

### **Personal Information**

Name	Dr. B.Uma Rani
Years of Experience	Teaching: 23 Years Industry: 2 Years
Email Id	umarani.b@bvrithyderabad.edu.in
Areas of Specialization	Marketing Management



### **Educational Qualifications**

Doctoral Degree	Ph.D.	Management
PG Degree	M.B.A	Marketing Management
UG Degree	B.Sc.	Bio-Physics

### **Books Published / Book Chapters / Monographs:**

#### **Books Published:**

1. Published a book titled “**Entrepreneurship and Small Business Management**”, Published by Alpha International Publication, India. ISBN: 978-93-95978-59-0, 1st edition 2022.

#### **Book Chapters:**

1. Published a paper titled “**Effect of women Entrepreneurial Characteristics in the process of Strategic Decision Making**” in edited volume titled “Disruptive Innovations in Business”, Published by Zenon Academic Publishing House, Hyderabad, India. ISBN: 978-93-85886-15-7, 1st edition 2020.
2. Published a paper titled “**Electronic Resource Management –A Perspective Beyond Books**” in edited volume titled “E-Resource Management in Electronic Information Age”, Published by Disha International Publishing House, Greater Noida, India. ISBN: 978-93-87002-09-8, 1st edition 2018.
3. Published a paper titled “**Human Resource Planning in Modern Environment**” in edited volume titled “Trends Challenges and Innovations in Management”, Published by Zenon Academic Publishing House, Hyderabad, India. ISBN: 978-81-926819-9-3, 1st edition 2015.
4. 4. Published a paper titled “**Work Life Balance of Women Entrepreneurs in India**” in edited volume titled “Managing Human Resources in Global Era- Prospects & Challenges”, Published by Zenon Academic Publishing House, Hyderabad, India. ISBN: 978-81-926819-3-1, 1st edition 2014.
5. Published a paper titled “**Economic Empowerment of Rural Women – A Challenge of 21st Century**” in edited volume titled “Changing Paradigms of Rural Management”,

Published by Zenon Academic Publishing House, New Delhi, India. ISBN: 978-81-926819-0-0, 1st edition 2013.

6. Published a paper titled “**Women Empowerment through Entrepreneurship in India**”, in edited volume titled “Women Empowerment through Entrepreneurship in India” Published by Avon publications, New Delhi, India. ISBN: 978-93-8183-900-3, 1st edition 2012.

### **Monographs:**

1. Published a Chapter titled “**Entrepreneurial Motivations as Determinants of Success – An Empirical Analysis on Women Entrepreneurs in SME’s**” in Monograph book titled “Contemporary Issues in Global Business Research Across Emerging Countries”, Published by McGraw Hill Education (India) Private Limited, Chennai, India. ISBN (13): 978-93-87432-48-2, 2018, pp 203-216.

### **Papers Published:**

1. Published a paper on “**Data Driven Insights into Social Media’s Effectiveness in Digital Communication**” in Proceedings on Engineering Sciences, Scopus Indexed, Vol. 06, No. 2 (2024) 637-644, doi: 10.24874/PES06.02.020
2. Published a paper on “**Analyzing the impact of Entrepreneurial Orientation on Integrated Marketing Communications in MSMEs: A Structural Equation Modelling Approach**” in Educational Administration: Theory and Practice, Scopus Indexed, 2024, 30(3) ISSN: 2148-2403, pp.2372–2380.doi:10.53555/kuey.v30i3.5840
3. Published a paper on “**Impact of digital marketing in the business performance of e-commerce companies**” in Journal of Positive School Psychology, Scopus Indexed, Vol. 6, No. 4, 2022, ISSN: 2717-7564, pp.6980–6986.
4. Published a paper on “**An Empirical Study on Women Entrepreneurs Personality Traits as Determinants of Success in SMEs in India**” in ICTACT Journal on Management Studies, Volume 06, Issue 04, November 2020, ISSN: 2395-1664 (Online), pp 1328-1333.
5. Published a paper on “**Women Entrepreneurship Development - A Conceptual Framework**” in International Journal of Innovative Research in Science, Engineering and Technology, Volume 9, Issue 8, August 2020, e-ISSN: 2319-8753, p-ISSN: 2320-6710, pp 7447-7451.
6. Published a paper on “**Women Entrepreneurial Motivations & Drivers of Innovation**” in Parishodh Journal, Vol.IX, Issue III, March 2020 ISSN: 2347-6648, pp 8394-8400.
7. Published a paper on “**Influence of Women Entrepreneurship Demographic factors on Business Activities - An Empirical Study**” in Parishodh Journal, Vol.VIII, Issue XI, November 2019 ISSN: 2347-6648, pp 199-204.
8. Published a paper on “**Employee Perception towards Performance Appraisal System in Banks - An Empirical Study**” in International Journal of Modern Engineering and Research Technology, Volume 6, Issue 1, January 2019, ISSN: 2348-8565, pp 36-43.

