

Faculty Profile of Dr. N. Uma Devi



Dr. N. Uma Devi

Associate Professor

**Bharathiar School of Management and Entrepreneur
Development(BSMED)**

Email:umadevi@buc.edu.in

Phone No:0422-2428267

Mobile No:6381735732

Research Area

- Quantitative Techniques / Methods, Research Methods
- Finance, Accounting, Statistics
- HRM, Organizational Behavior, Marketing

Education & Career

Education

Ph. D.

Subject : Commerce

Institution : Madurai Kamarajar University

Affiliated University : Madurai Kamarajar University

Year of Award : March 2015

M.B.A.

Subject : Management

Institution : Madurai Kamarajar University

Affiliated University : Madurai Kamarajar University , Madurai

Year of Award : April 2002

M.Phil.,

Subject : Commerce

Institution : Madurai Kamarajar University

Affiliated University : Madurai Kamarajar University , Madurai

Year of Award : August 2000

B.Ed.

Subject: Education

Institution : Thiagarajar College of Preceptors, Madurai

Affiliated University : Tamilnadu Teachers University, Chennai

Year of Award : April 1997

M.Com.

Subject: Commerce

Institution : Fatima College Madurai

Affiliated University : Madurai Kamarajar University , Madurai

Year of Award : April 1996

B.Com.

Subject: Commerce

Institution: Sri Meenakshi Govt. College

Affiliated University: Madurai Kamarajar University , Madurai

Year of Award: April 1994

Career**At Bharathiar University (Reverse Order)**

Assistant Professor : Feb 2009 to Till Date

Past Experience

Assistant Professor: June 1997 to Feb 2009 at Fatima College , Madurai.

Awards

Membership

Visits

Countries Visits : Sri Lanka

Duration of Visit : 5 days

Month and Year : 11.05.2017 to 15.05.2017

Purpose of Visit : International Conference paper presentation on
'Strategies for Nurturing Sustainable Agriculture in India - A Management
Perspective'

Collaborators

Others

Projects

Funded Projects(National Level)

- [Ongoing - 01](#)
- [Completed - 03](#)

1. DAE-BRNS

Title of the project : *****

Funding Agency : *****

Amount : Rs. *****

Duration : *****

2. UGC-MRP

Title of the project : ' *****'

Funding Agency : *****

Amount : Rs. *****

Duration : *****

1. Funding Agency Name

Title of the project : ' *****''

Funding Agency : *****

Amount : Rs. *****

Duration : *****

Consultancy Projects

- [Ongoing](#)
- [Completed](#)

Research Guidance

- [Post-Doc](#)
- [Ph.D.](#)
- [M.Phil.](#)
- [M.Sc.,](#)

ONGOING

Maria Tresita Paul V.

Title of the Thesis : FAMILY INCIVILITY AND JOB-LIFE SATISFACTION: A MODERATED MEDIATION MODEL OF BURNOUT AND PSYCHOLOGICAL CAPITAL

Year of Award: On going

Ayyanar

Title of the Thesis : A STUDY ON HEALTH, SAFETY AND WELFARE MEASURES IMPLEMENTED IN IRON AND STEEL MANUFACTURING INDUSTRY IN COIMBATORE DISTRICT

Year of Award: On going

Vineeth

Title of the Thesis : (IN REVIEW OF LITERATURE STAGE AND YET TO DESIGN THE TITLE)

Year of Award: On going

AWARDED

Vipin V.

Title of the Thesis : IMPACT OF MARKETING COMMUNICATION BY ORGANISED RETAILERS ON CONSUMER BUYING BEHAVIOUR IN KERALA.

Year of Award:2019

Rema P.

Title of the Thesis : A STUDY ON THE “ROLE OF MGNREGS IN FINANCIAL INCLUSION AND SAVING HABITS OF WOMEN PARTICIPANTS IN KERALA” WITH SPECIAL REFERENCE TO THRISSUR DISTRICT

Year of Award:2020

Ongoing

Bhavaramtharini M. S.

Title of the Thesis : (In process of finalization)

Year of Award: On going

Awarded

Prabhu P.

