

## PROFILE

**Dr. P.SRIDEVI**



Associate Professor  
Department of Management Studies  
National Institute of Technology  
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<https://www.nitt.edu/home/academics/departments/management/people/faculty/>

*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 Associate 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 Quantitative Techniques, Machine Learning, Information Systems, System Analysis and Design. She has published various research papers in reputed International and National journals, Book Chapters on case studies, presented different working of her research in International and National conferences and acting as reviewer of refereed international journals. She is an active participant of FDP's organized by IIMs, IITs 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. With good track of administrative responsibilities like warden, Hostel administrative committee member, Guest house advisory committee member and Associate Dean of Students welfare, she also has acted as head of the department of Management Studies from 2019-2021.*

### EDUCATIONAL QUALIFICATION

Course	Specialization	University	Year of passing out	Class Obtained / CGPA	Duration
PH.D	Fuzzy Support Vector Machine	National Institute of Technology, Trichy	2015		
MBA	Systems	Annamalai University	1999-2001	First Class	2 Years
B.E	Electronics & Instrumentation	Annamalai University	1995-1999	First Class	4 Years

## EMPLOYMENT PROFILE

Employer Name	Type of Organization	Designation	Start Date	End Date	Location
National Institute of Technology	Educational	Associate Professor	2018	Till Date	Trichy
National Institute of Technology	Educational	Assistant Professor	2007	2018	Trichy
National Institute of Technology	Educational	Lecturer (On Contract)	2006	2007	Trichy
PREC	Educational	Lecturer	2004	2005	Thanjavur
Sri Manakula Vinayagar Engg. College	Educational	Lecturer	2001	2004	Pondicherry

AREAS OF INTEREST	RESEARCH AREA
Machine Learning Business Statistics Information Management Systems Analysis & Design Software Project Management	Fuzzy Support Vector Machine Social Media Analytics E-Governance

## PUBLICATIONS

### INTERNATIONAL

1. P.Sridevi, T.Mathan Raja, N.Stalin (June 2007), “**Design of an evaluation model for mid-size car segment using a DSS framework**”, International journal of Applied Management & Technology (iJAMT – Online refereed journal), Vol-5(2), and P.no:224 – 237.
2. P.D.D. Dominic , Ahmad Kamil Mahmood , V. Murugesh , P. Sridevi (2008), “**Multiattribute analysis of offshore outsourcing location decision using a DSS model framework**”, *International journal of Business information System (IJBIS)*, vol.3, No.5, P.no:445-463. (Scopus Indexed ; C - ABDC).
3. M.Hemalatha, P.Sridevi & Dr.V.J.Sivakumar (2011), ”**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), PP 158-176. (C - ABDC)

