PROFILE

Dr. P.SRIDEVI

Associate Professor
Department of Management Studies
National Institute of Technology
Tiruchirappalli-620 015
E-mail: psridevi@nitt.edu
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 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.

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
Data Mining Techniques Business Statistics Information Management Enterprise Resource Planning (ERP) Systems Analysis & Design Software Project Management	Fuzzy Support Vector Machine

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**).

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.

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.

5. M. Punniyamoorthy 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).**

6. Punniyamoorthy, 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)**

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.

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)**.

9. P.Sridevi, M.Punniyamoorthy, 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: 2.04**

11. Thamaraiselvan N, Sridevi P, Senthilarasu B and Thushara Srinivasan, "**Evaluation of employee brand using typological analysis in Indian airline organization",** *International Journal of Business Excellence*, Inderscience (In Print) (Scopus Indexed)

12. Senthil Arasu Balasubramanian, Radhakrishna G S, Sridevi P and Thamaraiselvan Natarajan, " **Business health characterization of listed Indian companies using data mining techniques"**, I.J of Business Information System – Accepted (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, P.No: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, P.No:73-80, July – September,2008, ISSN : 0973-9785.

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 -8th 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 28th to 30th 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 28th to 30th 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 6th & 7th 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 6th & 7th 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- 7th 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.

NATIONAL

1. Presented a Paper on "**Problem Based Learning**", Organized by Engineering Education Foundation, Aurangabad on October 25th &26th, 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 94th **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 5th Business Research conference in PSG Institute of management, Coimbatore on 16th & 17th November 2007.

5. Presented a paper on "**Framework of Retail store location decision model**" in the 5th Business Research conference in PSG Institute of management, Coimbatore on 16th & 17th November 2007.

6. Presented a paper on "**The antecedents of clearance sales store satisfaction**", in the 6th Business Research conference in PSG Institute of management, Coimbatore on 20th & 21st 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 17th & 18st 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, 22nd December 2006.

3. Participated in "Suppport Vector Machine" , organized by National institute of Technology, Tiruchirappalli, 8th 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, 14th & 15th 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, 25th May to 6th 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 24th 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, 21st June to 3rd July 2010.

7. Participated in the FDP on "**Workshop of data analysis for management research**", organized by Indian Institute of Management, Khozhikode , 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, 4th – 9th December 2017.

WORKSHOPS ORGANIZED

S.No	Programme	Role	Period
1.	Data Mining & Its Applications	Co-Coordinator	2nd October, 2011
2.	Nuances of Support vector machines	Coordinator	5th-7th October, 2012
3.	FDP on Data Mining and Data Analysis	Coordinator	10-14th March, 2014
4.	Art of Teaching: Pedagogical Tools and Techniques – Series III	Coordinator	17th -21st November, 2014
5.	FDP on Data Mining and Data analytics	Coordinator	24th -28th November, 2014
6.	FDP on Data Mining and Data analytics	Coordinator	13th -17th November, 2017

No. OF ONGOING PH.D'S

S.No.	Name of the PhD Scholar	Area of Research	Role(Supervisor/ Co-Supervisor)
FULL TIME			
1.	SAI KIRAN KUMAR N	Social Media Analytics	Supervisor
2.	SOBHA J	Block Chain	Supervisor
PART TIME			
1.	NIVETHA S	Stock Market Analysis	Supervisor
2.	CYRIAC JOSE	E-Commerce	Supervisor
3.	S.SUDHARSAN	Mobile Governance	Supervisor

ACADEMIC FOREIGN VISITS

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

INVITED SPEAKER

1. Delivered – "Support Vector Machine" and "Fuzzy Systems" in FDP on **Data Mining and Data Analysis**, NIT Trichy, 10th -14th March 2014.

2. Delivered – "Support Vector Machine" in FDP on **Data Mining and Data Analytics**, NIT Trichy, 24th -28th 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, 3rd & 4th 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, 1st September 2016.

6. Delivered "Business applications of Data Mining", in Thiyagarajar School of Management, Madurai, 5th October 2016.

7. Delivered "Mining Frequent Patterns" in FDP on **Data Mining and Data Analytics**, NIT Trichy, 13th – 17th November 2017.

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. Organizing workshop for MBA on Systems Analysis & design using UML continuously from 2014

4. Associate Dean (Student's Welfare – Girl's) from December 2017

5. Acting as warden of girl's hostel (OPAL) from 2015

6. Member of Hostel Administrative Committee (HAC)

7. Executive Committee member of TANITT association from October 2017

8. Management representative for PRAGYAN ISO audit of NIT-T from 2015

9. Member of other institute committees.

P.SRIDEVI