Title of the Thesis : A study on Impact of Management November, Marketing Information System (MIS) in improving Operating Efficiency of Travel and Tourism with special reference to Coimbatore.

Year of Award: 2018

Kiruthika.M

Title of the Thesis : A study on compulsive buying behaviour and post purchase cognitive dissonance of consumers with reference to Coimbatore district.

Year of Award: 2017

Kamala Kanchana

Title of the Thesis : A study on farmers' attitude towards organic farming with reference to Coimbatore district

Year of Award: 2017

Maria Tresita Paul V.

Title of the Thesis : A study on psychological capital and its influence on entrepreneurial success with special reference to MSMEs in Coimbatore District

Year of Award: 2017

M. Ramraj

Title of the Thesis : A study on Employees Attitude towards Internal Auditing Practices in Lakshmi Mills Company Ltd., Coimbatore.

Year of Award: 2016

T. Prema

Title of the Thesis : A Study on Employee Job Rotation and its impact on Job Involvement

Year of Award: 2016

T. Roobini Devi

Title of the Thesis : A Study on Financial and Banking Transactions of Small Scale Retailers of Garments in Coimbatore.

Year of Award: 2015

G. Yuvashree

Title of the Thesis : A Study on Financial Inclusion of Unorganized Labourers and Small Scale Traders in Eorde District

Year of Award: 2015

C. Shenbagamalar

Title of the Thesis : A Study on Cultural Intelligence among Employees of HP Global Soft Chennai.

Year of Award: 2014

R. Devika

Title of the Thesis : A Study on Personality Domains and its Impact on Organizational Citizenship Behaviour with reference to Faculties of Engineering Colleges in Coimbatore.

Year of Award: 2014

R. Yamuna

Title of the Thesis : A Study on Employee Engagement in Manufacturing Industry with special reference to Coimbatore District.

Year of Award: 2013

Ongoing

Completed-23

Santhosh

Title of the thesis: A Psychological capital and employee work engagement

Year of award: 2020

S. Selvakumar

Title of the thesis: Study on process design and development of job instructions is transferred to employees.

Year of award: 2020

T. Narmadha

Title of the thesis: A Study of Employees training and job crafting effects on job satisfaction

Year of award: 2020

K. Nagarathinam

Title of the thesis: A study on supervisor's perceived organisation status and training transfer

Year of award: 2020

V. Kalaimani

Title of the thesis: performance appraisal system

Year of award: 2020

R. K. Jeeva bharathi

Title of the thesis: A study on organization culture and employee benefits followed in ksb pumps

Year of award: 2020

V. Alex Vivian

Title of the thesis: A study on logistics management- air cargo operations

Year of award: 2020

M. Mohan prakash

Title of the thesis: Role of burnout on employees in rotaro engineering

Year of award: 2020

M. Mithun chakkaravarthi

Title of the thesis: A Study on Employee Motivation

Year of award: 2020

R. Gowtham

Title of the thesis: Ergonomic Improvement at the Shop floor of ROOTS Premises

Year of award: 2020

M. Gokulakumar

Title of the thesis: Minimization of rubber waste due to Purge leak in TVS rubber factory

Year of award: 2020

M. Dhanushapreethi

Title of the thesis: Study on employee retention strategies

Year of award: 2020

G. Gunasathana

Title of the thesis: A study on advisors' satisfaction and awareness of mutual funds

Year of award: 2019

S. Harikrishnan

Title of the thesis: A study on cash management

Year of award: 2019

S. Indra priyadharshini

Title of the thesis: A study on customer relationship management to improve customer satisfaction in aavin

Year of award: 2019

K. Nhiranjhan

Title of the thesis: A study on consumer preference and knowledge penetration of sakthi dairy product

Year of award: 2019

S. Subhashini

Title of the thesis: A study on performance appraisal in sakthi sugars-(soya division) pollachi.