9. Published a paper on “***An Empirical Analysis on Customer Perception towards Digital Marketing***” in Asia Pacific Journal of Research, Volume I, Issue LVII, November 2017, ISSN: 2320-5504, pp 118-123.
10. Published a paper on “***Sustainability Development in India : Role of Business and its Contribution***” in World Wide Journal of Multidisciplinary Research and Development, Volume 03, Issue 11, November 2017, e-ISSN: 2454-6615, pp 60-64.
11. Published a paper on “***Transformational to Transactional : An Empirical Study on Job Satisfaction among Faculty in Engineering Colleges***” in World Wide Journal of Multidisciplinary Research and Development, Volume 03, Issue 10, October 2017, E-ISSN: 2454-6615, pp 181-185.
12. Published a paper on “***A Study on Entrepreneurial Inclination among Students***” in International Journal of Emerging Research in Management and Technology, Volume 06, Issue 08, August 2017, ISSN: 2278-9359, pp 357-362.
13. Published a paper on “***Corporate Social Responsibility of SMEs-An Indian Perspective***” in Online International Interdisciplinary Research Journal, Volume 07, Issue 04, July-Aug 2017, ISSN: 2249-9598, pp 100-105.
14. Published a paper on “***Gender Effects on Risk Propensity, Risk perceptions and Risk Taking Behaviour of Entrepreneurs- An Exploratory Analysis***” in International Journal of Science Technology and management, Volume 06, Issue 03, March 2017, ISSN: 2394-1529.
15. Published a paper in International Journal of Business and Administration Research Review on “***Impact of Socio-Economic Factors on Women Entrepreneurship in India: An Empirical Study***” in IJBARR (ISSN NO. 2348-0653), Volume No.2, Issue 11, July - Sep, 2015, pp 154-160.
16. Published a paper in International Journal of Research in Commerce, IT and Management on “***Quality of Work Life – A Critical Study on Indian Hospitals***” in IJRCM (ISSN NO.2231-5756), Volume No.3, Issue 3, March 2013, pp 97-104
17. Published a paper in International Journal of Research in Management on “***A study on Corporate Social Responsibility in Singareni Collieries Company Limited***” in IJRM (ISSN NO.2249-5738), Journal Issue 3, Volume 1, January 2013, pp 32-37.
18. Published a paper in International Journal of Research in Management on “***Stress Management of Software Companies in India – A Case Study on Sterling & Wilson Limited, Bangalore***” in IJRM (ISSN NO.2249-5738), Journal Issue 2, Volume 6, November 2012, pp 231-241.

### ***International Conference Publications***

1. Presented and published a paper on “***A Critical Study on Motivational Factors Influencing the Development of Women Entrepreneurs in SME’s in India***” in BOOK OF ABSTRACTS ADVANCES IN GLOBAL BUSINESS RESEARCH (Vol. 12, No. 1, ISSN: 1549-9332) on Conference theme “Business and Entrepreneurship Development in a Globalized Era” and Refereed Proceedings of the 12th Annual World Congress of the Academy for Global Business Advancement (AGBA), Malaysia, November 16- 19, 2015, Page 185.

