

PROFILE

Name: DR. R. UMA DEVI
Designation: Assistant Professor
Department: Commerce
Institution: Dr. S. R. K. Govt. Arts College, Yanam
Husband's Name: D. PRABHAKARA RAJU
Date of Birth: 05/04/1967
Communication Address: 8-1-014,
Chandu's Empire,
1st Cross Street,
Zicria Nagar
Yanam – 533464,
PUDUCHERRY (U.T.)
Phone Numbers: **Land:** 0884-2321698
Mobile: 09885977877
E-mail: umadevidandu@gmail.com

Academic Profile (P.G onwards):

- Ph.D. in Commerce from Vinayaka Missions University, Salem, Tamilnadu, 2010.
Title: *“The Role of District Central Co-operative Banks in the Agricultural Development of Andhra Pradesh: A Case Study of East Godavari District”*
- M.Phil. in Commerce from Madurai Kamaraj University, Madurai, Tamilnadu, 2004.
Title: *“The Marketing strategies of Regency Ceramics Limited - An Evaluation”*.
- M.Com. in Accounting from Andhra University, Visakhapatnam, Andhra Pradesh, 1990.
- MBA (Finance) from Pondicherry University, Puducherry, 2012.
- MA (Hindi) from Andhra University, Visakhapatnam, Andhra Pradesh, 2006.

Additional Qualifications: B. Ed, Diploma in Music, DCA, Tally

Service Details:

- | | |
|-----------------------------------|---------------|
| ❖ 17 Years of Teaching Experience | UG – 17 Years |
| | PG – 15 Years |

Date of Joining:

- | | |
|---|--------------------------------|
| a) Hourly Paid Lecturer: | 19 th November 1998 |
| b) Casual Consolidated Assistant Professor: | 26 th October 2010 |
| c) Regularized Assistant Professor: | 03 rd January 2013 |

Publications:

Books:

- “The Role of DCCB’s in the Agricultural Development of India”, Lambert Academic Publishing, Germany, February 2012, ISBN: 978-3-8473-3752-2.
- “Corporate Reporting Practices – Dimensions and Standards”, Lambert Academic Publishing, Germany, September 2014, ISBN: 978-3-659-60989-3.

Edited Books:

1. “*The Trends and Development of Corporate Financial Reporting Practices in India: An Overview*”, in “International Financial Reporting Standards (IFRS) on Current Indian Scenario (Implementation, Problems and Prospects)”, ISBN: 978-93-82339-67-0, pp: 448-460.
2. “*Role of NGOs in the Rural Development of India: An Analysis*” in “*Good Governance and Rural Development in India: Perspectives, Challenges & Strategies*”, ISBN: 978-1-5032-8325-1, pp 78-81.
3. “E-Banking: A New Paradigm in Banking Services” in “*Financial Management: Contemporary Thoughts*”, ISBN: 978-93-84443-33-7, pp. 42-59.

Papers and Articles:

1. “*Role of Credit Co-operatives in the Agricultural Development of India*”, Journal of Commerce & Trade, Vol.VI, No.2, October 2011, ISSN: 0973-4503, pp. 93-99.
2. “*Impact of Co-operative Loan on the Agriculture Sector: A Case Study of E. G. District of Andhra Pradesh*”, Journal of Arts, Science and Commerce, Vol.III, No. 4(2), October 2012, ISSN: 2231-4172, pp. 74-84.

3. *“Appraisal of Women Empowerment through DWCRA: An Empirical Study of Andhra Pradesh”*, Journal of Commerce & Trade, Vol.III, No.2, October 2012, ISSN: 0973-4503, pp. 32-38.
4. *“A Study on Swarnajayanti Gram Swarajgar Yojana Scheme in Generating Self-Employment Opportunities”*, International Journal of Social Science Tomorrow, Vol. I, No.9, November 2012, ISSN: 2277-6168, pp. 1-10.
5. *“The Role of Credit Co-operatives in the Agricultural Development of Andhra Pradesh, India”*, International Journal of Co-operative Studies, Vol. I, No.2, November 2012, ISSN: 2168-2604, pp. 55-64.
6. *“An Evaluative Study on the Role of Self-Help Groups in Empowering Women in India”*, The International Journal of Management, Vol. 2, Issue 1, January 2013, ISSN: 2277-5846, pp.1-18.
7. *“The Role of District Central Co-operative Banks in the Agricultural Development of E. G. District of Andhra Pradesh”*, International Journal of Innovative Research & Development, Vol. II, Issue 2, February 2013, ISSN: 2278-0211, pp. 101-124.
8. *“Women Empowerment through Self-Help Groups in Pondicherry: A Case Study of Yanam”*, International Journal of Research in Commerce, Economics & Management, Vol.3, Issue 3, March 2013, ISSN:2231-4245, pp. 104-111.
9. *“An Impact Study of Micro Finance System on the Entrepreneurial Development of Andhra Pradesh, India”*, International Journal of Innovative Research & Development, Vol. III, Issue 4, April 2013, ISSN: 2278-0211, pp.667-700.
10. *“An Evaluative Study on the Poverty Alleviation Programmes of Puducherry”*, Journal of Rural and Industrial Development, Vol.1, Issue 1, April 2013, ISSN: 2321-1873, pp 1-15.
11. *“Impact of Co-operative Loan on Small and Marginal Farmers of E. G. District of Andhra Pradesh”*, International Journal of Research in Commerce, Economics & Management, Vol.III, Issue 6, June 2013, ISSN:2231-4245, pp. 96-102.
12. *“An Evaluative Study of Tourism Industry in Puducherry, U.T. of India”*, International Journal of Innovative Research & Development, Vol. II, Issue 6, June 2013, ISSN: 2278-0211, pp. 80-103.