Year of award: 2019

R. Vikram

Title of the thesis: Effectiveness of grievance redressal system

Year of award: 2019

J. Jones samuel athisayaraj

Title of the thesis: Analysis into data collection of infrared rays uses for industrial product

Year of award: 2019

N. Ragunarayanasamy

Title of the thesis: A study on impact of training and development on employees performance

Year of award: 2019

K. S. Saravanan

Title of the thesis: Job satisfaction

Year of award: 2019

S. Sindhu

Title of the thesis: An analysis on customer satisfaction over two wheeler loan validation and verification process

Year of award: 2019

Vasuki Kandasamy

Title of the thesis: A study on employee engagement

Year of award: 2019

Research Publication

- [International](#)
- [National](#)
- [Patents](#)
- [Conferences](#)
- [Books/Chapters](#)
- [Database](#)

2021

17. [Managing mental & psychological wellbeing amidst covid-19 pandemic: positive psychology interventions](#)

MT Paul V., NU Devi

The American Journal of Humanities and Social Sciences Research 4 (3) 121-131, 2021.

16. [Family incivility, burnout and job satisfaction: examining the mediation effect](#)

MT Paul V., NU Devi

Benchmarking: An International Journal, (ahead of print)

(ahead of print), 2021.

[Family incivility and entrepreneurial success of MSMEs: moderating role of psychological capital](#)

MT Paul V., NU Devi

South Asian Journal of Marketing & Management Research 10 (10)

35-45, 2021.

2020

[Artificial intelligence: pertinence in supply chain and logistics management](#)

NU Devi, MT Paul V.

Xi'an JianzhuKejiDaxueXuebao/Journal of Xi'an University of Architecture & Technology 12(9)

701-709, 2020.

[Association between the profile of respondents and their view on relationship lending among the micro, small and medium enterprise borrowers](#)

C. Dhayanandh V. Ramanujam, NU Devi, K. Lingaraja

International Journal of Management (IJM) 11 (3),

475-487, 2020.

2018

[Exploring the relationship between psychological capital and entrepreneurial success](#)

MT Paul V., NU Devi

International Journal of Pure and Applied Mathematics, 119 (18)

2987-2999, 2018.

[Financial inclusion of unorganised labourers and small scale traders](#)

NU Devi, K Lingaraja

SMART Journal of Business Management Studies, 14(2)

48-62, 2018.

[Psychological capital, outcome expectation and job performance: a mediated model of innovative work behavior](#)

MT Paul V., NU Devi

International Journal of Research Engineering And Management, 1 (1)
52-60, 2018.

[Relationship between factors of marketing communication with special reference to organised retailers in kerala](#)

NU Devi, V Vipin

International Journal of Research and Analytical Reviews, 5(4)
J82-J84, 2018.

[Changing consumer behaviour towards emerging shopping malls in calicut](#)

V Vipin, NU Devi

Asia Pacific Journal of Research, 1(6)
1-15, 2018.

2019

[Entrepreneur's Psychological Capital : An Enticing Affair](#)

MT Paul V., NU Devi

Lambert Publishing House, Germany, 2019. ISBN: 9786200264343

[E-Commerce](#)

NU Devi

Charulatha Publications, Chennai, 2019. ISBN:9789388335546

2018

[Business Statistics - Made Simple to learn and apply \(Subject Book\)](#)

NU Devi

Lambert Publishing House, Germany, 2018. ISBN:9786138344360

2016

[Morale – a Study with Special Reference to College Teachers in Madurai City](#)

NU Devi

ProQuest Dissertations Publishing, **United States**. 2016. ISBN:
9781392678572

[Human Resource Management – A Fundamental Text \(Reference Book\)](#)

D Deepa Murali, NU Devi

Lambert Publishing House, Germany, 2016. ISBN: 978659927676

2013

Business Strategies for Sustainable Growth – A Global Perspective (Edited
Volume)

NU Devi

NCRC publications, Coimbatore, 2013. ISBN: 9789381537077

2011

Services Sector – Strategies to Win Global Competition (Edited Volume)

NU Devi

Excel India Publishers, New Delhi, 2011. ISBN: 9789381361177

2010

[Social Entrepreneurship – Strategies for Nation Building \(Edited Volume\)](#)

R Venkatapathy, K Malar Mathi, NU Devi

Excel India Publishers, New Delhi, 2010. ISBN: 9788174468659

Alumini Reflections: