

STAFF PROFILE

- 1.Name** : Dr.D.UMAMAHESWARI
- 2.Designation** : Assistant professor
- 3.Date of Entry into Service** : 23-06-2011
- 4.E-mail** : umadevaraj08@gmail.com
- 5.Mobile (Optional)** : 9840915081
- 6.Education** : M.Com., M.B.A., M.Phil., Ph.D
- 7.Areas of specialization** : Financial Accounting, Investment Management,
Business Communication, Partnership accounts



8.Projects undertaken

Title of the Project	Name of the funding Agency	Duration	Completed/Ongoing	Amount	Remarks
Nil					

9.Seminars Organized

Title of Seminars/Conference / Workshop	Date	Sponsoring Agency	National/State/International	Coordinator/ Convenor
Block analysis and Block chain	28 th December 2017	Department of Commerce	International	Department of Commerce, Madura College.
Banking and Insurance – A Catalyst towards India's Vision 2022	31 st August 2018	Department of Commerce	International	Department of Commerce, Madura College.

10.Seminars, Workshop and Conferences Attended

Title of the Seminar/ Conference/Workshop	Date	Sponsoring Agency	National/State/ International	Co-ordinator/ convener
Statistical Analysis for Management Using SPSS	27.1.2011 To 29.1.2011	Sri Kaliswari College, Sivakasi	State Level	Department of Management Studies
Research Methodology	29-08-.2011	V.V.Vanniaperumal College For Women, Virudhunagar	National	Department of Management Studies
Innovative practices in Business Management	23-4-2012 To 28-4-2012	AICTE V.H.N.S.N. College, Virudhunagar	National	Department of Management Studies
Green Management	28-08-2012	Nadar Saraswathi College of Arts and Science, Theni	State Level	Department of Management Studies
Academic Research Writing and Publishing research papers	24-1—2014	OAA MAVMM School of Management	State Level	Department of Management Studies
Education in India – Challenges and Perspectives	07-03-2015	ROOTS	International Conference	Annai Fathima Cpllege of Arts and Science, Thirumangalam.
Empowering College Teachers with Effecting Teaching Skills	12-03-2016	OAA MAVMM School of Management	State Level	Department of Management Studies
Conference on “India 2030”	1 to 2,- 09,2017	UGC Sponsored	International Conference	Manonmaniam Sundaranar University, Tirunelveli.
Emerging Trends in Business and Management	12-02-2019	Department of Commerce	International Conference	Nehru Memorial College, Tiruchirapalli .
Emerging Trends in Banking, Insurance & International Trade	27 to 28-03- 2019	Department of Commerce	International Conference	Thiagarajar College, Madurai.

Quadruple Business Dimensions in Bottom Line Reporting	06.09.2019	The Madura college	National	Department of Commerce
One day Workshop on Learning management system	17.10.2019	The Madura college	Regional	IQAC
Global Perspectives of Professional Accountants	19-12- 2019	UGC Sponsored	International	The Madura College , Madurai.
Webinar on Digital Marketing Strategies for E-Commerce	14-05-2020	Department of Commerce	State Level	G.T.N Arts College,Dindigul.
Strategies to counter its impact on Human Resource	25-05-20	Department of Commerce	State Level	Stella Maris College, Chennai
Recent Amendments in Companies Act 2013	27-05-20	Department of Commerce	State Level	The New College, Chennai
Data analysis using SPSS	28 to 30 -05-20	Department of Commerce	State Level	Parvathy's Arts and Science College, Dindigul
Success in Life –You can design your Life	8.06.2020	Rajapalayam Raju's College	National	Women's Development cell
Global Pandemic challenge: Mental Health & Future Education	19.6.2020, 20.6.2020	Department of Zoology	International	G.T.N.Arts college
COVID – 19 Safety and Precautions	06-07-20	Department of Commerce	National	Marthoma College, Kerala.

11.Books Published:

Title of the Book Published	ISBN No.	Publisher if any	Year of Publishing	Authored/Edited

12. Research Publications:

Title of the Paper	ISSN No. if Any	Volume No. & Page No. if any	Year	International / National/state
Barriers Retard Growth of the Female Entrepreneurs		14	Aug, 2010	National
Sources and Applications of Manappuram Finance Lt	ISBN – 978-93-81723-01-2	108	2011	National
Corporate Social Responsibility Overview	IJSET		2015	National
A study of issues and challenges of Corporate Social Responsibility in India	ROOTS		2016	International
An analysis of Corporate Social Responsibility selected organizations in India	IJMR ISSN:2321-1784	Vol.05 Issue-05 263-275	May, 2017	International

Papers presented in National/International Conference:

Title of Paper	Title of Conference	Conducted by	Conducted at (Venue)	Date and year of Conference	Proceedings Page(s) No.
“Growth and Challenges of International Trade”	National level conference	Nadar Saraswathi College of Arts and Science	Theni	1st & 2 nd Feb 2013	80-82
“Consumer Buying Behaviour while purchasing”	Impact of Retail Marketing on Indian economy	Padmavani Arts and science college	Salem	21 st Feb 2014	65
“A study of issues and challenges CSR in India”	National level conference on CSR	Mangayarkarasi College of Arts and Science	Madurai	14 th Sep 2016	7

13. Research Activities

Degree	No. Awarded	No. Submitted	No. Guiding
M.Phil.,			
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

14. Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level

15. Academic council/Board of Studies Member

Institution	For a period of	Dept.

16. Honours Achieved

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

17. Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)

Whether NSS/NCC/AEEP/YRC	Period

18. Reviewer/editor of a journal

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h-index

19.Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration From	To
Orientation	The Madura College	1-07-2019	2-07-2019
Faculty Recharge Program on ICT	The Madura College	7 th may 2020	20 th may 2020

20.Any Other Information :

CERTIFICATE COURSE	Completed Higher in Typewriting both Tamil and English. Simple Chemical Products
COMPUTER SKILLS	PG.Diploma in Computer Applications (P.G.D.C.A.) Yuva Shakthi Educational Society – Achieved 86%

