

National Institute of Technology, Tiruchirappalli:
Performa for CV of Faculty/ Staff Members

Curriculum Vitae



1. Name: P .SRIDEVI
2. Designation: Assistant Professor
3. Office Address: Dept. of Management Studies
National Institute of Technology
Tiruchirappalli – 620 015
4. Telephone (Direct) (Optional):
Telephone : 0431-250 Extn : 3711
Mobile (Optional):
5. Email (Primary): psridevi@nitt.edu Email (Secondary) :devissj@gmail.com
6. Field(s) of Specialization: Systems
7. Employment Profile

Job Title	Employer	From	To
Lecturer	Sri Manakula Vinayagar Engg. College, Pondicherry.	2001	2004
Lecturer	PREC, Thanjavur	2004	2005
Lecturer (on contract)	NIT, Trichy	2006	2007
Assistant Professor	NIT, Trichy	2007	Till Date

8. Academic Qualifications (From Highest Degree to High School):

Examination	Board / University	Year	Division/ Grade	Subjects
B.E	Annamalai University	1995-1999	First class	Electronics & Instrumentation
M.B.A	Annamalai University	1999-2001	First Class	Systems
Ph.D	National Institute of Technology, Trichy.	2015		Fuzzy Support Vector Machine

9. Academic/Administrative Responsibilities within the University

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Position	Faculty/Department/Centre/Institution	From	To
Warden	Institution	2015	Till date

10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Question Paper evaluator and curriculum evaluation	Thiyagaraja School of Management, Madurai.	2015	Till date
Reviewed articles for International Journal for Business Information System Special Issues.	Inderscience Publications	2015	Till date

11. Awards, Associateships etc.

Year of Award	Name of the Award	Awarding Organization

12. Fellowships

Year of Award	Name of the Fellowship	Awarding Organization	From (Month/Year)	To (Month/Year)

13. Details of Academic Work

(i) Curriculum Development

Developed Data Mining Techniques and Advanced Data Mining for MBA curriculum

(ii) Courses taught at Postgraduate and Undergraduate levels

Under Graduate (B.Tech):

1. Management concepts and Practices
2. Entrepreneurship and small business management

Post Graduate:

1. Management Information System (MBA and MCA)
2. Business Statistics
3. Decision support system
4. Software Project Management
5. System Analysis & Design

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6. BA & ITC in Manufacturing
7. Data Mining Techniques
8. Advance Research Methodology
9. Retail Management
10. Industrial Marketing

(iii) Projects guided at Postgraduate level
Approximately 6 projects per year for MBA programme.

(iv) Other contribution(s)

14. Details of Major R&D Projects

Title of Project	Funding Agency	Duration		Status
		From	To	Ongoing/ Completed

15. Number of PhDs guided

Name of the PhD Scholar	Title of PhD Thesis	Role(Supervisor/ Co-Supervisor)	Year of Award

16. Participation in **Workshops**/ Symposia/ Conferences/ Colloquia /Seminars/ Schools etc. (mentioning the role)

Date (s)	Title of Activity	Level of Event (International/ National/ Local)	Role (Participant/ Speaker/ Chairperson, Paper presenter, Any other)	Event Organized by	Venue
9-14 June, 2003	Quality Improvement Programme on "Teaching Methodology"	National	Participant	Technical Teachers Training Institute (TTTI), Chenna	Pondicherry
14-15 th March,	TEQUIP sponsored	National	Participant	NIT, Trichy	NIT, Trichy

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2005	“Data analytics & Data mining				
25 th May-6 th June, 2009	MHRD-AICTE sponsored SDP on “Data warehousing and Data mining”	National	Participant	NIT, Trichy	NIT, Trichy
24th August, 2009	Data Mining using PASW Modeler	National	Participant	SPSS South Asia and Department of Computer Applications	NIT, Trichy
21st June - 3rd July, 2010	MHRD-AICTE sponsored SDP on “Recent Researches on Fuzzy Logic and Neural Networks	National	Participant	Dept. of Mathematics and Electrical & Electronics Engineering	NIT, Trichy
April 4 –8, 2011	FDP on “Workshop of data analysis for management research”	National	Participant	Indian Institute of Management, Khozhikode	IIM-K

