

FACULTY PROFILE

Name of Teaching Staff / RMK ID	Mrs.A.UmaDevi / T1208			
Designation	Associate Professor , Grade I			
Department	Master of Business Administration (MBA)			
Date of Joining the Institution	15.07.2025			
Qualifications	(Ph.D)	MBA	B.Com	
Total Experience	Overall : 18 years 05 months		in RMK : -	
Papers Published in Journal	Overall : 15		After Joining RMK : -	
List of Papers Published	1. V. Selvalakshmi, T. M. U. Sree, S. Saranya, A. Uma Devi and M. S. A. Basha, "Enhancing Customer Personality Prediction using Advanced Machine Learning Techniques and Data Balancing Strategies: A Comprehensive Approach to Addressing Imbalanced Datasets in Marketing Analytics," 2025 International Conference on Intelligent Systems and Computational Networks (ICISCN), Bidar, India, 2025,pp.1-7, doi: 10.1109/ICISCN64258.2025.10934379. 2. L. Prathiba, S. Raja, A. UmaDevi, M. M. Sucharitha and M. S. A. Basha, "Leveraging Ensemble Methods for Accurate Prediction of Customer Spending Scores in Retail," 2024 3rd International Conference for Advancement in Technology (ICONAT), GOA, India, 2024,pp.1-5,doi:10.1109/ICONAT61936.2024.10774867 3. M. S. Amzad Basha, O. Varikunta, A.UmaDevi and S. Raja, "Machine Learning in HR Analytics: A Comparative Study on the Predictive Accuracy of Attrition Models," 2024 2nd International Conference on Device Intelligence, Computing and Communication Technologies (DICCT), Dehradun, India, 2024, pp. 475-480, doi: 10.1109/DICCT61038.2024.10533064.			

	4. A. UmaDevi, D. Revathi, S. N, A. Mangal, A. Kumar and S. N, "Fostering a Predictive Model with Neural Networks Trading in the Forex Market using AI Technology," 2023 7th International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC), Kirtipur, Nepal, 2023, pp. 578-583, doi: 10.1109/I-SMAC58438.2023.10290338. 5. Ganesan @ Kanagaraj, A.UmaDevi “Mutual Fund Investor: How to become good at Investing, Y MER (UGC Care),Vol.No.22, Issue No.10: October 2023(UGC Care) 6. A. UmaDevi, R. Vishal Kumar, P. S. Priya, M. S. Amzad Basha, M. M. Sucharitha and P. M. Oveis, "A Data Mining approach on the Performance of Machine Learning Methods for Share Price Forecasting using the Weka Environment," 2023 Fifth International Conference on Electrical, Computer and Communication Technologies (ICECCT), Erode, India, 2023, pp. 01-06, doi: 10.1109/ICECCT56650.2023.10179772. 7. M. S. Amzad Basha, M. Martha Sucharitha, A. Uma Devi, M. Ashok and P. M. Oveis, "Exploring Machine Learning Models to Predict the Diamond Price: A Data Mining Utility Using Weka," 2023 9th International Conference on Advanced Computing and Communication Systems (ICACCS), Coimbatore, India, 2023, pp. 1870-1877, doi: 10.1109/ICACCS57279.2023.10112851 8. M. S. A. Basha, S. Christina, A. Uma Devi, M. M. Sucharitha and A. Maheshwari, "A Study on Student Cyber Safety Consciousness in the Light of Online Learning," 2022 IEEE 19th India Council International Conference (INDICON), Kochi, India, 2022, pp. 1-6, doi: 10.1109/INDICON56171.2022.10039968. 9. J. Faritha Banu, S. Neelakandan, B.T Geetha, V. Selvalakshmi, A. Umadevi, “Artificial Intelligence Based Customer Churn Prediction Model for Business
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	Markets, Hindawi - Computational Intelligence, September 2022, DoI:10.1155/2022/1703696 10. K.Guru, S Raja, A. UmaDevi, “Emerging Trends in ICT and its influence on digital competency of teachers in higher education” published in International Journal of Early Childhood Special Education (INT- JECS), DOI:10.9756/INT-JECSE/V14 1.282, ISSN:1308-5581 Vol 14, Issue 01,2022, PP:2396-2402 11. K Guru, A UmaDevi, “A Study on Lean Manufacturing Adoption in Confectionaries with reference to Candy Production” Studies in Indian Place Names, ISSN 2394-3114, Vol:40, Issue:59, March 2020 12. Ashok M, A UmaDevi, “Smart farming management using data analytics”, International Journal of Research and Analytical Reviews Special Issue Page No: 101-104, March 2019 13. Ashok M, A UmaDevi, “An Intelligent SMAC Based Business model for Data Embezzlement System”, Emperor international journal of Finance and management research, Vol-IV Page No:205-208,March-2018 14. A UmaDevi, “Teaching Current Generation – A Pedagogy for digital learners”, Indo Asian Journal of Multidisciplinary Research (IAJMR),Vol.: 2 Page No: 98-99, ISSN No: 2454-1370 Jan 2016 15. Ashok M, A UmaDevi, “A Business Analytical Model for Data Embezzlement System” ,International Journal of Business Intelligence & Innovations, Vol 1, Issue 2,Pg:91-95 April 2015, ISSN 23487405
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Papers Presented in Conferences (Scopus / WoS indexed only)	Overall : 4	After Joining RMK :Nil
Ph.Ds / Projects Guided	Ph.Ds Guided : NA	Student Projects Guided : Nil
Books Published :	Count : 3	

