

Name : Dr. V.Uma

Designation : HOD

Department : Hospital Administration(MHA)

Qualification : MA (HRM)., MBA., M.Phil., UGC-NET., Ph.D.

Experience : Teaching: 11 Years, 2 months

Industry: 2 years

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
MA	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
OnlineCertificate	Leadership	NPTEL	2019

Grants Received

Event Title	Agency	Amount	Date
Entrepreneurship awareness camp	DST – EDI, Ahemedabad	Rs. 20,000	09.08.2016 to 11.08.2016
National Seminar on Quality enhancement in higher education	NAAC	Rs. 50,000	07.01.2019

Research Guidance

Programme	No. of Scholars	
	Completed	Pursuing
Ph. D.	-	3
M. Phil.	-	-

Other Publications: International / National Journals

- ✓ V. Uma, Dr. R. Mary Metilda, **Employer Branding-A Conceptual Study**, Journal-JMFSMRS, March 2012, ISSN: 2277 3622.
- ✓ V. Uma, Dr. R. Mary Metilda, **Employer Branding – A Empirical Study**, Asian Journal of Management, Vol. 3, Issue. 2, April 2012, ISSN: 0976- 495X.
- ✓ 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.
- ✓ V. Uma, “**An Empirical Study on Organizational Climate with special reference to Water pumps manufacturing company**”, Indo Asian Journal of Management and Entrepreneurship, ISSN No: 2319-2992
- ✓ V. Uma, “**A Study on Employee job satisfaction with reference to coach factory**”, IJRCM, ISBN NO: 0976 – 2183
- ✓ 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.
- ✓ Dr. 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.
- ✓ Dr. 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
- ✓ Dr. V.Uma, **A Study on Employee Awareness on Anti-sexual Harassment Policy** in one of the leading hospitals, Bangalore, International Journal of Scientific Research in Engineering and Managaement, March 2020, Vol 4, Issue 3, ISSN:2582-3930

- ✓ Dr. V. Uma, **Effectiveness of Diagnostic Practices to reduce specimen labeling error in Hospitals, Coimbatore**, International Journal of Trend in Scientific Research and Development, March-April 2020, Vol 4, Issue 3, ISSN:2456-6470
- ✓ Dr. V. Uma, **Nurses awareness on Infection control in Tertiary care Hospital, Kerala**, International Journal of Research and Analytical reviews, March 2020 Vol 7, Issue 1, ISSN: 2349-5138
- ✓ Dr. V.Uma, **A Study on Employee Awareness on Anti-sexual Harassment Policy** in one of the leading hospitals, Bangalore, International Journal of Scientific Research in Engineering and Managaement, March 2020, Vol 4, Issue 3, ISSN:2582-3930
- ✓ Dr. V. Uma, **Effectiveness of Diagnostic Practices to reduce specimen labeling error in Hospitals, Coimbatore**, International Journal of Trend in Scientific Research and Development, March-April 2020, Vol 4, Issue 3, ISSN:2456-6470
- ✓ Dr. V. Uma, **Nurses awareness on Infection control in Tertiary care Hospital, Kerala**, International Journal of Research and Analytical reviews, March 2020 Vol 7, Issue 1, ISSN: 2349-5138
- ✓ Dr. V. Uma , **A study on Effectiveness of Induction programme among employees, in one of the multi-speciality hospital in Hyderabad**, International Journal of Managmeent and Commerce innovation, ISSN 2348-7585
- ✓ Dr. V. Uma, **A study on Perception of Employees on Employee retention in one of the preeminent hospitals in south zone of Tamilnadu**, Innovative Journal of Business and Management, ISSN 2277:4947
- ✓ Dr. V. Uma, **A study on the Discharge delay of insurance patients in a Quaternary care hospital at Trivandrum**, International Journal of research and analytical reviews ISSN 2349-5138
- ✓ Dr. V. Uma, **A study on Training needs analysis of nurses, in a multi-specialty Hospital, Coimbatore**, EPRA International Journal of Research and Development, ISSN 2455-7838
- ✓ Dr. V. Uma, **A study on Employee attrition rate in one of the multispecialty hospital in Bangalore**, International Journal of Innovative Science and Research Technology, ISSN:2456-2165
- ✓ Dr. V. Uma, **A Study on Performance appraisal of Employees in one of the leading Hospital, Madurai**, Recent Trends in Data Mining and Business Forecasting, Volume -2, Issue -1 (January- June 2021).

