

Profile

Mrs.N.Uma Devi

Assistant Professor

Department of Commerce

Qualification: B.B.A., M.Com., M.Phil., NET., SET., (PH.D)

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Joining Date: 3 – 12- 2025

Teaching Experience: [N.M.S.S. Vellaichamy Nadar College](#), June 2019-February 2021



Paper Published - Peer-Reviewed Journals/UGC care List

- Paper title “**Emerging trends in Digital Cab services in India**” published in International Journal of Research and Analytical Reviews, ISSN 2349 – 5138, Jan-2019, Impact factor – 5.75
- Paper title “**A Study on Corporate Social Responsibility Accounting in India**” published in International Journal of Research in Humanities & Social Science, ISSN(P)2347-5404 ISSN(O):2320771X, Vol.8,Sp.Issue:2,June:2020
- Paper title “**The impact of financial literacy of women IT professionals on their investment portfolio strategy in India**” published in South Indian Journal of social science, ISSN: 09720-08945, vol.XXI, January – June 2023, No.33 UGC care approved, Group – I, Bi annual Journal.
- Paper entitled “**WORKING WOMEN PERCEPTION TOWARDS DIGITAL CURRENCY IN MADURAI CITY**” published with YMER Digital, ISSN 0044-0477 in Volume 23 Issue 12(December 2024)
- Paper title “**Barriers to Financial Inclusion for Women in the Unorganized Sector: A Study from Tamil Nadu, Karnataka, Andhra Pradesh, and Telangana**” published in the South Asian Journal of Management and Research (SAJMR) – (UGC Care Listed) – ISSN: 0974-763X - Volume 15 Issue No. 2 - April 2025.

- Paper title “**Enhancing Economic Stability for Women in Gig Economy**” published in the International Journal of Research and Analytical Reviews | IJRAR | E-ISSN 2348-1269, P- ISSN 2349-5138, ISSN and UGC Approved, 7.17 Impact factor, Refereed Journal, Peer Journal and Indexed Journal (E-ISSN 2348-1269, P- ISSN 2349-5138). Volume 12 Issue 2 May 2025, Date of Publication: 06-May-2025
- Paper title “**Advancing Financial Inclusion for Women in India’s Unorganized Sector: A Quantitative Assessment of Barriers and Enablers**” published in the Anusandhanvallari - (UGC Care Listed) Vol 2025, No.1 September 2025 ISSN 2229-3388

Paper Presented – Conference/Seminar:

- Paper Presented in the **International conference on “Contemporary Issues, Challenges and Recommendations on Digitalization”** organized by PG and Research Department of Commerce, Manner Thirumalai Naicker College, Madurai on 4th January 2019, paper titled as “**Emerging Trends in digital cab services in India**”
- Paper Presented in the **National level seminar on “Make in Digital India Challenges and opportunities”** organized by PG and Research Department of Commerce, NMSS.Vellaichamy Nadar college, Madurai on 7th March 2019, **paper titled as Role of Make in India in Economic Development”.**
- Presented a paper titled “**A study on corporate social responsibility accounting in India**” in this International Webinar Jointly organised by RET Academy...(RAIJMR) & Dept. of Education, K.M.C.L. University, Lucknow on 16th May, 2020.
- Paper Presented in the **International conference (Online Mode) NXT GEN LOGISTICS and SCM 5.0** on 11th May 2022 Conducted by Department of Logistic Management, Alagappa University, Karaikudi. Paper entitled as “**A Study of Financial Literacy Among Women Teaching Fraternity in Arts and Science College in Madurai City”.**
- Paper Presented in **Two - day International Conference (Hybrid) On Innovative Practices in Commerce, Management, Humanities and Technology IPCMHT-22** by PATRICIAN COLLEGE OF ARTS AND SCIENCE, Post Graduate & Research

Department of Commerce Canal Bank Road, Gandhi Nagar, Adyar, Chennai-600020 on 25th & 26th August 2022. Paper entitled as **“A Study On Awareness On Cryptocurrency Among Working Women In Madurai City”**.