	1. Dr.L.Sujatha, Dr.J.Anand, A.UmaDevi , “Management Accounting”, Wisdom India Publications, ISBN No: 978-8196256470, First Edition, June 2023 2. Dr.K.Guru, Dr.S. Raja, A.UmaDevi , “Information Systems Management”, Global Learners Academy of Development, ISBN 978-81-949922-2-6, May 2021 3. Dr.Radha Ganesh Kumar, Dr.K.Guru, A.UmaDevi , “Service Operations Management,Global Learners Academy of Development, ISBN 978-81- 949922-5-7, March 2021	
Patents	Published Count : 4	Granted Count : -
	1. UK design Patent on performance evaluation and feedback management has received grant during Jan 2025. (No. 6416307) 2. Australian Patent titled “Block Chain Based Rice ATM” has received grant during October 2020. (No.2020102839) 3. Patent titled “Block Chain Based Shopping Cart” was published as an Inventor during June 2020. No.202041020687) 4. Patent titled “Programming the supply chain network for customers with uncertain demand” filed and published as an Applicant and Inventor during Jan 2020 (No.202041001195)	
Professional Memberships	Count : 01	
	1. Life Member of ISTE (LM 106629)	
Consultancy Projects Completed	Count : 01 1. Undertaken consultancy activity with Caleido Xenia Private Limited on Project Costing (Pro bono Consulting) during August 2023.	
Awards Received	Count : 03 1. NPTEL recognised as Discipline Star for studying more than 56 weeks of courses in the discipline of Humanities & Sciences, Jun 2025. 2. NPTEL recognised as Discipline Star for studying more than 56 weeks of courses in the discipline of Management, Dec 2023	

	3. Ranked as topper in NPTEL online Certification Course on “Principles of Human Resource Management”, April 2017
Research grants Received	1. Received fund for research from Tamil Nadu State Council for Science & Technology under Student Project Scheme (SS-712) during 2023-2024.
Orchid Link / ID	https://orcid.org/0000-0002-6065-2540
Google Scholar Link / ID	http://scholar.google.co.in/citations?user=v0Sn6QMAAAAJ
Vidwan Link / ID	https://vidwan.inflibnet.ac.in/profile/635640
Research Gate Link / ID	-
Scopus Link / ID	http://www.scopus.com/authid/detail.url?authorId=57476033700