4. M.Hemalatha, A.V.G.Narayanan, P.Sridevi, G.S.D.S.Jayakumar, “**An empirical study on the influence of clearance sales shopping characteristics on store satisfaction and loyalty**”, *Int. J. of Indian culture and Business Management*, Vol.6, No.2, pp. 207-226, 2013. (ESCI)
5. M. Punniyamorthy P. Sridevi, (2016), "**Identification of a standard AI based technique for credit risk analysis**", *Benchmarking: An International Journal*, Vol. 23 Issue. 5, pp. 1381 – 1390. (ESCI; Q1; B - ABDC).
6. Punniyamorthy, M., & Sridevi, P. (2017), “**Evaluation of a FCM-based FSVM classifier using fuzzy index**”, *International Journal of Enterprise Network Management*, 8(1), 14-34. (Scopus Indexed ; B – ABDC))
7. Thamaraiselvan N, Sridevi P, Senthilarasu B and Srinivasan.T (2017), “**Identification of the clusters of employee brand using FIMIX - PLS and FCM**”, *International journal of business forecasting and marketing intelligence*, 3(2), pp.165-184.(C – ABDC)
8. Thamaraiselvan Natarajan, Sridevi Periaiya, Senthil Arasu Balasubramaniam, Thushara Srinivasan, (2017) "**Identification and analysis of employee branding typology using fuzzy c-means clustering**", *Benchmarking: An International Journal*, Vol. 24 Issue: 5, pp.1253-1268 (ESCI; Q1; B - ABDC).
9. P.Sridevi, M.Punniyamorthy, B.Senthil Arasu (2017), “**Influence of Fuzzy index parameter on FSVM classifier performance**”, *Journal of the National science Foundation of Srilanka*, 45(4), pp. 367-379. (SCI-E) IF: 0.42
10. P.Sridevi (2018), “**Identification of suitable membership and kernel function for FCM based FSVM classifier model**”, *Cluster Computing*, Springer, <https://doi.org/10.1007/s10586-017-1533-9> ( SCI-E) IF: 2.763
11. N.Thamaraiselvan , P.Sridevi , B.Senthilarasu and Thushara Srinivasan (2018), “**Evaluation of employee brand using typological analysis in Indian airline organization**”, *International Journal of Business Excellence*, Vol.16 No.4, pp.478 – 496. (Scopus Indexed ; C - ABDC)
12. Senthil Arasu Balasubramanian, G.S. Radhakrishna, P. Sridevi, Thamaraiselvan Natarajan (2019), “**Business health characterisation of listed Indian companies using data mining techniques**”, *International Journal of Business Information Systems*, Vol. 32, Issue 3, pp. 324-363 (Scopus Indexed ; C - ABDC)
13. Senthil Arasu Balasubramanian, G.S. Radhakrishna, P. Sridevi, Thamaraiselvan Natarajan (2019), “**Modeling corporate financial distress using financial and non-**

- financial variables: The case of Indian listed companies**”, *International Journal of Law and Management*, 61(3/4):457-484 (ESCI; Scopus Indexed; C - ABDC)
14. Sridevi P, Saikiran Niduthavolu, Lakshmi Narasimhan Vedanthachari (2020), “**Analysis of content strategies of selected brand tweets and its influence on information diffusion**”, *Journal of Advances in Management Research*, <https://doi.org/10.1108/JAMR-06-2020-0107>, ISSN: 0972-7981 (ESCI ; Q2 listed)
  15. Sridevi P, Manoraj Natarajan, Lakshmi Narasimhan Vedanthachari,” **Customer’s intention to rely on online reviews**”, *International Journal of Internet Marketing and Advertising – In Print (Scopus Indexed ; C - ABDC)*
  16. Mahendramohan, B., Kannabiran, G. and Sridevi, P. (2020) ‘**Antecedents of Indian information technology service organisations moving up the value chain: a mediation model**’, *Int. J. Business Excellence* - Accepted for Publication (Scopus Indexed ; C-ABDC)
  17. Sridevi P, Saikiran Niduthavolu, Lakshmi Narasimhan Vedanthachari, “**An analysis of the brand content characteristics across high and low involvement product categories and their influence on information diffusion on Twitter**”, *I.J. of Business Innovation and Research – In Print (Scopus Indexed - Elsevier)*
  18. Mahendramohan, B., Kannabiran, G. and Sridevi, P., “**Factors influencing the moving up the value chain by Indian IT service organisations**”, *International Journal of Business Intelligence and Data Mining – Accepted for publication (Scopus Indexed)*
  19. Mahendramohan, B., Kannabiran, G. and Sridevi, P., “**The roles of absorptive capacity, IT advancement and innovativeness in moving up the value chain by Indian IT service organisations**”, *International Journal of Business Innovation and Research – Accepted for publication (Scopus Indexed)*

## NATIONAL

1. M.Hemalatha, P.Sridevi & Dr.V.J.Sivakumar, “**Multiattribute analysis of the retail store location decision**”, in *Journal of Contemporary Research in management*, Vol 3, No.3, pp:43- 52, July – September, 2008, ISSN: 0973-9785.
2. P.Sridevi, Dr.V.J.Sivakumar & M.Hemalatha , “**Data mining Application in Retailing**”, in *Journal of Contemporary Research in management*, Vol 3, No.3, pp:73-80, July – September, 2008, ISSN : 0973-9785.

