

Department of BBA (CA)

A. Personal Information

a. Name	Mrs.B.Umamaheswari
b. Designation	Assistant Professor
c. Department	BBA (CA)
d. Date of Birth	21.1.1976
e. Residential Address	9 A, Appavu Street, Udumalpet
f. Contact No.	9443293353
g. Mail id	b.umamaheswari@gvgvc.ac.in umamaheswari6407@gmail.com
h. Area of Specialisation	Marketing

B. Academic Qualifications

Exam Passed	Board / University	Subject	Year of passing	Division / Grade / Merit
BA	Sri GVG Visalakshi College For Women, Bharathiar University	English Literature	1998	First
MBA	Fatima college, Madurai Kamaraj University	Business Administration	2000	First
M.Phil	Madurai Kamaraj University	Business Administration	2004	-

C. Teaching Experience

Name of the Institution	Experience in years
Sri GVG Visalakshi College for Women, Udumalpet	23 Years

D. Club Activities

- Career Counseling and Guidance Cell
- Fine Arts club member
- Exam committee

- PTA club member
- Notice board
- Computer club
- Magazine club
- IQAC member
- Union member
- Admission committee
- Placement committee
- Curriculum Development Cell Member
- Staff Club
- RED Cell
- Planning and Evaluation Committee

E. Research

a) Publications (2013 – 2018)

Title	Name of the Journal	Authors (as in the Journal)	Page No	Volume	ISBN No	Impact factor
Emerging trends and methods of CRM	Emperor International Journal of finance and management research	Mrs.B.Umamaheswari	225-234	Volume 3	e-ISSN:23955929	1.14
Marketing factors influencing consumer buying behaviour.	Mukt Shabd Journal	Mrs.B.Umamaheswari	356-364	Volume XI, Issue II,	FEBRUARY/2022 ISSN NO : 2347-3150	4.6

b. Details of Seminars, Conferences, Symposia, Workshops etc. (2013 – 2018)

S.No.	Date	Name of the Seminar / Conference / Symposia / Workshop	Place	Presented / Attended / Both
-------	------	--------------------------------------------------------	-------	-----------------------------

1.	11.06.2013	Workshop on Mechanics of Writing a Research Article	Sri GVG Visalakshi college for women, Udumalpet	Attended
2.	04.09.2013	A One Day State Level Workshop on Challenges and	Sri GVG Visalakshi college for women,	Attended
3.	25.5.2022-31.5. 2022.	International Short Term Training Programme on “Developing Personal Improvement through Soft Skills”	Research Culture Society &Scientific Research Association	Attended
4.	8 .10. 2021 9.10.2021	Two - Day International Conference on ‘Enterprise Management and Business Intelligence’	Dr.N.G.P. Institute Of Technology	Attended
5.	31.08.2021 - 4.9.2021	Data Analysis for Research	Dr.N.G.P Institute of Technology -Online portal	Attended
6.	12.6.2023 – 16.6.2023	Five Day Online Faculty Development Programme on “Business Analytics”	Madanapalle Institiute of Technology and Science	Attended
7.	25.10.2013	National Level Conference on“Go Green”A Mantra for Global Business Opportunities	Karpagam college of engineering, Coimbatore	Both
8.	20.8.2014& 21.8.2014,	International Level conference on Social media for service sector	Fatima college, Madurai	Both
9.	12.02.2015 & 13.02.2015	International Level conference on Innovative Research Techniques in Management, Aeronautical, Mechanical and Electrical Systems	Kalaingar Karunanidhi Institute of Technology, Coimbatore	Both
10.	1.10.2015	National Level conference on Indian world-class manufacturing – The road ahead	Fatima college, Madurai	Both

11	24.3.2017&2 5.3.2017	Changing Paradigms in Indian Business	NGM College,Pollachi	Both
12	12.11.2020	Online Workshop on Rural Entrepreneurship Development Cell (REDC)Action Plan	Mahatma Gandhi National Council ofRural Education, Hyderabad.	Attended

c. Details about Orientation Courses / Refresher courses / other Faculty Development Programs attended (2013 – 2021)

Date(s)	Name of the Program	Place
05.07.2021 - 9.7.2021	Digital Teaching Techniques	ICT Academy -Onlineportal
15.07.2021- 21.07.2021	International FDP on Decisions-from Disaster to Development	Swami Sahajanand College of Commerce & Management
31.08.2021	Data Analysis for Research	Dr.N.G.P Institute of Technology -Onlineportal
08.01.2015 &09.01.2015	FDP - Leadership Skills – Beginners by ICT Academy	Nehru Arts and Science College, Coimbatore
1.2.2023- 8.2.2023	UGC Sponsored 7 days National Level short term course on <i>e- teaching for e-era</i>	Avinashilingam Deemed University
17.07.2023- 21.07.2023	Five day online Faculty development program on Machine Learning for Data science .	Sri GVG Visalakshi College for Women, Udumalpet