

Name : Dr. V. Uma

Designation : Assistant Professor / Head

Department : Hospital Administration

Qualification : B. Sc., M. A. (HRM), MBA, M. Phil., UGC-NET, Ph. D.

Experience:

Teaching: 8 Years Industry: 2 Years Research: Nil

Area of Specialization(s) : General Management, HR, Marketing, Hospital Administration

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

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Management	Karpagam University	2015
M. Phil.	HRM	St. Joseph's College, Trichy	2006
M. A.	HRM	St. Joseph's College, Trichy	2005
B. Sc.	Health care & Hospital Management	Seethalakshmi Ramaswami College, Trichy	2003

Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution / University / Agency Name	Year
NET	HRM	UGC	2005

Other Publications: International / National Journals

- 1) V. Uma, Dr. R. Mary Metilda, **Employer Branding - A Conceptual Study**, Journal-JMFSMRS, March 2012, ISSN: 2277 3622.
- 2) V. Uma, Dr. R. Mary Metilda, **Employer Branding – A Empirical Study**, Asian Journal of Management, Vol. 3, Issue. 2, April 2012, ISSN: 0976- 495X.
- 3) V. Uma, Dr. R. Mary Metilda, **Employer Brand Image - A Perceptual Study**, Journal of Commerce & Management, Vol. 3, Issue. 4, October 2012. ISSN: 0975-623X.
- 4) V. Uma, Dr. R. Mary Metilda, **A Study on Internal Branding with Special Reference to Retail Sector at Coimbatore**, Zenith International Journal of Business Economics & Management Research, Vol. 4, Issue. 11, November 2014, ISSN: 2249-8826.

- 5) V. Uma, **A Study on Employee Engagement with Special Reference to Sueera Alloys Global Private Limited, Coimbatore**, IOSR Journal of Business and Management, Vol. 19, Issue. 12, ISSN: 2319-7668.
- 6) V. Uma, **A Study on Financial Analysis of Hero Motocorp Limited**, IOSR Journal of Humanities and Social Science, Vol. 23, Issue 1, January 2018, ISSN : 2279 0845.

Book Publications

- 1) **Internal Branding**, Dr. Uma.V, Lambert Academic Publishing, Germany, 2016, ISBN: 978-3-659-81225-5.

Presentations in Conference

- 1) **A Study on Job Related Stress on Nurses**, National Conference on Innovative practices in Management, Paavai Engineering College, Namakkal, 31-Dec-09.
- 2) **Recruitment Challenges in BPO in India**, National Conference on Global Business Climate-Impact of India, Annai Mathammal Sheela Engineering College, Nammakal, 9-Oct-09.
- 3) **Job Stress**, National Conference on Metamorphosis of Modern Management, SNS College of Engineering, 10-Dec-10.
- 4) **Green HRM**, The Impact of LPG in Indian Business Scenario, National Conference on Annai Mathammal Sheela Engineering College, Nammakal, 26-Feb-11.
- 5) **Knowledge Sharing - Challenging Role of HR**, National Conference on Innovation and Change Management, Sri Krishna Institute of Management, 4-Feb-11.
- 6) **Green Marketing - A Conceptual Study**, National Conference on Emerging Opportunities and challenges in Green Marketing, SNR sons College, Coimbatore, 10-Feb-16.
- 7) **Women Entrepreneurs in India**, National Conference on Entrepreneurial Strategies for Sustainable Economic Growth, Dr. N.G.P Arts and Science College, 28-Sep-16.
- 8) **Emotional Intelligence – Importance in Work Place**, National Conference on Emerging Trends in Management Practices, Sankara Institute of Management Studies, 24-Feb-17.
- 9) **Foreign Direct Investment in Retail Sector of India**, International Conference on Advances in Commerce & MANAGEMENT, Pioneer College of Arts and Science, 18-Feb-17.

Participation in Conference

International

- 1) Advances in Commerce & Management, Pioneer college of Arts and Science, 18-Feb-17.

National

- 1) Innovative Practices in Management, Paavai Engineering College, Namakkal, 31-Dec-09.
- 2) Global Business Climate-Impact of India, Annai Mathammal Sheela Engineering College, Namakkal, 9-Oct-09.
- 3) Metamorphosis of Modern Management, SNS College of Engineering, 10-Dec-10.
- 4) The Impact of LPG in Indian Business Scenario, Annai Mathammal Sheela Engineering College, Namakkal, 26-Feb-11.
- 5) Innovation and Change Management, Sri Krishna Institute of Management, 4-Feb-11.
- 6) Emerging Opportunities and challenges in Green Marketing, SNR Sons College, Coimbatore, 10-Feb-16.
- 7) Entrepreneurial Strategies for sustainable economic growth, Dr. N.G.P Arts & Science College, 28-Sep-16.
- 8) Emerging trends in Management Practices, Sankara Institute of Management Studies, 24-Feb-17.

Participation in Seminars

- 1) **Quality Enhancement in Higher Education**, Sankara College of Science and Commerce, Coimbatore, 7-Jan-17.
- 2) **Perspectives in Research Methodology**, Sankara College of Science and Commerce, Coimbatore, 4-Mar-17.

Participation in Workshop

- 1) **SPSS Training**, GRG College of Arts and Science, 27 & 28-Oct-12.

Participation in Faculty Development Programme

- 1) **Entrepreneurship Development**, Amrita University, 14 to 24-Dec-15.

Conference / Seminar / Workshop Organized

- 1) Convener, Entrepreneurship Awareness Camp (Sponsored by DST/EDI, Ahmedabad), Sankara College of Arts and Science, Coimbatore, 9 to 11-Aug-16.
- 2) Convener, NAAC Sponsored One day National Seminar on Quality Enhancement in Higher Education, Sankara College of Arts and Science, Coimbatore, 7-Jan-17.
- 3) Organizing Secretary, National Conference on Entrepreneurship and Women Empowerment, Dr. N.G.P. Arts and Science College, Coimbatore, 20-Sep-18.

Editorial / Review Board Member

- 1) Associate Editor, International Journal of Commerce and Management Research, since 2017.