Conferences:

Date (s)	Title of Activity	Level of Event (International/ National/ Local)	Role (Participant/ Speaker/ Chairperson, Paper presenter, Any other)	Event Organized by	Venue
August 2016	“Formulation of a risk assessment model for SME's ERP project”	International	Paper Presenter	Applied Research in Engineering and Management Sciences	Kuala Lumpur, Malaysia
5-7th December	Developing an agile based	International	Paper Presenter	National Institute of	NIT, Trichy

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2014	supply chain model for Indian agro based products			Technology, Tiruchirappalli.	
11-13 December 2013	FCM based FSVM classifier on credit risk evaluation	International	Paper Presenter	Business Analytics & Intelligence conference	IIM-B
6th& 7th January 2012	Business Intelligence applications in retail sector	International	Paper Presenter	Innovations in computers, Information and communications	PSG college of Technology, Coimbatore.
6th& 7th January 2012	A Study on feasibility analysis of SAAS total cost of ownership	International	Paper Presenter	Innovations in computers, Information and communications	PSG college of Technology, Coimbatore
8-10 December 2010	A framework to prioritize risk factors of ERP project in SMEs	International	Paper Presenter	Indian Institute of Management, Bangalore.	IIM-B
28th to 30th July 2010	Post implementation review of SAP using Quality Through measurement	International	Paper Presenter	Management practices for sustainable growth conference	Annamalai University
16 -18 th July 2009.	Influence of age on stress and depression experienced by women software professionals in Chennai	International	Paper Presenter	Indigenous Management Practices	Annamalai University
8-10 th December, 2008	Indian Retail Sector Today: Its challenges in supply chain – A conceptual framework	International	Paper Presenter	Supply chain and Information management system, Dept. of Production Engineering.	NIT- Trichy
21-22 September, 2007	Factors influencing retail choice	International	Paper Presenter	Global Business Strategy in Competitive	Sri Sai Ram Institute of Management,

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	formats			Environment	Chennai.
21-22 September, 2007	Market Basket Analysis in Retailing	International	Paper Presenter	Global Business Strategy in Competitive Environment	Sri Sai Ram Institute of Management, Chennai.

17. Workshops/ Symposia/ Conferences/ Colloquia/Seminars Organized (as Chairman/ Organizing Secretary/ Convenor / Co-Convenor)

Title of Activity	Level of Event (International/ National/ Local)	Date (s)	Role	Venue
FDP on Data Mining and Data analytics	National	24th -28th November, 2014	Convenor	NIT, Trichy
FDP on Data Mining and Data Analysis	National	10-14th March, 2014	Convenor	NIT, Trichy
Nuances of Support vector machines	National	5-7th October, 2012	Co-Convenor	NIT, Trichy
Data Mining & Its Applications	National	2nd October,2011	Co-Convenor	NIT, Trichy

18. Invited Talks delivered

Topic	Date	Inviting Organization
Business Applications of Data Mining	5th October 2016	Thiyagaraja School of Management, Madurai.
The Case Study on Managerial Decision Making Process	1st September 2016	M.A.M. College of Engineering & Technology, Trichy.
Statistics for Business	September 2015	Gnanam school of Business Management, Sengipatti.
Introduction to Data Mining, Support Vector Machine and Artificial Neural Network	3 rd & 4th February 2015	Workshop on Business Analytics techniques for Decision Making in in M.A.M. College of Engineering & Technology, Trichy
Support Vector Machine	24th -28th November 2014	FDP on Data Mining and Data Analytics, NIT Trichy.
Support Vector Machine and Fuzzy Systems	10th – 14th March 2014	FDP on Data Mining and Data Analysis, NIT Trichy