2. Presented and published a paper titled ***“Role of Good Governance in Human Development in India – Issues & Challenges”***, in the International Conference on Smart Systems (ICSS- 2013) on 7-8th October, 2013, Hyderabad, India ISBN: 978-93-82163-88-6
3. Presented and published a paper titled ***“A Study of Job Stress in Faculty among selected Engineering Colleges of Hyderabad & Ranga Reddy Districts”***, in the International conference on Managing Human Resources at the work place at SDMIMD, Mysore from 14-15 December 2012.ISBN: 978-81-922146-4-1
4. Presented and published a paper titled ***“Corporate Social Responsibility of private companies in Disaster Management- An Indian Perspective”***, in the International conference on Disaster Management: Preparedness, Response and Rehabilitation” (ICDM-2012) at National Geophysical Research Institute, Hyderabad from 18th-20th October 2012.

### ***National Conference Publications***

1. Presented and published a paper titled ***“Integrated Assessment of Climate Change and Sustainable Development Linkages: A theoretical Framework”*** in National Conference on “Climate Change Adaption: Challenges & Issues in Adaptation” organized by Department of Humanities and Basic Sciences, Sphoorthy Engineering College, Hyderabad in association with Science and Engineering Research Board (SERB), DST, Government of India, New Delhi, on 24th and 25th February,2017.
2. Presented and published a paper titled ***“Human Resource Planning in Modern Business Environment- An Overview”*** in National Seminar conducted by Department of Business Management, Mahatma Gandhi University in sponsored by UGC - New Delhi on “Trends, Challenges & Innovations in Management” on 20th March 2015.
3. Presented and published a paper titled ***“A study of Women Entrepreneurship in SME’s in India- A Critical Study”*** in Tenth Biennial Conference on Entrepreneurship conducted by Entrepreneurship Development Institution of India (EDI), Ahmedabad on 20th & 21st February, 2013. ISBN 978-93-80574-47-9, Vol II.
4. Presented and published a paper titled ***“Women Empowerment in India –A critical study”*** in National Seminar conducted by Department of Commerce & Management, Osmania University on “Modern Management Practices” on 1st & 2nd February, 2013.
5. Presented and published a paper titled ***“Traits of Women as Successful Entrepreneurs –An Indian Perspective”*** in National Conference on “Women Empowerment & Entrepreneurship” jointly organized by the Women Development Cell, University of Mumbai and conducted by Tolani College of Commerce, Mumbai on 24th November, 2012. ISBN 978-93-82429-94-4.

### ***FDP’s Attended***

1. Online FDP on “Business Analytics” by SkillDzire in collaboration with AICTE from 3<sup>rd</sup> June to 30<sup>th</sup> June, 2024

2. One Week FDP on “Emerging Trends in Teaching, Innovation & Research” from 28<sup>th</sup> June 2024 to 5<sup>th</sup> July 2024 by the Department of Management Studies, Joginpally B.R Engineering College, Hyderabad.
- 3.
4. Six days Online MDP on “Empowering Entrepreneurs, Building Future” from 29<sup>th</sup> April to 4<sup>th</sup> May 2024, organized by the Department of Management Studies, Sridevi Women’s Engineering College, Hyderabad.
5. IP awareness and Training Programme under National Intellectual Property Awareness Mission (NIPAM) on March 18<sup>th</sup>, 2024 organized by Intellectual Property Office, INDIA.
6. “Incubator Capacity Building Program” organized by Directorate of Entrepreneur Innovation & Startups, JNTUH in association with ALEAP WE-HUB on 10<sup>th</sup> February, 2024.
7. One Week Online Workshop on “Advance Statistical Data Analysis using SPSS” by UP University of Medical Sciences and Science Tech. Institute, Luknow from 21st to 27th January 2024.
8. Two days International Virtual Conference on “ELT in India: Tradition Vs. Innovation” on 6<sup>th</sup> and 7<sup>th</sup> July 2023 organized by Department of Basic Sciences & Humanities, BVRIT HYDERABAD College of Engineering for Women, Hyderabad.
9. One Week Faculty Development Programme on “Data Relationships and Multivariate Analysis for Research Publications” organized by Avanthi group of Institutions from 7th to 13th February 2020.
10. One Day “Faculty Knowledge Program” organized by ICFAI Business School Hyderabad on 22nd July 2017.
11. One Day National Workshop on “Financial Literacy in India” organized by Department of Business Management, Sphoorthy Engineering College, Hyderabad on 6th May, 2017.
12. Fifteen Days National Workshop on “Entrepreneurship Development Programme” conducted by The National Institute for Entrepreneurship and Small Business development (NIESBUD) in Sphoorthy Engineering College, Hyderabad from 6th March to 21st March, 2017.
13. One Week Faculty Development Programme on “Effective Teaching Methodologies & Best Practices” organized by JB Institute of Engineering & Technology from 22nd to 28th February 2017.
14. One Day Workshop on “Positive Attitude and Communication Skills” conducted by Empower Services Training at Sphoorthy Engineering College, Hyderabad on 7th December 2016.
15. One Week Faculty Development Programme on “Effective Teaching Methods & Best Practices” conducted by JB Institute of Engineering & Technology, Hyderabad from 5th to 9th December, 2016

16. One Week Staff Development Programme on “Modern Teaching Trends in Scientific and Technical Education” conducted by Teegala Krishna Reddy Engineering College 30th June to 6th July 2014.
17. Two Week Faculty Development Programme on “Entrepreneurship” organized by Centre for Entrepreneurship Development (CED), Hyderabad from 20th to 31st August, 2013.
18. Training Programme on “Analytical Research Techniques Using SPSS” conducted by National Small Scale Industries (NSIC)- Technical Services Centre, in Hyderabad on 12th July, 2013.
19. One Day Workshop on “Face the Race” conducted by MBA Department, Teegala Krishna Reddy Engineering College on 11th July 2013.
20. Three Day Staff Development Programme on “Developing World Class Teaching Competencies- A New Prospective” conducted by Teegala Krishna Reddy Engineering College on 27th, 28th and 29th June 2013.
21. One Week Training Programme in “Basics of Content Management System” conducted by IMAGE Institute, Hyderabad from 21st May to 26th May, 2012.
22. One Day Workshop on “Entrepreneurship Development” conducted by The National Small Industries Corporation Ltd (NSIC) on 11th October, 2012.
23. Three Day Staff Development Programme on “Enhancing Teaching Skills for Technical Education” conducted by Teegala Krishna Reddy Engineering College on 28th, 29th and 30th June 2012.
24. One Day Training Programme on “Industrial Motivation Campaign” conducted by IIPC, Teegala Krishna Reddy Engineering College on 30th August 2011.
25. Staff Development Programme on “Pedagogical Approach in Teaching” conducted by Teegala Krishna Reddy Engineering College on 1st and 2nd July 2011.

***Faculty Development Programs/ Workshops / Programs Organised:***

1. Programme Coordinator for One Week National Level Faculty Development Programme (FDP) on “Assimilation of Indian Knowledge Systems with NEP- 2020: Prospect and Retrospect” – Hybrid Mode organized by Department of Basic Sciences & Humanities, BVRIT HYDERABAD College of Engineering for Women, Hyderabad from 30th July- 04th August 2024.
2. Organizer for 2-day AICTE sponsored “International Conference (Online) on Future Electric Vehicular Mobility and its Challenges (ICFEVMC- 20210)” organized by Joginpally B.R. Engineering College, Hyderabad on 21st and 22nd December, 2021.
3. Evaluator for Crafts Competition held on 10th December 2021 on the Occasion of “Human Rights Day” organized by Women empowerment Cell (WEC) Joginpally B.R. Engineering College, Hyderabad.

4. Programme Coordinator for One Week Faculty Development Programme on “Data Relationships and Multivariate Analysis for Research Publications” organized by Avanathi Degree & PG College on 7th and 13th February 2020.
5. Programme Convenor for Two days National Seminar on “Addressing Contemporary Issues in Business”, Renaissance - 2020 organized by Avanathi Degree & PG College on 7th and 8th January 2020.
6. Advisor for “Savya Sachi- A National Level Student Technical Fest” conducted by Sphoorthy Engineering College on 29th and 30th September 2017.
7. Organizing Committee Member for Two Day International Conference on “Emerging Trends in Engineering Science and Management” organized by Sphoorthy Engineering College on 17th and 18th March, 2017.
8. Chaired a Technical Session in Two Day International Conference on “Emerging Trends in Engineering Science and Management” organized by Sphoorthy Engineering College on 17th and 18th March, 2017.
9. Student Organizing Committee Member for Two Day International Conference on “Emerging Trends in Engineering Science and Management” organized by Sphoorthy Engineering College on 17th and 18th March, 2017.
10. Proceedings committee member in the National Conference on “Climate Change Adaption: Challenges & Issues in Adaptation” organized by Department of Humanities and Basic Sciences, Sphoorthy Engineering College, Hyderabad in association with Science and Engineering Research Board (SERB), DST, Government of India, New Delhi, on 24th and 25th February, 2017.
11. Organized International Women’s day Celebrations for TKR Educational Society on 8th March 2016.
12. Convenor for “Zignaasa- A National Level Student Technical Fest” conducted by Teegala Krishna Reddy Engineering College on 29th and 30th September 2015.
13. Co-ordinated Regional and Final Round of the Inter Collegiate E-Plus Club Challenge-2014 conducted by The Hindu Educational Plus.
14. Organized International Women’s day Celebrations for TKR Educational Society on 8th March 2011.
15. Convenor for “Zignaasa-2K9 A National Level Student Technical Fest” conducted by Teegala Krishna Reddy Engineering College on 14th October 2009.

### ***Online Certifications***

1. Webinar on "NEP-2020 Implementation Plan: Technology Use and Integration" conducted by JNTUHRDC held on 3rd September 2022.
2. Webinar on "NEP-2020: Changing Role of Teachers" conducted by JNTUH-HRDC held on 6th September 2022.

3. Webinar on "How to plan for Start-up and legal & Ethical Steps" Organized by Institution's Innovation Council (IIC) 4.0, Joginpally B. R. Engineering College, Hyderabad, Telangana, India on 07 April 2022.
4. Webinar on "Patent filing, Copyrights and Trademarks" organized by Institution Innovation Council (IIC) 4.0, Joginpally B.R.Engineering College, Hyderabad on 5th February 2022.
5. One week faculty development programme on "Research Essentials" organized by Department of Computer Science Engineering, Chandigarh University on 31st January to 5th February 2022.
6. Online FDP by AICTE Training And Learning (ATAL) Academy on "Sustainable Business Eco-System" by National Institute of Technology, Rourkela from 10th to 14th January 2022.
7. Online FDP by AICTE Training And Learning (ATAL) Academy on "Innovation Management" at Shiv Nadar University from 10th to 14th October 2020.
8. One week "Entrepreneurship Development Program" Conducted by Centre for Entrepreneurship Development and Business Sustainability in collaboration with Osmania Technology Business Incubator held from 5th to 11th October 2020.
9. One-day Webinar on "Digital Shift - Prioritizing Digital Commerce in a Global Pandemic"organized by Avanthi Group of Institutions held on 26th August 2020.
10. National Level Webinar on "Common man Security in Cyber world" organized by Computer Engineering Department of Vasandada Patil Pratishthan's College of Engineering & Visual Arts, Sion, Mumbai on 26th August 2020.
11. National Level Webinar on "NAAC Assessment and Accreditation Process" organized by Internal Quality Assurance Cell (IQAC), Osmania University in association with National Assessment and Accreditation Council (NAAC), Bengaluru on 19th August, 2020.
12. Two-day Webinar on "E-Resources for Teaching and Learning"organized by Avanthi Group of Institutions held on 12<sup>th</sup> and 13<sup>th</sup> August 2020.
13. One-day national Webinar on "Impact of COVID 19 on Promotion and Distribution Management" organized by the Department of Business management, University of P.G. College, Palamuru University, Mahabubnagar, Telangana on 3rd August,2020.
14. Online Webinar on "Planning Effective Digital Adoption for online Learning" conducted by Avanthi Group of Institutions on 25th July,2020.
15. Five Day Faculty Development Programme on "Insight into Revised Accreditation Framework of NAAC" organized by Internal Quality Assurance Cell (IQAC), Narsaraopeta Engineering College, Narsaraopet, Guntur, Andhra Pradesh from 1st July to 6th July, 2020.