- ✓ Dr. V. Uma, **A study on awareness of Infection control and its training effectiveness among nurses in one of the multi-specialty hospital, Madurai**, International Journal of Healthcare Science Volume 9, Issue 1, April – September 2021 ISSN-2348-5728
- ✓ Dr. V. Uma, **A Study on Patient Satisfaction at Fertility center, Coimbatore**, International Journal of Scientific Research in Engineering and Management, Vol 5 Issue 4, April 2021 ISSN: 2582-3930
- ✓ Dr. V. Uma, **A Study on adherence surgical safety checklist in Operation theatres in one of the leading hospitals, Bangalore**, International Journal of Scientific Research in Engineering and Management, Vol 5 Issue 4, April 2021 ISSN: 2582-3930
- ✓ Dr. V. Uma, **A Study on OutPatient Satisfaction at Fertility center, Coimbatore**, International Journal of Scientific Research in Engineering and Management, Vol 5 Issue 4, April 2021 ISSN: 2582-3930
- ✓ Dr. V. Uma, **A Study on Turnaround time among outpatients in Pulmonology Department , in a Multispeciality Hospital, Coimbatore**, International Research Journal of Modernization in Engineering Technology and Science, Vol 3 Issue 4, April 2021, e-ISSN-2582-5208, Impact factor-5.354
- ✓ Dr. V. Uma, **A Conceptual study on Appliationof Digital Marketing strategies in a Multi-speciality Hospital**, International Journal of Scientific Research in Engineering and Management, Vol 5 Issue 9, September 2021, ISSN: 2582-3930

BookPublications

- 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, AnnaiMathammalSheela 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 AnnaiMathammalSheela 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,SankaraInstitute 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.
- 10) **An Overview of Cyberattacks in Banking Industry**, National Conference on Challenges in Modern Banking, Dr. G. R. Damodaran College of Science and Commerce, Coimbatore

Participation in Conference

International

- 1) Advances in Commerce & Management, Pioneer college of Arts and Science, 18-Feb-17.
- 2) Indian Rural Public Health and Non-Communicable Disease, KMCH, 6-April-19

National

- 1) Innovative Practices in Management, Paavai Engineering College, Namakkal, 31-Dec-09.
- 2) Global Business Climate-Impact of India, AnnaiMathammalSheela Engineering College, Nammakal, 9-Oct-09.
- 3) Metamorphosis of Modern Management, SNS College of Engineering, 10-Dec-10.
- 4) The Impact of LPG in Indian Business Scenario, AnnaiMathammalSheela Engineering College, Nammakal, 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,SankaraInstitute 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.
- 2) **SPSS & AMOS workshop**, Hindustan College of Arts and Science, 8& 9 –Mar-19
- 3) **Mendeley Training Course**, Dr. Kyle Lee Khai Loon, 3 -Dec-19

Participation in Faculty Development Programme

- 1) **Entrepreneurship Development**, Amrita University, 14 to 24-Dec-15.
- 2) **AICTE sponsored Two-week Faculty Development Programme on “ Business Research and Data Analysis for Social Science**, Sri Ramakrishna Business School, 20th Nov to 2ndDec-17
- 3) **Seven day Faculty Development Programme on “Quality Measures in Higher Education”**, Dr. N.G.P Arts and Science College, 3 to 9-Dec-18
- 4) **Seven day Faculty Development Programme on “NAAC Revised Accreditation Framework & OBE Assessment Methodology**, Dr. N.G.P Arts and Science College, 27 May to 2 June -19
- 5) **AICTE sponsored Two-week Faculty Development Programme on “ Research Skill Development for Management Faculty**, GRG School of Management Studies, 2 to 14th Dec-19

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.
- 4) Organizing Secretary, National Conference on Contemporary perspectives and Development in

Humanities and Management / Conference, Dr.N.G.P. Arts And Science College, Coimbatore
11.03.2020

Invited Speaker / Session Chair- Conference / Seminar / Workshop

1. Invited Speaker, Workshop on SPSS, Dr.N.G.P. Arts And Science College, Coimbatore
2. Invited Speaker, Seminar on Mental Health wellbeing, Health club, Dr.N.G.P. Arts And Science College, Coimbatore

Editorial / Review Board Member

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

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best HOD	Dr.N.G.P. Arts And Science College, Coimbatore	2020