13. *"The Role of NGOs in Empowerment of Women in India: A Case Study of Andhra Pradesh"*, International Journal of Social Science Tomorrow, Vol. II, No.7, July2013, ISSN: 2277-6168, pp. 1-11.
14. *"An Evaluative Study of Empowerment of Women in India"*, International Journal of Innovative Research & Development, Vol. II, Issue 8, August 2013, ISSN: 2278-0211, pp.245-255.
15. *"An Analytical Study On The Role Of NGOs In The Poverty Reduction of India"*, Journal of Arts, Science and Commerce, Vol. IV, No. 4(1), October 2013, ISSN: 2231-4172, pp.127-137.
16. *"An Analytical Study On The Role Of Foreign Direct Investment In Indian Retail Sector"*, The International Journal of Management, Vol. 2, Issue 4, October 2013, ISSN: 2277-5846, pp. 17-27.
17. *"An Analytical Study On Foreign Direct Investment In India: It's Pros & Cons"*, International Journal of Marketing, Financial Services & Management Research, Vol.2, No. 11, November 2013, ISSN: 2277- 3622, pp. 18-35.
18. *"An Impact Study of Co-operative Loan on the Allied sector of E. G. District of Andhra Pradesh"*, International Journal of Innovative Research & Studies, Vol. 2, Issue 11, November 2013, ISSN: 2319-9725, pp. 185-202.
19. *"Corporate Reporting Practices and Corporate Governance In India: An Analysis"*, The International Journal of Business & Management, Vol.1, Issue 6, December 2013, ISSN: 2321 –8916, pp. 40-47.
20. *"An Analytical Study on Foreign Direct Investment and Service Sector in India"*, The International Journal of Business & Management, Vol.2, Issue 1, January 2014, ISSN: 2321 –8916, pp. 46-56.
21. *"Challenges and Constraints Faced By Women Entrepreneurs in India: An Analysis"*, International Journal of Marketing, Financial Services & Management Research, Vol.3, No. 2, February 2014, ISSN: 2277- 3622, pp. 39-56.
22. *"A Study on FDI Policy and Indian Retailing"*, Journal of Commerce & Accounting Research, Vol.3, Issue 1, January 2014, ISSN: 2277-2146, pp.35-46.

23. “*Talent Management as a Never-Ending War for Talent: An Analysis*”, International Journal of Research in Commerce, Economics & Management” Vol. No. 4, Issue No. 02, February, 2014, ISSN: 2231-4245, pp.39-45.
24. “*An Overview on the Investors’ Perceptions towards Indian Capital Market*”, The International Journal of Business & Management, Vol.2, Issue 4, April 2014, ISSN: 2321 –8916, pp. 17-24.
25. “*Impact of the Global Economic and Finance Crises on India: An Analysis*”, The International Journal of Business & Management, Vol.2, Issue 5, May 2014, ISSN: 2321 –8916, pp. 65-72.
26. “*Integrated Reporting - The Future Phase of Corporate Reporting: An Analysis*”, International Journal of Research in Social Science, Vol. No. 4, Issue No. 02, May, 2014, ISSN: 2249-2496, pp.393-409.
27. “*An Analytical Study on The Export Led Growth Strategy and India’s Development*”, The International Journal of Business & Management, Vol.2, Issue 7, July 2014, ISSN 2321 – 8916, pp.47-56.
28. “*Talent Management Practices in India: An Analysis*”, International Research Journal of Human Resources and Social Sciences Vol.1, Issue3, August 2014, ISSN: 2349-4085.
29. “*A Study on Co-operative Banks in the Indian Financial System: An Overview*”, International Journal of Management Research, Vol.2, Issue 10, October 2014, ISSN: (2321-1709), pp. 17-34.
30. “*Online Marketing – A Recent Development of Marketing: An Analysis*”, International Journal of Marketing, Financial Services & Management Research, Vol. 3 (11), November 2014, ISSN: 2277-3622, pp. 95-104.
31. “*Role of NGOs in the Eradication of Rural Poverty – An Analysis*”, International Journal of Social Science & Interdisciplinary Research, Vol. 3 (11), November 2014, ISSN: 2277-3630, pp. 148-157.
32. “*Creating Accounting Practices – Its’ Pros & Cons: An Analysis*”, International Journal of Management, IT & Engineering, Vol. 5, Issue 1, January 2015, ISSN: 2249- 0558, pp. 41-52.

