

Dr. UMA PRICILDA JAIDEV

ASSOCIATE PROFESSOR,
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EDUCATIONAL QUALIFICATIONS

Qualification	Subject	Grade	Year of Passing
Ph.D	Management Sciences	Highly Commended	2014
MBA	Marketing	CGPA=3.64/4.0	2001
B.Sc	Mathematics	1 st Class	1998

ADDITIONAL QUALIFICATIONS

Qualification	Institution	Year of Passing
M.Com	Alagappa University, Karaikudi	2007
Certified Instructor of Management & Hospitality Management Subjects	AH&LA, New Jersey	2002-2004

ACADEMIC EXPERIENCE

INSTITUTION	DESIGNATION	DURATION	ROLE
VIT Business School, VIT University, Vellore.	Associate Professor	June 2010- Present	Teaching & Research
Merit International Education Foundation	Various Positions leading to Head-Academics	Nov 2001- May 2010	1. Head of all Academic activities including overall functioning of the Schools, recruitment of Faculty etc.,

Merit International Institute of Business Management			2. In charge of Training & Placements
Merit Swiss Asian School of Hotel Management			3. In charge of Overseas Continuation Programs

INDUSTRY EXPERIENCE

ORGANIZATION	DESIGNATION	DURATION	ROLE
Fifth estate communications Pvt Ltd.	Account Executive	Jan 2001-Nov 2001	Client Relationship , coordinating all aspects of advertising for two national accounts
Zion Tea Industries	March 1998- July 1999 (Full time) March 1997- Feb 1998 (part time)	Administrative Assistant	Assisting in all administrative functions including Accounts and HR Dept.

LIST OF PUBLICATIONS IN PEER REVIEWED JOURNALS

- A review of theories supporting transfer of training (Sep 2014), International Journal of Science & Research, Vol.3, No.9, 956-959
- The Influences of Learning Goal Orientation & General Self Efficacy on Transfer of Training among Engineering Students (May 2013), International Journal of Science & Research, Vol.2, No.5, 311-314
- Consumer decision making styles: An investigation involving two different products (Feb 2012), *Journal of Contemporary Management Research*, Vol. 6, No.1, 68-86.
- Pre-Training, During-Training and Post-Training Activities as Predictors of Transfer of Training (Oct 2012), IUP Journal of Management Research , Vol.11, No.4, 54-70
- Information Scientist: Contemporary innovative techno-management roles with special reference to Information Scientist vs Information Technologist: A Study, (June 2012), *Indian Journal of Information Science and Applications*, Vol. 2, No.1.
- I-Programmes of I Schools: The Emerging Academic Revolution after B Schools: An Analytical Study in the Indian Contemporary Context, International Journal of Computer Sciences and Engineering Systems, (Oct 2012), Vol. 6, No. 4, October 2012, pp. 161-166
- Information Science Contemporary Subject Scope and Periphery with Special Reference to Global Influence in India, International Journal of Image Processing and Applications, (Dec 2012), Vol.3 No.2, 2012, 63-68.

BOOK CHAPTERS

- Integrating Company Strategy with Social Marketing Programmes :Why and How?(Feb 2011) *Advanced Research Series by Macmillan Publishers, New Delhi.*

EDITED BOOKS

- E- Book of the Conference Proceedings of the 1st International Conference on Emerging Markets and Issues in Management (ICEMIM), Mudranik Technologies, ISBN: 978-81-921178-7-4

CONFERENCE PAPER PRESENTATIONS

- 34th Annual Conference of Association of Economists of Tamilnadu, 14th-15th Dec 2013 held at VIT University, Vellore, presented a paper on “The issues and challenges of having an integrated energy policy in Tamilnadu”
- 2nd International Conference on Emerging Markets and Issues in Management (ICEMIM), 19th -20th April 2013, held at VIT University, presented a paper on “Learning Goal Orientations influence on transfer of training and other training outcomes”.
- 10th AIMS –IIM B International conference on Management Research, 6th-9th Jan 2013, held at IIM-Bangalore, presented a paper on “General Self Efficacy and Transfer of Training”.
- 1st International Conference on Emerging Markets and Issues in Management (ICEMIM), 16th March 2012, held at VIT University, presented a paper on “Framework for Marketing OTC healthcare products in India”.
- 1st International Conference on Emerging Markets and Issues in Management (ICEMIM), 16th March 2012, held at VIT University, presented a paper on “Emerging Issues in Succession Planning-A GAP Analysis”.
- 1st International Conference on Emerging Markets and Issues in Management (ICEMIM), 16th March 2012, held at VIT University, presented a paper on “Learning Transfer-A Review and future research directions”.
- 6th International Conference on management research on 11th February 2012 at BIM, Trichy, presented a paper on “Consumer Decision Making Process”.
- National Conference on Micro Finance and its impact on the competitiveness of SME’s at PGSRK College, Coimbatore on 26th Dec 2010, presented a paper on “Social Marketing Programs”.

RESOURCE PERSON

- **Resource Person** for a module on Business Promotions Management at the Youth Entrepreneurs Skills Development Initiative (YES-DI) organized by United

Nations Industrial Development Organization(UNIDO) jointly with UCSSIC-India at VIT Technology Business Incubator.

AWARDS

- Conferred with Research Award in Feb 2012, by VIT University for contribution to research through publication in peer reviewed journals

LIST OF CONFERENCES & EVENTS ORGANIZED

- **Convenor** of the 2nd International Conference on Emerging Markets and Issues in Management, VIT University, April 19th -20th 2013.
- **Organizing Secretary** of the 1st International Conference on Emerging Markets and Issues in Management, VIT University, March 16th 2012.
- **Member, Organizing Committee** of the 33rd Annual International School Psychology Association(ISPA) Conference on the theme “Educational Psychology in the context of Globalization, Diversity, and Societal Challenges”, 19-23 July 2011 held at VIT University.
- **Faculty Coordinator** of the event, “Invictus ‘14”- An International Business & Management Summit, held between 7th -9th March 2014, at VIT Business School, VIT University.
- **Faculty Coordinator** of the event, “AD WARS”, in gravITas’13 an International Knowledge Carnival held between 27th-29th Sept. 2013 at VIT University.
- **Faculty Coordinator** of the event, “Invictus ‘12”- An International Business & Management Summit, held between 16th -18th March 2012, at VIT Business School, VIT University.
- **Faculty Coordinator** of the event, “AD WARS”, in gravITas’11 an International Knowledge Carnival held between 16th-18th Sept. 2011 at VIT University.
- **Organizer** of Guest Lecture on “Data Mining and Data Warehousing for CRM” Aug 23rd 2011

WORKSHOPS/SEMINARS ATTENDED

- “Teaching Through Case Method” organized by VIT Business School, VIT University on 15th November 2014
- “Technology for Teachers-Film Making”, organized by Academic Staff College, VIT University on 19th -21st May 2014
- “Advanced Data Analysis for Management Research & Decision Making”, organized by VIT Business School, VIT University on 13th -14th April 2012
- “10th Asian University Presidents Forum 2011”, on the theme “ Impact of Globalization on Higher Education Institutions”, held at VIT University on 15th Nov 2011
- “National Workshop on Research Methods”, organized by DoMS, IIT –Madras on 20th-21st August 2011

- “Statistical Analysis Software(SAS) Applications for Research”, organized by Academic Staff College, VIT University on 8th Jan 2011
- “Research Paper Writing”, organized by Academic Staff College, VIT University on 5th -7th Jan 2011
- “Essentials of Good Research-Trends and Techniques”, organized by School of Social Sciences, VIT University on 30th October 2010