3. P.Sridevi (2020), “**Interview on Artificial Intelligence: Applications in Business**”, in Domain-The Journal of Management Research, Vol.13, Issue-1, pp :34-37.

## **BOOK CHAPTER**

1. P.Sridevi, **Case on “Coca – Cola”** in Knowledge Era - Business cases by SciTech publications, Chennai, pp – 128 – 135, 2006.
2. P.Sridevi, A case on “**Channel conflict management at XYZ Corporation**” in Developing Analytical Skills: Case studies in management by Shroff publishers & Distributors Pvt. Ltd., First edition, pp: 501-508, May 2008.

## **CONFERENCE**

### **INTERNATIONAL**

1. Presented a paper on “**Impact of Market Basket Analysis in retailing**”, in the *Global Business Strategy in Competitive Environment* conference, organized by Sri Sai Ram institute of Management, Chennai on 21-22 September, 2007.
2. Presented a paper on “**Factors influencing retail choice formats**”, in the *Global Business Strategy in Competitive Environment* conference, organized by Sri Sai Ram institute of Management, Chennai on 21-22 September, 2007.
3. Presented a paper on “**Indian Retail Sector Today: Its challenges in supply chain – A conceptual framework**”, in the *Supply chain and Information management* system conference, organized by National Institute of Technology, Tiruchirappalli on 8-10 December, 2008.
4. Presented a paper on “**Influence of age on stress and depression experienced by women software professionals in Chennai**”, in the *Indigenous Management Practices* conference, organized by Department of Business Administration, Annamalai University on 16 -8<sup>th</sup> July 2009.
5. Presented a paper on “**Construction of clearance sales store attributes model for predicting store satisfaction**”, in the Management practices for sustainable growth conference, organized by Department of Business Administration, Annamalai University on 28<sup>th</sup> to 30<sup>th</sup> July 2010.

6. Presented a paper on “**Post implementation review of SAP using Quality Through measurement**”, in the Management practices for sustainable growth conference, organized by Department of Business Administration, Annamalai University on 28<sup>th</sup> to 30<sup>th</sup> July 2010.
7. Presented a paper on “**A framework to prioritize risk factors of ERP project in SMEs**” in Entrepreneurship and New Venture Creation International Conference in Indian Institute of Management, Bangalore, 8-10 December 2010.
8. Presented a paper on “**A Study on feasibility analysis of SAAS total cost of ownership**” in the Innovations in computers, Information and communications conference in PSG college of Technology, Coimbatore on 6<sup>th</sup> & 7<sup>th</sup> January 2012.
9. Presented a paper on “**Business Intelligence applications in retail sector**” in the Innovations in computers, Information and communications conference in PSG college of Technology, Coimbatore on 6<sup>th</sup> & 7<sup>th</sup> January 2012.
10. Presented a paper on “**FCM based FSVM classifier on credit risk evaluation**” in the Business Analytics & Intelligence conference organized by Indian Institute of Management, Bangalore, 11- 13 December 2013.
11. Presented a paper on “**Developing an agile based supply chain model for Indian agro based products**” in the International conference on Advances in Design & Manufacturing organized by National Institute of Technology, Tiruchirappalli, 5- 7<sup>th</sup> December 2014.
12. Presented a paper on “**Formulation of a Risk Assessment Model for SME’s ERP Project**” in the 8th International Conference on Applied Research in Engineering and Management Sciences - Kuala Lumpur, Malaysia, August 2016.
13. Presented a paper on “**Mining online customer reviews to analyse service quality of hotels**”, in the International conference on Business Analytics & Intelligence organized by Indian Institute of Science, Bangalore, 19-21 December 2016.
14. Presented a paper on “**Perceptual mapping of Indian Mobile Brands using Textual analytics**”, IIM Indore-NASMEI Summer Marketing Conference organized by IIM – Indore, 27-29 July 2017.
15. Presented a paper on “**The probability of disease Outbreaks in various parts of the world based on past outbreaks using Data Mining techniques**”, in the International conference on Applied research in engineering and Management sciences organized by AMITY – BSMED-DSU-ARC, Singapore, 16<sup>th</sup> – 20<sup>th</sup> August 2019.

16. Presented a paper on “ **Digital Transformation for Recovery, Resilience & Adoption during Post-Covid in India**”, in the International Management Conference on Post-Covid Management Strategies: Recovery, Resilience & Adoption organized by IIM-Bodhgaya, 23-24 April 2021.

## **NATIONAL**

1. Presented a Paper on “**Problem Based Learning**”, Organized by Engineering Education Foundation, Aurangabad on October 25<sup>th</sup> & 26<sup>th</sup>, 2002.
2. Presented a paper on “**Visualizing Data Mining Models**”, in the *Human Computer Interaction* conference, organized by Kongu Institute, Erode on 23-24 February, 2007.
3. Participated in the 94<sup>th</sup> **INDIAN SCIENCE CONGRESS**, conducted in Annamalai University by ISCA on January 3 –7, 2007.
4. Presented a paper on “ **Data Mining application in retailing** “ in the 5<sup>th</sup> Business Research conference in PSG Institute of management, Coimbatore on 16<sup>th</sup> & 17<sup>th</sup> November 2007.
5. Presented a paper on “**Framework of Retail store location decision model**” in the 5<sup>th</sup> Business Research conference in PSG Institute of management, Coimbatore on 16<sup>th</sup> & 17<sup>th</sup> November 2007.
6. Presented a paper on “**The antecedents of clearance sales store satisfaction**”, in the 6<sup>th</sup> Business Research conference in PSG Institute of management, Coimbatore on 20<sup>th</sup> & 21<sup>st</sup> November 2009.
7. Presented a paper on “ **The impact of clearance sales store attributes on store loyalty**”, in the *Trends in current management practices* conference in Pavendar Bharathidasan college of engineering & Technology, Trichy on 17<sup>th</sup> & 18<sup>st</sup> September 2009.

## **SEMINAR**

1. Participated in “**Strategy for Infrastructure Development**”, Organized by Institute of Public Enterprise and Public Administration, Chennai, 12-13 February 2000.
2. Participated in one day seminar on “**Research directions in Information technology and Applications**” organized by National Institute of Technology, Tiruchirappalli, 22<sup>nd</sup> December 2006.
3. Participated in “**Support Vector Machine**”, organized by National institute of Technology, Tiruchirappalli, 8<sup>th</sup> June 2012

4. Participated in “**Conclave on Academic Reforms**”, organized by National Institute of Technology, Tiruchirappalli, 28-29 April 2015.

## **WORKSHOPS PARTICIPATED**

1. Attended a one-week Quality Improvement Programme on “**Teaching Methodology**”, Conducted by Technical Teachers Training Institute (TTTI), Chennai in Sri Manakula Vinayagar Engineering College, Pondicherry, 9-14 June 2003.
2. Participated in UGC sponsored “**case writing workshop**”, conducted by Dept. of Business Administration, Annamalai University, 19th March, 9-10 April 2005.
3. Participated in TEQUIP sponsored “**Data analytics & Data mining**” workshop, organized by Dept. of computer applications & Mathematics, National Institute of Technology, Tiruchirappalli, 14<sup>th</sup> & 15<sup>th</sup> March 2008.
4. Participated in MHRD- AICTE sponsored SDP on “**Data warehousing and Data mining**”, organized by Dept. of computer applications & Mathematics, National Institute of Technology, Tiruchirappalli, 25<sup>th</sup> May to 6<sup>th</sup> June 2009.
5. Participated in the workshop on **Data Mining using PASW Modeler** organized by SPSS South Asia and Department of Computer Applications, National Institute of Technology, Tiruchirappalli on 24<sup>th</sup> August 2009.
6. Participated in MHRD- AICTE sponsored SDP on “**Recent Researches on Fuzzy Logic and Neural Networks**”, organized by Dept. of Mathematics and Electrical & Electronics Engineering, National Institute of Technology, Tiruchirappalli, 21<sup>st</sup> June to 3<sup>rd</sup> July 2010.
7. Participated in the FDP on “**Workshop of data analysis for management research**”, organized by Indian Institute of Management, Kozhikode, April 4 – 8, 2011
8. Participated in TEQUIP sponsored “**Perspectives of Curriculum**”, organized by National Institute of Technology, Tiruchirappalli, May 9-10, 2013.
9. Participated in TEQUIP II sponsored Train-the-Trainer Program “**TCS-iON Learning Exchange**”, organized by National Institute of Technology, Tiruchirappalli, 29th January 2015.
10. Participated in “**Capacity Building of Women Managers in Higher Education**” organized by National Institute of Technology, Tiruchirappalli, 4<sup>th</sup> – 9<sup>th</sup> December 2017.

11. Participated in CEP course on “**Introduction to Machine Learning and Deep Learning**” organized by Indian Institute of Technology- Bombay, 28<sup>th</sup> – 30<sup>th</sup> December 2018.
12. Participated in CEP course on “**Advanced Techniques in Deep Learning**” organized by Indian Institute of Technology- Bombay, 23<sup>rd</sup> – 25<sup>th</sup> April 2019.
13. Participated in an online Quality Improvement programme on “**E-Content Development**” organized by National Institute of Technical Teachers Training & Research Institute, Chennai, May 11<sup>th</sup> – 15<sup>th</sup> 2020.

## WORKSHOPS ORGANIZED

S.No	Programme	Role	Period
1.	Data Mining & Its Applications	Co-Coordinator	2 <sup>nd</sup> October, 2011
2.	Nuances of Support vector machines	Coordinator	5 <sup>th</sup> -7 <sup>th</sup> October, 2012
3.	FDP on Data Mining and Data Analysis	Coordinator	10-14 <sup>th</sup> March, 2014
4.	Art of Teaching: Pedagogical Tools and Techniques – Series III	Coordinator	17 <sup>th</sup> -21 <sup>st</sup> November, 2014
5.	FDP on Data Mining and Data analytics	Coordinator	24 <sup>th</sup> -28 <sup>th</sup> November, 2014
6.	FDP on Data Mining and Data analytics	Coordinator	13 <sup>th</sup> -17 <sup>th</sup> November, 2017
7.	Data Analysis using PLS & SEM	Coordinator	7 <sup>th</sup> – 11 <sup>th</sup> September 2019
8.	Business Analytics & Its Applications Using R	Coordinator	28 <sup>th</sup> September - 2 <sup>nd</sup> October 2019
9.	TEQIP-III sponsored Capacity Building of Women Faculty in Higher Education	Coordinator	9 <sup>th</sup> -13 <sup>th</sup> December 2019
10.	Institute Sponsored Capacity Building of Women Faculty in Higher Education	Coordinator	23 <sup>rd</sup> – 25 <sup>th</sup> March 2021

**MDP:** Organised Management Development Programme on E-Content Development for executives of Neyveli Lignite Corporation, Neyveli on 24<sup>th</sup> – 26<sup>th</sup> February 2021.

**Conference:** Organised a National level conference on “**BUSINESS MANAGEMENT AND ANALYTICS**” in the theme “Life after Pandemic – From New Normal to New Future” on 30<sup>th</sup> April 2021.