33. “*Role of Education in Protection of Human Rights: An Analysis*”, International Research Journal of Human Resources and Social Sciences Volume-2, Issue-3 (March 2015) ISSN: 2349-4085, pp. 1-17.
34. “*Violence against Women is a Violation of Human Rights: An Analysis*”, International Journal of Social Science & Interdisciplinary Research, ISSN 2277-3630, Vol. 4 (3), March (2015), pp. 86-100.
35. “*Green Marketing – A New Paradigm in Modern Marketing: An Analysis*”, GE-International Journal of Management Research, Volume -3, Issue -18, June 2015, ISSN: 2321-1709, PP. 67-73.

Training Programmes Attended:

- ❖ Orientation Course: Attended 28 days UGC sponsored Orientation Programme at University of Hyderabad, Hyderabad from 28th June to 25th July 2013.
- ❖ Refresher Courses: NIL
- ❖ Participated in a 3 days Training Programme on “*E-Literacy (IT and Non-IT)*” at Dr. S. R. K. Govt. Arts College, Yanam from 17th to 19th April 2013.
- ❖ Participated in 8 Days Training Programme in ICT Training Academy on “*ICT Education and E-Content Development for E-Learning System*” at Dr. S. R. K. Govt. Arts College, Yanam from 6th to 13th April 2015.

Workshops /Seminar/ Conferences:

1. Participated in a Two-Day National Conference on “*Challenges in Human Development*” on 22nd and 23rd January 2010 at Dr. S.R.K. Govt. Arts College, Yanam.
2. Participated in a Two- Day Seminar on “*The Innovative Ideas in Teaching- Learning Evaluation Process*” on 15th and 16th November 2010 at Dr. S.R.K. Govt. Arts College, Yanam.
3. Participated in a Seminar on “*Nanotechnology*” on 13th March 2012 at Dr. S.R.K. Govt. Arts College, Yanam.
4. Participated in a 3 days Training Programme on E-Literacy (IT and Non-IT) at Dr. S. R. K. Govt. Arts College, Yanam from 17th to 19th April 2013.
5. Participated in an International Conference on Business Innovation on ‘*Steering Excellence of Business Research Knowledge*’ and presented a paper titled “*A Study on the*

Trends of Corporate Social Responsibility and Corporate Governance in India: an Analysis” on 21st December 2013 at Dharmapuri, Tamilnadu, India.

6. Participated in a National Seminar on ‘*Talent Management Practices in India – Emerging Trends*’ and presented a paper titled “*An Analytical Study On The Recent Trends Of Talent Management Practices In India*” on 20th -21st December 2013 at Andhra University, Visakhapatnam, Andhra Pradesh.
7. Participated in 36th All India Accounting Conference & International Seminar on ‘*Accounting Education and Research*’ and presented a paper titled “*Recent Trends In Corporate Reporting And Financial Reporting Practices In India: An Analysis*” on 11th & 12th January 2014 at Andhra University, Visakhapatnam, Andhra Pradesh.
8. Participated in Two-Day Conference on ‘*Debt & Derivatives Market*’ and presented a paper titled “*A Study on the Role of Debt Derivatives Markets in the Development of India: An Analysis*” on 23rd & 24th January 2014 at Department of Commerce, School of Management, Pondicherry University, Puducherry.
9. Participated in a One–Day National Seminar on “*Banking and Insurance – Contemporary Issues*” and presented a paper on “*Co-operative Banks in the Indian Financial Landscape: An Overview*” on 13th February 2014 at Dr. C R Reddy Autonomous College, Eluru, Andhra Pradesh.
10. Participated in the One –Day National Seminar on “The Growth of Non farm Sector in India: Opportunities and Challenges” and presented a paper on “Role of Banking Sector in the Growth of Non-Farm Sector in India: An Analysis” on 10th January, 2014 at Government Degree College, Khairatabad, Hyderabad, Andhra Pradesh.
11. Participated in Three Day International Conference on “Global Business: Opportunities & Challenges” and presented a paper on “Present Scenario of Talent Management Practices in Indian MNCs: An Analysis” on 27th – 29th March 2014 at Osmania University, Hyderabad, Andhra Pradesh.
12. Participated in the Two –Day National seminar on “*Good Governance and Rural Development in India: Perspectives, Challenges & Strategies*” and presented a paper on “*Role of NGOs in the Rural Development of India: An Analysis*” on 5th- 6th September 2014 at Sir C R Reddy Autonomous College, Eluru, Andhra Pradesh.

