



Dr UMA V R
MCom, MPhil, PhD
ASSOCIATE PROFESSOR

Qualification

Name	Programme	Institution/University	Year of Passing
PhD	PhD	Bharathiar University	2013
Others	DISM	Aptech Computer Education	2012
MPhil	MPhil	Pondicherry University	1995
PG	MCom	Pondicherry University	1994
Degree	BCS	Pondicherry University	1992

Articles in Journals

Sl.No.	Title	Name of Journal / Vol. No. / Issue No. / Page Nos	ISSN No.	Date Published
1	Determinants of Brand Preference of Two-Wheelers - The case of Rural and Semi-Urban areas in Baddi, Himachal Pradesh	International Journal of Applied Business and Economic Research / 15 / 22 / 593 - 602	0972-7302	01-Dec-2017
2	Factors Affecting Brand Preferences of Refrigerator Among the Rural and Semi Urban Population	FOCUS: International Journal of Management / 13 / - / 32 - 36	0973-9165	31-Oct-2017
3	A preferential study on investment in physical gold and investment in E Gold with special reference to Mangalore	International Journal of Research in Computer Applications and Management / 6 / 5 / 35 - 37	2231 - 1009	25-May-2016
4	Preference for Footwear: Application of Psycho graphics	Crescent Journal of Business / 1 / 1 / 52 - 62	2231 - 2994	

5	Retention Strategies	USHUS / 5 / 2 / 91 - 96	
6	Emerging Lifestyle of Women and its impact on the footwear purchase	International Journal of Research in Commerce, Economics and Management / 2 / 7 / 30 - 33	2231-4245
7	Examining the relationship between the behavior of men and their exclusive preference towards casual shoes	International Journal of Sales and Marketing Management Research and Development / 2 / 4 / 41 - 58	2249-6939 / 2249-8044
8	An empirical analysis to study the influence of behavioral pattern of men on formal shoes	International Journal of Management / 3 / 3 / 72 - 91	0976-6502 / 0976-6510
9	An Empirical analysis on the expectation of women on formal shoes in accordance to their behavior	SS International Journal of Economics and Management / 2 / 6 / 71 - 92	2231-4962
10	Examining Women's Purchase Pattern of Casual Footwear in Accordance with their Attitudes and Interests	Indian Journal of Marketing / 43 / 8 / 46 - 64	0973-8703
11	WHY DO MEN PREFER TO PURCHASE FORMAL SHOES FROM BRANDED OUTLETS?	International journal of marketing and technology / 5 / 2 / 1 - 10	2249-1058

Seminars/Conferences/Symposium

Sl.No.	Name of the Conference /Seminar /Symposium	Type of Program	Title of the Article	Role	Venue/Place	Date
1	Panel Discussion on Issues and Challenges in Health Insurance: the Road Ahead	Symposium		Panelist)	Christ UniversityChrist University, Bangalore	20/12/2017
2	Sustaining a Competitive Edge in the Changing Global Senario: Challenges, Practices & Innovations	Conference	The Determinants of Firm Value from Enterprise Risk Management Perspective: A Conceptual Framework	Presenter)	Christ UniversityBengaluru	07/02/2017
3	National Seminar on	Seminar	Viral Marketing in	Keynote	Sri Krishna Arts and	05/01/2017

	Viral Marketing of Financial Services		Financial Services	Speaker)	Science College, Coimbatore, Coimbatore, Tamil Nadu	
4		Conference	Application of Psychographics in the preference for footwear by the youth in Bengaluru - Empirical Analysis	Presenter)	Christ UniversityBangalore	-
5		Conference	The Impact of Psychographics on the Footwear purchase of Youth: Implications for the manufacturers to reposition their products	Presenter)	Christ UniversityIIM, Ahmedabad	-
6	Thinking Paradigms in Education			Participant)	Centre for Education beyond Curriculum (CEDBEC)	-
7		Seminar	Retail Talk	Presenter)	Christ UniversityBangalore	-
8	"Challenges and Opportunities of Social Media for			Participant)	P.G. & Research Department of Commerce, Voorhees College, Vellore	-
9	FDP on Corporate Governance			Participant)	Institute of Management, Christ University	-

Own MPhil/PhD Thesis

Sl.No.	Title	Guide Name	Institution	Month Year	Status
1	A COMPREHENSIVE STUDY ON MARKET CHARACTERISTICS, CONSUMER BEHAVIOR AND COMPETITION IN THE INDIAN RETAIL FOOTWEAR INDUSTRY	Dr M I Saifil Ali	BHARATHIAR UNIVERSITY, COIMBATORE		

MPhil/PhD Guided/Adjudicated

SL.No.	Title	Name of Student	Institution	Role	Status	Month Year
1	A comparative study on customer's expectations and perceptions on credit card services in old and new generation banks	Cheryl Shais Pellisary	Christ University	Supervisor	Ongoing	
2	A comprehensive study on the consumer preferences towards online marketing in consumer goods	Tejashwini G	Christ University	Supervisor	Ongoing	
3	A study on Bancassurance on the performance of banks with specific reference to the Life insurance sector	Shruthi Jose	Christ University	Supervisor	Ongoing	
4	Online banking and its impact on the Indian Banking Scenario	Sheril Michael Almeida	Madurai Kamaraj University	Supervisor	Ongoing	
5	A STUDY ON THE MIDDLE INCOME CONSUMERS' ATTITUDE TOWARDS MODERN RETAIL OUTLETS	Deepa	Christ University	Supervisor	Notification Issued	
6	Factors affecting brand preferences of consumer durables among the rural and semi urban population	Honey Gupta	Christ University	Supervisor	Ongoing	
7	The Determinants of Firm Value - Evidence from Enterprise Risk Management Perspective	Anju K J	Christ University	Supervisor	Ongoing	
8	THE DETERMINANTS OF FIRM VALUE: EVIDENCE FROM ENTERPRISE RISK MANAGEMENT PERSPECTIVE	Anju K J	Christ University	Supervisor	Ongoing	
9	KEY FACTORS ELEVATING OMNICHANNEL RETAIL CAPABILITIES: A MATURITY ASSESSMENT FRAMEWORK	Girish K	Christ University	Supervisor	Ongoing	

Workshop/FDP/Training programme Attended/Conducted

Sl.No.	Name of the Workshop/FDP/Training programme	Name of Organiser	Level	Date
1	Research and Technology in Commerce	Academic Staff College,		27/10/2017
2	Research and Publication	Academic Staff College, Christ University,	Institutional	23/09/2016
3	New Dimensions in Research	Academic Staff College, Christ University,	Institutional	23/05/2016
4	Paradigms in Research	Centre for Research, Christ University,	Institutional	30/09/2015

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