' perspective in Chennai city. Tamilnadu	International Journal of Cultural Studies and Social Sciences	20	1	2024

#### 10. Books Chapters :

- Article entitled “Current scenario of Indian banking sector” published in “Role of Technology upgradation and its impact on banking service sector in the new millennium”,2012.
- Article entitled “Role of technology upgradation in banking sector” published in “Paradigm shift in Modernised Indian banking sector”, 2012.
- Article entitled “Recent trends in Indian banking” published in “The changing era of E- banking”, 2010.
- Article entitled “Role of Tourism sector in Indian economy” published in “Indian Tourism industry in 21st century”, 2009.

#### 11. Research guidance

Ph.D.	: On going - 02
M.Phil.	: Awarded - 42
M.Com.	: Awarded - 56

#### 12. Membership in Professional bodies

- Member in International Association of Academic Plus Corporate (IAAC)
- Life Member in Education Research & Development Association (ERDA)

#### 13. Swayam Courses

- Services Marketing: A Practical Approach (4 weeks) NPTEL-AICTE, Jan-Feb. 2023.
- Integrated Marketing Management (8 weeks) NPTEL-AICTE, Jan-March, 2024.

#### 14. Programmes Organised

- Organised an inauguration programme for Literary Club on 23<sup>rd</sup> Sept. 2021.
- Organised a Student Enrichment Programme on How to face an upcoming job interview? on 10<sup>th</sup> March 2022.
- Organised a Student Enrichment Programme on Empowering Life Through Language Skills on 4<sup>th</sup> May, 2022.
- Organised a Special Lecture on Be a Winner on 12<sup>th</sup> Oct., 2022.
- Organised Two Days workshop on Financial Education for Young Citizens, 14<sup>th</sup> & 15<sup>th</sup> Sept. 2023.

#### 15. Paper Presentation in Seminars/ Conferences

S.No	Paper title	Seminar Theme	Institution organized	Date
1.	Investors Cognizance towards Factoring Mechanism in Trichy District, TN	Stride UGC Sponsored Two days International Seminar Good Governance and Sustainable Financial Markets	KLE Society's Nijalingappa College, Bangaluru.	8 <sup>th</sup> & 9 <sup>th</sup> October 2021
2.	Impact of Financial Inclusion among Rural Households in Tamilnadu	Online National Conference on Promoting Financial and Inclusive Growth	MKLM's B.L. Amlani College of Commerce & Economics	30 <sup>th</sup> April 2022

3.	Role of Women in Rural Development in India	National Conference on Sustainable Economic Development through Women Entrepreneurship	Kailash Women's College, Nangavalli	30 <sup>th</sup> Sept., 2022
4.	Strategies for young entrepreneurs to harness the power of digital marketing	ICSSR Sponsored National Seminar on Innovative start ups for young entrepreneurs in digitalized era	K.S.Rangasamy College of Arts & Science, Tiruchengode	24-02-2023
5.	Role of government policies and regulations in promoting sustainable entrepreneurship.	National Seminar on Sustainable Development of Emerging Economies through Start Ups.	KMG College of Arts & Science, Gudiyatham	23-09-2023
6.	Women Entrepreneurship and Sustainability Performance – An Empirical Study	ICSSR Sponsored International Conference on Achieving Sustainable Women Empowerment through Education, Employment and Entrepreneurship	Thanthai Periyar Govt. Arts & Science College, Trichy	28 <sup>th</sup> & 29 <sup>th</sup> Feb. 2024

#### 16. Orientation/ Refresher Attended

S.No.	Theme	Institution organized	Date
1.	Faculty Induction/ Orientation Programme (4 weeks)	Teaching Learning Centre, Ramanujan College, University of Delhi	20 <sup>th</sup> Oct. – 18 <sup>th</sup> Nov. 2022
2.	Refresher Course on Commerce and Management	Teaching Learning Centre, Ramanujan College, University of Delhi	02–15 Feb., 2024

#### 17. FDP/ Workshop attended

S.No.	Theme	Institution organized	Date
1.	FDP on Institutions and Entrepreneurial Ecosystem (Under UGC PARAMARSH Scheme)	Ayya Nadar Janaki Ammal College (A), Sivakasi	22 <sup>nd</sup> to 24 <sup>th</sup> Sept. 2021
2.	Webinar on Education 4.0 – Future of Learning (Under UGC PARAMARSH Scheme)	SFR College for Women (Autonomous), Sivakasi	28 Sept., 2021
3.	Faculty Induction Programme	National College (A), Trichy	2-14 Oct., 2021
4.	National Webinar on Business in the Disruptive Innovation Era of industry 4.0	Dr.S.R.K Government Arts College, Yanam, Puducherry	12 <sup>th</sup> Nov 2021
5.	Investor Education and Awareness	Sradha Academy for Financial Education and Thiruvalluvar College, Papanasam.	24 <sup>th</sup> Nov 2021
6.	FDP on Financial Markets	NSE Academy and Bharathidasan University, Trichy	1 <sup>st</sup> Dec 2021
7.	National Webinar on Psychological well-being during the challenging time	Dr.S.R.K Government Arts College, Yanam, Puducherry	20 <sup>th</sup> Dec 2021
8.	Significance of Intellectual Property Rights & Patents for the Nation's Progress	Dr.S.R.K Government Arts College, Yanam, Puducherry	25 <sup>th</sup> Dec., 2021

S.No.	Theme	Institution organized	Date
9.	Two Days National Enhancing Quality & Driving Changes in Higher Education through NEP 2020	Aiman College of Arts & Science for Women, Tiruchirappalli	24 <sup>th</sup> & 25 <sup>th</sup> March 2022
10.	UGC Sponsored Webinar on Holistic Health: Yoga & Wellness	UGC-HRDC, JNV University, Jodhpur, Rajasthan	28 <sup>th</sup> March 2022
11.	UGC Sponsored Webinar on NEP-2022 and Languages	UGC-HRDC, JNV University, Jodhpur, Rajasthan	29 <sup>th</sup> March 2022
12.	Webinar on NEP-2020: Academic Bank of Credit	UGC-HRDC, JNV University, Jodhpur, Rajasthan	12 <sup>th</sup> June 2022
13.	Webinar on NEP -2020: Credit Mobility & Academic Bank of Credit	UGC-HRDC, JNV University, Jodhpur, Rajasthan	14 <sup>th</sup> June 2022
14.	ICSSR-SRC Sponsored National Seminar on Indian Stock Market after Covid-19 (online)	Central University of Tamilnadu, Tiruvarur	15 <sup>th</sup> & 16 <sup>th</sup> June 2022
15.	Webinar on NEP 2020: National Skill Qualification Framework (NSQF)	UGC-HRDC, JNV University, Jodhpur, Rajasthan	18 <sup>th</sup> June 2022
16.	Webinar on NEP 2020: Internationalization of HEIs	UGC-HRDC, JNV University, Jodhpur, Rajasthan	21 <sup>st</sup> June 2022
17.	AICTE-MIC sponsored Impact Lecture Series 1: Innovation and Creativity.	Murugappa Polytechnic College, Chennai	15 <sup>th</sup> July 2022
18.	AICTE-MIC sponsored Impact Lecture Series 2: Techno Entrepreneurship.	Murugappa Polytechnic College, Chennai	15 <sup>th</sup> July 2022
19.	UGC-Sponsored Webinar on 21 <sup>st</sup> Century Education: Changing Role of Teachers	HRDC, Bharathidasan University	7 Sept., 2022
20.	RUSA Sponsored two-day National Workshop on Gender Sensitization Issues: Legal and Cyber Crime Awareness	Dr. S.R.K. Government Arts College, Yanam	1 <sup>st</sup> & 2 <sup>nd</sup> Dec. 2022
21.	FDP on Services Marketing: A Practical Approach (4 weeks)	NPTEL-AICTE,	Jan-Feb. 2023
22.	Professional Development Program for Teachers on Basics of New Pension Scheme	Shaheed Mangal Pandey Govt. Girls Post Graduate College, Meerut & Chaudhary Charan Singh University, Meerut	29 June 2023
23.	New Reforms in Higher Education with the Reference to NEP 2020	SRM Institute of Science & Technology, Chennai	14-21 July 2023
24.	FDP on Innovative Research in Artificial Intelligence for Commerce	KG College of Arts & Science & Dr. R.V. Arts & Science College, Coimbatore	18 <sup>th</sup> – 24 <sup>th</sup> Jan. 2024
25.	UGC Sponsored Webinar on Research and Development	Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai	2 <sup>nd</sup> March 2024
26.	NEP 2020 Orientation & Sensitization Programme	Malaviya Mission Teacher Training Centre, Madurai Kamaraj University, Madurai	7 <sup>th</sup> -15 <sup>th</sup> May 2024
27.	FDP on Integrated Marketing Management (8 weeks)	NPTEL-AICTE,	Jan-March, 2024
28.	Wealth Creation through Financial Planning	Sankardev College, Lumshadsngi, Bishnupur, Meghalaya & AMFI	5 <sup>th</sup> June, 2024