19. Membership of Learned Societies

Type of Membership (Ordinary Member/ Honorary Member / Life	Organization	Membership No. with date

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Member)		

20. Academic Foreign Visits

Country	Duration of Visit	Programme

21. Publications

(A) Refereed Research Journals:

Author(s)	Title of Paper	Journal	Volume (No.)	Page no.	Year	Impact Factor of the Journal (Optional)
M. Punniyamoorthy & P. Sridevi	Identification of a standard AI based technique for credit risk analysis	Benchmarking: An International Journal	Vol. 23 Issue. 5	1381 – 1390	2016	ESCI
P.D.D. Dominic, Ahmad KamilMahmood, V. Muruges, P. Sridevi	Multi attribute analysis of offshore outsourcing location decision using a DSS model framework	International Journal of Business Information System (IJBIS)	vol.3, No. 5	445- 463	2008	Scopus Indexed
M.Hemalatha, A.V.G.Narayanan, P.Sridevi, G.S.D.S.Jayakumar	An empirical study on the influence of clearance	International Journal of Indian Culture	Vol.6, No.2	207- 226	2013	

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	sales shopping characteristics on store satisfaction and loyalty	&Business Management				
M. Hemalatha, P. Sridevi & Dr. V.J. Sivakumar	A Decision Support System Application in Retail Store Location Model- A case study of Hypermarket in Emerging Scenario	International Journal of Business and Emerging Markets (IJBEM)	Vol.3(2)	158-176	2011	
M.Hemalatha, P.Sridevi	The antecedents of clearance sales store satisfaction	Journal of Contemporary Research in Management	Vol.5, No.4	25 - 38	2010	
M. Hemalatha, P. Sridevi & Dr. V.J. Sivakumar	Multiattribute analysis of the Retail Store Location Decision	Journal of Contemporary Research in Management ISSN: 0973-9785	Vol 3, No.3	43-52	July – September, 2008	
P. Sridevi, Dr. V.J. Sivakumar & M. Hemalatha,	Data Mining Application in Retailing ISSN: 0973-9785.	Journal of Contemporary Research in Management	Vol.3, No.3	73-80	July– September, 2008	
P. Sridevi, T. Mathan Raja, N. Stalin	Design of an evaluation model for mid-size car segment using a DSS framework	International Journal of Applied Management & Technology(IJAMT)	Vol-5(2)	224 – 237	June 2007	

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(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Page numbers	Conference Theme	Venue	Year
				Details enclosed in Conferences		

(C) Books & Monographs : (Book chapter)

Author(s)	Title of Book/Monograph	Name of Publishers	Year of Publication	ISSN/ISBN Number
P. Sridevi	Developing Analytical Skills: Case Study in Management - Case on "Channel conflict management at XYZ Corporation" , P:501-508,	Shroff publishers & Distributors Pvt. Ltd.,	May 2008	ISBN 10: 81-8404-042-3
P. Sridevi	Knowledge Era Business cases - Case on "COCA-COLA" P: 128-135	SciTech Publications, Chennai.	2006	

Brief Profile: 1-2 paragraphs (not exceeding 500 words)

P.Sridevi obtained her B.E in Electronics and Instrumentation and MBA in Systems Management from Annamalai University, Chidambaram, India and awarded doctorate in National Institute of Technology in the field of Fuzzy Support Vector Machine. Currently, she is working as Assistant Professor in the Department of Management Studies, National Institute of Technology, Tiruchirappalli, India with handful of academic experience in IT analysis and Business analytics stream. Her field of interest include Data Mining, Information Systems, System Analysis and Design, and Quantitative Techniques. She has published various research papers in International and National journals, Book Chapters on case studies, presented different working of her research in International and National conferences and has reviewed articles for international journal. She is an active participant of FDP's organized by IIMs and NIT in her area. She has also organized workshops in analytics domain in her institute and had delivered invited lectures in various B-Schools.