

## **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](#)

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## 1. DAE-BRNS

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**Title of the project :** \*\*\*\*\*

**Funding Agency :** \*\*\*\*\*

**Amount : Rs.** \*\*\*\*\*

**Duration :** \*\*\*\*\*

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## 2. UGC-MRP

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

**Funding Agency :** \*\*\*\*\*

**Amount : Rs.** \*\*\*\*\*

**Duration :** \*\*\*\*\*

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### 1. Funding Agency Name

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**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: