



Department of Management Studies

Personal Details

Name:	A.UmaDevi		
Designation:	Assistant Professor(OG) (O.G)		
Educational Qualification:	MBA, PGDCA		
Experience:	Industry – 2 Years Teaching – 11 Years		
Area of Specialization:	Finance & HR		
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Educational Details

S. No	Degree	Branch/Specialization	Institution / University	Year
1.	B.Com	Commerce	Periyar University	2004
2.	M.B.A	Finance And Human Resource Management	Sathyabama University	2006
3.	PGDCA	Computer Applications	Tamilnadu Computer Literacy Organisation	2003
4.	Ph.D	Finance	Anna University	Pursuing

Professional Society Memberships

1. Indian Society of Technical Education: Life Member
2. Indian Science Congress : Annual Member

Publication Details

Journals:

1. Imitative Buying Behavior of Online Shoppers in the Purchase of Electronic Gadgets: A Qualitative Analysis using NVIVO, Empirical Economics Letters, 20 (Special Issue 2) (October 2021), ISSN 1681 8997
2. A Deep learning based Parameterized Framework to investigate the influence of Pedagogical Innovations in Engineering Courses, Applied Information Processing Systems, Springer publications, ISSN: 2194-5357, May 2021
3. A Deep learning model to predict the Industry Readiness of Engineering Students community, ITM Web of Conferences(Web of Science Indexing), eISSN: 2271-2097, Mar 2021
4. Exploration of factors influencing Vendor buyer relationship in automobile business market, Elementary Education online(Scopus Indexed, ISSN: 1305 - 3515, Mar 2021
5. A Critical Evaluation of outperforming equity funds with reference to HDFC mutual fund: SAMBODHI (UGC Care),ISSN: 2249-6661, Nov-Dec 2020
6. A Study on Subtle distinction of direct marketing and multi level marketing applied in business

practices, SAMBODHI (UGC Care), ISSN:2249-6661, Oct-Dec 2020

7. Exploring Effectiveness of DAGMAR approach in promotional campaigns of fast moving consumer goods, SHODH SARITA(UGC Care), ISSN: 2348-2397
8. A Study on Lean Manufacturing Adoption in Confectionaries with reference to Candy Production Studies in Indian Place Names(UGC Care), ISSN 2394-3114, Vol:40, Issue:59, March 2020
9. Smart farming management using data analytics, International Journal of Research and Analytical Reviews(UGC Care) Special Issue Page No: 101-104, March 2019
10. An Intelligent SMAC Based Business model for Data Embezzlement System, Emperor international journal of Finance and management research, Vol-IV Page No:205-208, March-2018
11. Teaching Current Generation – A Pedagogy for digital learners, Indo Asian Journal of Multidisciplinary Research (IAJMR), Vol.: 2 Page No: 98-99, ISSN No: 2454-1370 Jan 2016
12. International Journal of Applied Management & Business Utility, Vol 2, Issue 1, Jan-Mar 2014, ISSN 2347-8608
13. A Business Analytical Model for Data Embezzlement System ,International Journal of Business Intelligence & Innovations, Vol 1, Issue 2, Pg:91-95 April 2015, ISSN 23487405
14. Use of Plastic Carry Bags by Retailers – A Study in Chennai, JM International Journal of Management Research, Feb 2013, ISSN 2229-4562
15. Decision making approach for selection of carry bags ,International Journal of Applied Services Marketing Perspectives, Vol 1, Issue 2, Pg:35-38 Oct-Dec 2012, ISSN: 22790977

Conferences:

1. International Conference on Innovative Technology for Sustainable Development, VIT, Feb 2021
2. International Conference on Computing in Engineering and Technology, DBATU, Maharashtra, Jan 2021
3. International Conference on Business Research, SRMIST, Nov 2020
4. International Conference on Contemporary Practices of Technology and Management for Economic Growth, Oct 2020
5. International Conference on Eminent Management Practices, SRMIST, March 2019
6. International Conference on Envisioning Management Trends, March 2018
7. National Conference on Driving Nextgen Excellence: Entrepreneurship and Business Management, April 2015
8. National Seminar on Emerging Trends Of Teaching in India-Current Trends in Teaching, Sep 10-11, 2015
10. National Conference on Future Challenges & Innovative Trends in “Make in India”, Sep 21, 2015
11. International Conference IBFBT 2015, SIMS, Oct 9&10, 2015
12. National Conference on Innovation & Technology Management, Sep 2, 2013
13. National Conference , HSB, Feb 7&8, 2013
14. International Conference “Governance for Excellence”, ISBN: 978-81-925487-9-1, Pg:238-242
15. International Conference on Advancement of Technology & Sustainable growth in the Global Economy, Oct 12, 2012
16. National Conference on Emerging Entrepreneurial & Economic Environment, Alagappa University, 2012

17. National Conference ECOTAGE, Sep 10, 2011, ISBN: 978-93-80624-52-5
18. National Conference SGEGR, Aug 26&27,2011, ISBN:978-93-80530-39-0
19. National Conference NCHIP 2010,Vidya Academy, Thrissur.

Book Publication:

1. Information Systems Management, Global Learners Academy of Development, ISBN 978-81-949922-2-6, May 2021
2. Service Operations Management,Global Learners Academy of Development, ISBN 978-81-949922-5-7, March 2021

Book Chapters:

1. Modern Approaches in HR Analytics towards Predictive Decision-making for Competitive Advantage in the book titled “Artificial Intelligence, Machine Learning, and Data Science Technologies: Future Impact and Well-Being for Society 5.0”, Publisher : CRC Press,Taylor & Francis, ISBN : 9781003153405, September 2021, <https://doi.org/10.1201/9781003153405-13>
2. Impact of Covid -19 on Globalization Flows in the book Emerging Global Business Practices and Trends in Post Pandemic Economy, SKRGC publication, ISBN: 978-93-91077-05-1, April 2021
3. Ethics & Professionalism in workplace in the book Dynamics of Culture and Communication at Workplace, Upanayan Publications, ISBN- 978-81-946799-8-1, Feb 2021
4. Information Security Management in the book Research Tome - Compendium of Research Articles in Engineering and Management, Bonfring, ISBN: 978-93-89515-20-6, May 2020
5. Trends & Methods on Online Assessments in the book Educational Measurement & Evaluation, May 2020

Other Details

No. of Conferences/Seminar/STTP/FDP coordinated:	5
<ol style="list-style-type: none"> 1. Best Researcher Award by Novel Research Academy, Puducherry, India during academic year 2020-21. 2. Australian Patent titled “Block Chain Based Rice ATM” has received grant during October 2020. (No.2020102839) 3. Patent titled “Block Chain Based Shopping Cart” was published as an Inventor during June 2020. (No.202041020687) 4. Patent titled “Programming the supply chain network for customers with uncertain demand” filed and published as an Applicant and Inventor during Jan 2020 (No.202041001195) 5. Appreciated for being a part of Organizing Committee for National Workshop on “Women Entrepreneurship” at CEG, Anna University, March 2018 6. Ranked as topper in NPTEL online Certification Course on “Principles of Human Resource Management”, April 2017 7. Resource person for “Training on Financial planning strategies” – part time Value Added Course 	
Certifications	1.Certified Microsoft Innovative Educator by Microsoft -

	Educator Center(Dec 2020) 2.Successfully completed Certificate Program in Business Statistics using IBM SPSS (Mar – July 2013)
AICTE Certification Courses	1. Inculcating Universal Human Values in Technical Education(Dec 2020) 2. Emotional Intelligence (Oct 2020) - ATAL Academy 3. Leadership & Excellence (Sep 2020) - ATAL Academy