13. Participated Two-Days UGC National Seminar on “Human Development and India” and presented a paper on “*HDI & Economic Development of India: An Analysis*” at VSM College, Ramachandrapuram on 14/11/2014 and 15/11/2014, Andhra Pradesh.
14. Participated Three -Days 67th All India Commerce Conference of Indian Commerce Association and International Seminar on “Corporate Social Responsibility and Sustainability” and presented a paper titled “*The Investors Perceptions Towards Indian Capital Market: An Analysis*” on 27th, 28th & 29th December 2014 at KIIT, Bhubaneswar, Odisha.
15. Participated One-Day UGC National Seminar on “*Human Rights*” and presented a paper on “*Role of Education in Protection of Human rights*” at Dr. S. R. K. Govt. Arts College, Yanam on 13/02/2015, Puducherry.
16. Participated Two-Days UGC National Seminar on “*Women Entrepreneurship in India – The Status and Imperatives*” and presented a paper on “*Women Entrepreneurship in India: A Case Study of Yanam*” at SKSD Mahila Kalasala, Tanuku on 15/02/2015 and 16/02/2015, Andhra Pradesh.
17. Participated Two-Days UGC National Seminar on “*Women in the Globalized Economy amidst the Menace of Violence*” and presented a paper on “*Violence against Women is Violation of Human Rights*” at SKSD Mahila Kalasala, Tanuku on 07/03/2015 and 08/03/2015, Andhra Pradesh.
18. Participated a National Workshop on “*Changing Face of Financial Reporting under IFRS Era*” at VSM College, Ramachandrapuram on 13/03/2015, Andhra Pradesh.
19. Participated a National Workshop on “*Human Values and Professional Ethics for Individual and Society*” on 09/09/2015 at Dr. S. R. K. Govt. Arts College, Yanam, Puducherry.

Additional Charges If Any:

- Acting as Election Ambassador / Co-ordinator of Voice Centre of Dr. S. R. K. Govt. Arts College, Yanam from 26/10/2013.
- Acting as Vice-President of Co-operative Stores Dept. of Dr. S. R. K. Govt. Arts College, Yanam from 08/01/2014.
- Acting as Co-ordinator of Service Entry Coaching Classes (UGC) of Dr. S. R. K. Govt. Arts College, Yanam from 09/04/2014.

- Acting as Coordinator/ Nodal Officer for Community College of Dr. S. R. K. Govt. Arts College, Yanam from 04/12/2014.

Achievements:

- ❖ National Merit Scholarship in SSC
- ❖ National Merit Scholarship in Graduation (B. Com.)

Any other information:

- ❖ Life Member of Indian Commerce Association (PO012)
- ❖ Life Member of Indian Accounting Association (DR 22)
- ❖ Reviewer of International Journal of Advances in Arts, Sciences and Engineering
- ❖ Editorial Member of International Journal of Research in Commerce, IT, Engineering & Social Sciences.

Research Guidance:

- 🚩 Guided **Four** MBA Students and **Three** M. Phil. Scholars

Resource Person:

- Acted as Resource Person (chairperson) in the Technical Session I of One –day National Seminar on “*Banking and Insurance – Contemporary Issues*” on 13th February 2014 at Dr. C R Reddy Autonomous College, Eluru, Andhra Pradesh.
- Acted as a Lead Speaker for a Technical session IV at the Two –Day National seminar on “*Good Governance and Rural Development in India: Perspectives, Challenges & Strategies*” on 5th- 6th September 2014 at Sir C R Reddy Autonomous College, Eluru, Andhra Pradesh.
- Acted as a Chair Person for Technical session II at Two-Days UGC National Seminar on “*Women in the Globalized Economy Amidst the Menace of Violence*” at SKSD Mahila Kalasala, Tanuku on 07/03/2015 and 08/03/2015, Andhra Pradesh.

Place: Yanam

Date: 03/09/2015

(DR. R. UMA DEVI).