16. Two day Online Short Term Course on “Research Methodology” conducted by UGC-Human resources Development Center, Osmania University, Hyderabad from 15th June to 17th June, 2020.

17. Online Faculty Development Program on "Interactive Session on Growing Integrally" in association with the "Trust Eager to Forge Ahead", Hyderabad during 15th, 16th, 22nd, 23rd & 30th May, 2020 organized by The Department of Mechanical Engineering, CMR Technical Campus, Hyderabad.

18. Certificate program on “What senior management of Tier II engineering colleges need to know of NBA Accreditation?” organized by InPods Ed-tech on 21st May, 2020.

19. Participated in “Faculty Program on NBA” organized by Bharati Vidyapeeth College of Engineering, Navi Mumbai on 13th May, 2020.

### ***Any Other Achievements***

1. Resource Person for Two days Workshop on “Business Model Canvas” at Mahaveer Institute of Science & Technology, Hyderabad in association with Institution’s Innovation Council

2. Appointed as Editorial Board Member in AR Research Publications and Conference World for 2017-2020.

3. Delivered a talk as Resource Person on topic “Enhancing Leadership Competencies for Women Executives” for Management Development Programmes (2016-17) at Ratan Global Business School on 25th and 26th November 2017.

4. Delivered a talk on topic “Basics of Human Resource Management” as a part of an Interactive radio Counselling (IRC) Live Transmission programme by IGNOU at Gyana Vani Studios, All India Radio, Hyderabad on 31st October 2017.

5. Delivered a talk on topic “Basics of Marketing” as a part of an Interactive radio Counselling (IRC) Live Transmission programme by IGNOU at Gyana Vani Studios, All India Radio, Hyderabad on 9th September 2017.

6. Delivered a talk as Resource Person on topic “Promoting Women Leadership through Finance Competencies” for Management Development Programmes (2016-17) at Ratan Global Business School on 27th and 28th May 2017.

7. Delivered a talk as Resource Person on topic “GST and its implications” for One Day Workshop on “Financial Literacy in India” at Sphoorthy Engineering College, Hyderabad on 6th May 2017.

8. Delivered a talk as Guest Lecture on topic “Quantitative Techniques” for Five Day Programme on “Career Counselling & Soft Skills” at Ratan Global Business School in association with Center for Corporate Research and Training Development (CRTD) on 11th July to 15th July 2016.

9. Delivered a talk as Guest Lecture on topic “Application of Statistical Tools in Research” for two-day National Level workshop on “Research Methodology in Science, Engineering &

Management” at R & D Cell, JB Institute of Engineering & Technology from 28th February and 1st March,2014.

10. Received Best Faculty award for the academic year 2015-16 from Teegala Krishna Reddy Engineering College, Hyderabad.

11. Received Best Faculty award for the academic year 2014-15 from Teegala Krishna Reddy Engineering College, Hyderabad.

12. Gold medalist in Master of Business Administration (MBA) - 1997 in the college.