## No. OF ONGOING PH.D'S

S.No.	Name of the PhD Scholar	Area of Research	Role(Supervisor/ Co-Supervisor)
<b>FULL TIME</b>			
1.	SAI KIRAN KUMAR N	Social Media Analytics	Supervisor
2.	SOBHA J	Fake news detection & BCT	Supervisor
3.	N.MANORAJ	Customer's intention to rely on online reviews	Supervisor
4.	NANDUKRISHNA AJITH/ JRF	OTT Video Streaming Applications	Supervisor
5.	SATISH	Social Media Marketing	Supervisor
<b>PART TIME</b>			
1.	NIVETHA S	IPO Market Analysis	Supervisor
2.	CYRIAC JOSE	E-Commerce	Supervisor
3.	S.SUDHARSAN	E- Governance	Supervisor
4.	IRFAN BASHA	Transfer Learning for NLP	Supervisor

## PROJECTS

Project title	Sponsor	Grant Amount	Role
A Systematic approach to Financial Distress Prediction and NPA Management of MSME in INDIA	Indian Council of Social science Research (ICSSR)	Rs.20,00,00	Co-Project Investigator

## ACADEMIC FOREIGN VISITS

S.No.	Country	Duration of Visit	Programme
1.	Malaysia	5 days	International Conference
2.	Singapore	5 days	International Conference

## INVITED SPEAKER

1. Delivered – “**Support Vector Machine and Fuzzy Systems**” in FDP on Data Mining and Data Analysis, NIT Trichy, 10<sup>th</sup> -14<sup>th</sup> March 2014.
2. Delivered – “**Support Vector Machine**” in FDP on Data Mining and Data Analytics, NIT Trichy, 24<sup>th</sup> -28<sup>th</sup> November 2014.
3. Delivered “**Introduction to Data Mining, Support Vector Machine and Artificial Neural Network**”, in FDP on Workshop on Business Analytics techniques for Decision Making in M.A.M. College of Engineering & Technology, Trichy, 3<sup>rd</sup> & 4<sup>th</sup> February 2015.
4. Delivered “**Statistics for Business**”, in Gnanam school of Business Management, Thanjavur, September 2015.
5. Delivered “**The Case study on Managerial Decision-Making Process**”, in M.A.M. College of Engineering & Technology, Trichy, 1<sup>st</sup> September 2016.
6. Delivered “**Business applications of Data Mining**”, in Thiyagarajar School of Management, Madurai, 5<sup>th</sup> October 2016.
7. Delivered “**Mining Frequent Patterns**” in FDP on Data Mining and Data Analytics, NIT Trichy, 13<sup>th</sup> November 2017.
8. Moderator of Panel discussion - **Women in Data Science** Conference organized by IIM – Trichy, 29<sup>th</sup> January 2020.
9. Delivered “**Stress Management for Teachers**” in AICTE ATAL sponsored online FDP organized by Government College of Engineering, Srirangam, Tiruchirappalli, 21<sup>st</sup> August 2020.

## ACADEMIC/INSTITUTE CONTRIBUTIONS

1. Refined Data Mining curriculum and introduced Advanced Data Mining as elective course for MBA students, 2016
2. Organizing EXCEL orientation for I Year MBA continuously from 2015
3. Organized workshop for MBA on Systems Analysis & design using UML from 2014 – 2018, 2021
4. Associate Dean (Student’s Welfare – Girl’s) from December 2017 to December 2018
5. Warden of girl’s hostel (OPAL) from 2015 to 2018
6. Member of Hostel Administrative Committee (HAC) from 2017 to 2019
7. Member of Guest house Advisory Committee from February 2019 to till date
8. Organized two one week Yoga workshop for first year B.Tech girl students of NITT, 2018

9. Management representative for PRAGYAN ISO audit of NIT-T from 2015 to till date
10. Head of the Department of Management Studies from 2019 – 2021
11. Best Department award to DOMS for 2019-2020
12. Initiated and organized one-week induction programme for I MBA on 2019 and 2020
13. Initiated and organized National level B-School event “Nisadya” on 2019 and 2020 and included social initiative scheme as part of Nisadya
14. Member of other institute committees (Interview committee, BOS representative, DC member, Scrutinizing member, Academic Audit, Question paper setter/audit and so)
15. Reviewer of refereed international journals

**P.SRIDEVI**