

PROFILE

Name : ANITHA.V
Designation : Assistant Professor
Date of Birth : 09.05.1992
Date of Joining Service : 13.12.2017
Total Teaching Experience : 1 Year 11 Months
a) Under Graduate : 1 Year 11 Months
b) Post Graduate : -



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ACADEMIC QUALIFICATIONS:

Degree	University	Year	Division/ Grade/ Merit
M.Phil.	Bharathiar University	2017	I
M.Com.	Bharathiar University	2015	I
B.Com. (CS)	Bharathiar University	2013	I

Additional Qualification : Tally (ERP 9)

Area of Specialization : Marketing

Research Experience :

a) M.Phil./Ph.D : -

Research Output (Annexure Enclosed)

Programme	Upto 2007-08	2008-09 to 2013-14	2014-15	Total	Ongoing
-	-	-	-	-	-

FDP Attended

S.No.	Title of the Programme	Place & Date
1	FEP on Research Issues and Effective Teaching Pedagogy	TERF's Academy College of Arts and Science, Tirupur, September 28, 2018

Seminars, Conferences, Symposia, Workshops Attended

S.No.	Seminar/Conference/Symposia/Workshop	Title/Theme	Organizer	Date
1	Symposium	Demonetization: A Transition to Cashless Economy	Vellalar College for Women, Erode	February 7, 2017
2	Symposium	Strategies of Economic Reformation and Digital Transformation: Unveiling India as an Innovation Hotspot	Vellalar College for Women, Erode	August 1, 2017
3	Seminar	Re-Inventing Resources for Research	Navarasam Arts and Science College for Women, Arachalur	September 7, 2017
4	Seminar	Gender Violence and its Related Issues	Erode Sengunthar Engineering College, Perundurai	October 4, 2016
5	Workshop	Employability Skills	Vellalar College for Women, Erode	February 1 & 2, 2012
6	Workshop	Right to Information Act	Kongu Arts and Science College, Erode	February 29,

				2012
7	Workshop	Plagiarism and Citation Analysis	Bannari Amman Institute of Technology, Sathyamangalam.	April 8, 2017
8	Workshop	Portfolio Management	Vellalar College for Women, Erode	September 25, 2012
9	Conference	Corporate Social Responsibility- The Indian Perspective	Vellalar College for Women, Erode	September 18, 2012

Papers Presented

S.No.	Title of the Conference/ Seminar	Organizer	Title of the Paper	Place & Date
1	Recent Advances in E-Business : Challenges & Opportunities	Vivekanandha College of Arts & Science for Women, Tiruchengode	Electronic Insurance	February 2 & 3, 2017
2	Digital India : New Perspectives in Management of Technology and Innovation	Vellalar College for Women, Erode	Digital India-A Path to Digitally Empowered Society	February 10, 2017
3	Recent trends in Commerce & Management	Sengunthar Arts and Science College, Tiruchengode	Goods and Service Tax	February 1, 2017
4	Rural Women Entrepreneurship Skill Development in India	P.K.R. Arts College for Women, Gobichettipalayam	Role of Women in Business Planning	September 22 & 23, 2016
5	Advances in Science, Engineering and Management	Jay Shriram Group of Institutions, Tirupur	Supply chain Management-A Real Tug of War	April 6 & 7, 2018

Publication Details

a) Journal Articles

S.No.	Name of the Journal	National/International	Title of the Article	Vol./Issue, Year & Page No.
1	IRJBM	International	An Empirical Study on Consumers' Buying Behaviour and Satisfaction Towards Patanjali Products in Erode City	XI/10 October 2018 1-9
2	IJMS	International	Digital India-A Path to Digitally Empowered Society	Vol I February 2017 90-92
3	ISBN	International	Electronic Insurance	133-137

b) Articles in Edited Books

S.No.	Title of the Book	Title of the Article	Publisher	ISBN, Year & Page No.
-	-	-	-	-

Coordinator of Co-curricular Activities : Arranged seminars, workshops and guest lecture at various current topics.

Any other Information : -

ANNEXURE (Research Output)

Name of the Research Guide:

M.Phil. Produced

S.No.	Name of the Scholar	Date of the Registration	Title of the Dissertation	Date of Viva-Voce
-	-	-	-	-

M.Phil. Ongoing

S.No.	Name of the Scholar	Area of Research	Date of Registration
-	-	-	-

Projects:

- **PG -M.Com.:**An evaluation of growth, productivity and financial efficiency of Hutsun agro product limited.
- **M.Phil - Commerce:**An Empirical study on consumers' buying behaviour and satisfaction towards Patanjali products in erode city.

Declaration:

I assure that the information furnished above is true to the best of my knowledge and belief.

Yours Truly