- Paper Presented in the National Conference **on “BIZ PRIME” BUSINESS PROCESS RE - ENGINEERING IN THE MODERN ERA** 28th February, 2023 conducted by Department Of Commerce (Shift-II) Loyola College (Autonomous), Chennai - 600 034 . Paper entitled as **“The impact of financial literacy of women IT professionals on their investment portfolio strategy in India”**. This paper was selected for **“The Best Paper award”** in the BIZ PRIME National Conference.
- Paper Presented in **6th International conference on Management, Accounting, Banking, Economics and Business Research for sustainable Development** on 01 &02 March ,2023 organised by Department of Commerce school of Social Science and Humanities, B.S.Abdur Rahman Crescent Instituteof Science and Technology, Vandalur, Chennai - 48. Paper entitled as **“Digitization of currency and its impact in the Indian financial system”**.
- Presented a paper titled **“Perception and Awareness on Digital Currency among Working Women in Madurai City”**in International conference on commerce and management in the digital age: trends, challenges & innovations date: 5 & 6 January, 2024, EVAM .swift hall, American college satellite campus, Madurai.
- Presented a paper titled **Digital financial literacy among millennial female workforce in Madurai District: An Empirical study** International Conference on skill development, entrepreneurship and emerging technologies for international and indian youth organised by MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS) Pasumalai, Madurai-625 004, Tamil Nadu, India on 16 February 2024.
- Presented a paper titled **“Exploring Digital Financial Literacy among Gen - Y women work force in Madurai city** in National conference on Navigating the future: Unveiling the Dynamic of Industries 5.0 organised by The Madhura College, Post Graduates and Research Department of Commerce, TPK road, Madurai – 625011 on 17th February,2024. This paper was selected for **“The Best Paper - consolation award”** in this National Conference.

- Presented a paper titled **“Boosting Financial Independence for Women Gig Workers in Madurai District”** on Two Day National Seminar Organized by Post Graduate and Research Department of Economics School of Humanities Guru Nanak College, Velachery, Chennai - 600 042 on 13th & 14th August, 2024.
- Presented a paper titled **“Navigating Changes: Impact of Digital Wallets on street vendors in Madurai city”** at the National Conference on **“Transforming Business for Sustainable Future - Challenges & Opportunities”** held at C B Bhandari Jain College, Bangalore on November 8, 2024.
- Presented a paper titled **“Bridging Financial Literacy and Portfolio Management: Insights from Women in Tech”** at the International Conference on **“Advancing Financial, Digital and Health Inclusion: Steps towards Viksit Bharat@2047”** held on **11 February 2025**, Organized by **Department of Management Studies, Faculty of Management Studies Jamia Millia Islamia, New Delhi.**

Workshop

- Participated in a Two day National level Workshop on **“StatisticalAnalysis and Interpretation using SPSS and AMOS”** organized by the Youth Welfare Studies, School of Youth Empowerment, Madurai Kamaraj University, Madurai - 21
- Participated in International online workshop on **“Basic statistical analysis and its interpretation using SPSS”** conducted by global institute of statistical solution (GISS) on April 9,10 and 11th 2022
- Participated in the **UGC - Sponsored Online Webinar on "Changing Role of Teachers - Integrated Higher Education System"** conducted by the UGC – Human Resource Development Centre, Bharathiar University held on 09-09-2022.
- Participated in International online workshop on **“Basic statistical analysis and its interpretation using SPSS”** conducted by Global institute of statistical solution (GISS) on September 24th,25th and 26th 2022
- Participated in the National level workshop on **“Academic Publication Strategy – Planning and Execution”** conducted by PG and Research Department of Commerce, NMSS.Vellaichamy Nadar College.

- Participated in the workshop on “**SYSTEMATIC LITERATURE REVIEW**” & “**BIBLIOMETRIC ANALYSIS**” conducted by Thiagarajar School of Management on Mar 31st & Apr 1-2, 2023
- Participated in the workshop on “**Time Series analysis using EViews**” Organised by the Department of Commerce, Kalasalingam Business School, on 31th August 2023
- Participated in the three days International online workshop on SEM and CFA using AMOS designed and executed by Dr.R.Ravanan, Joint Director of collegiate Education, Chennai Region, from 20 to 22, Oct.2023
- Participated in webinar on “**Research Methodology on Descriptive Statistical tools and interpretation of output**” organised by school of commerce and economics, Presidency University, Bangalore held on 12th September, 2024.
- Participated on Five day faculty Development Program on “**Applications of Generative AI in Education Industry**” To Unlock the Power of AI” conducted by Manikam Ramaswami College of Arts and Science from the school of THIYAGARAJAR SCHOOL OF MANAGEMENT on 18 - 22 November 2024 MRCAS Campus, Thirupparankudram, Madurai.
- Participated in the one-day workshop on “**Investment Awareness Program**” of the SEBI organized by SHARP, A forum of Tamilnadu chamber of Commerce & Industry, Madurai in collaboration with women studies centre, Madurai Kamaraj University held on 18th December 2024.
- Participated in the webinar titled “**Case Writing**”, Organised by the School of Business and Management, Chirst (Deemed to be University), Kengeri Champus, held on 7th August 2025.

Book Chapters National and International

- Published Book Chapter on AI-Driven Sustainability Accounting: Innovations For SDG-Aligned Corporate Reporting ISBN NO: 978-81-989755-3-9 | <https://rchubpublisher.com/aidriven/>

