

PROFILE



Name : MRS. V. ANITHA
Designation : Assistant Professor
Department : Department of Business Administration
Date of Birth : 13/06/1984
Date of Appointment: 02/12/2013

ACADEMIC

S. No.	Degree	University / Institution	Year of Completion
1.	B.B.A.	Madurai Kamaraj University College, Madurai.	2007
2.	M.B.A.	Alagappa University, Karaikudi.	2011
3.	M.Phil.,	Madurai Kamaraj University College -Study centre, Periyakulam.	2016

EXPERIENCE

- Assistant Professor from 2013 to till date

Area of Specialization / Interest: HR & Marketing

Academic Affiliation :

Position Held	Seminar/Workshop	Date
Member of Organizing Committee	State Level Seminar on "Entrepreneurial Thinking"	16/12/2014
Member of Organizing Committee	National Seminar on "Contemporary Development in Business"	06/01/ 2017
Member of Organizing Committee	International Workshop on " Business Process Management"	12 th December 2017
Member of organizing Committee	National Seminar on " Green Business"	11 th January 2019
Organizing committee member	National Seminar on "Entrepreneurship and Regional Development	12 th September 2019
Member of Organizing Body	VARID 2K19 World green consumer day	27 th September 2019
Member of Organizing Body	College Bazaar	Every Year
Coordinator	Online Quiz - Management Development Programme on "Guerrilla Marketing"	26 th may 2020 & 27 th May 2020
Organizing committee member	National Webinar on "Supply Chain Management	6 th June2020

	in the Post Covid world ”	
Organizing committee Member	International Webinar on “Business Capability to create Social Innovation”	17 th March 2021
Convenor	International Webinar on “Digital transformation: How can I be a part of it.”	14 th August 2021
Organizing Committee	International Webinar on Trends in Business 2023	11 th January 2024
Organizing Committee	Virtual Industrial Visit to “Unibic, Bengaluru and Plumber Riyachemy, Bengaluru	23 rd September 2021
Organizing Committee Member	Hands on Training on “How to make Eco-Friendly Rangoli Colour kolam powder	22 nd December 2021
Organizing Committee	National Leadership Day	15 th February 2022
Organizing Committee	Financial Literacy Week (NCFE), organized by National center for Financial Education	14 th to 18 th February 2022
Organizing Committee	International Employees Appreciation Day	3 rd March 2022
Organizing Committee	International Webinar on “ Business Trends in 2022” Development	30 th September 2022
Organizing Committee	National Startup Day	10 th January 2023
Convenor	Business Expo	28 th February 2023
Organizing Secretary	National SSI day	30 th August 2023
Co-Ordinator	Bharatha Natiyam World Record	7 th January 2024

PROFESSIONAL AFFILIATION :

Library committee & Physical Education 2013-14

Fine arts committee, Discipline committee, Consumer club and HEPSN in 2014-15

Extension & consumer club 2015-16

Extension, Attendance Maintenance in 2016-17

Extension, Attendance Maintenance in 2017-18

Physical Education, Fine Arts, Consumer club, HEPSN Attendance Maintenance 2018-19

NSS& Hope club 2019-20

NSS, UBA, Hope club, Fine Arts 2020-21

IQAC, NSS 2021-2022

IQAC, Physical Education – 2022 -2023

IQAC, Physical Education – 2023 - 2024

CONTACT

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Ward No.13 Allinagaram,
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PRESENTATION

Paper entitled,

- **“consumers perception attitudes in getting modern foreign goods”**, International Conference On “competencies building strategies in business and technology for sustainable development” at Sri Ganesh school of Business Management ,20th feb,2015.
- **“Globalisation and inequality of nations”**, National seminar on “changing scenario of global business management,16th December,2015.
- **“Natural Disasters and their Impacts in India”** ,State Level Seminar cum Management Meet (Triple “M”carnival) At Mary Matha College of Arts& Science (Co-Education) Periyakulam on10th February 2016.
- **“Solid Waste Management”** in National Level Seminar “Environmental Issues and Challenges for sustainable Development”-sponsored by Rajiv Gandhi national Institute of Youth Development Programme in Higher Educational Institutions Jayaraj Annapackiam College for women (Autonomous) Periyakulam on 15th- 17th February 2016.
- **Professional opportunities and challenges in Indian educational system - A Review”** in the National Conference on “Quality Assurance and Quality Sustenance in Higher Educational Institutions: Challenges and Solutions .Organised by IQAC

on 29th & 30th September 2016 at Jayaraj Annapackiam College for Women ,
Periyakulam.

- **“Plastic waste management for the conservation of Aquatic Environment-A Review”** in the national seminar on “Economic and Environmental Impact of plastic in India” organized by the Department of Economics on 8th August 2019 at Vivekananda College, Thiruvudakam West, Madurai.

PUBLICATION

- **“Natural Disaster and their Impact in India”** in International Journal PRIMAX, IF 2.532, ISSN :2321-3604, online ISSN: 2321-3612, march 2016, Page 31-34
- **Professional opportunities and challenges in Indian educational system - A Review”** in JAC Journal of Science, Humanities and Management (A National Journal) Vol.4. No.1 December 2016 ISSN 2347-9868 Pages 9- 16.
- Published paper on **“Plastic waste management for the conservation of Aquatic Environment-A Review”** in proceedings of national Seminar on “Economic and Environmental Impact of plastic in India” (ISBN 978-93-89146-51-6 pages 157 to 167)
- Published paper on **“Study on Stress Management Among Working Women with Reference to Theni”** in JAC Journal of Science, Humanities and Management (A National Journal) Vol. 10, No.1, December 2022 ISSN: 2347-9868 Pages 22 -35.
- Published a Book chapter on the Title **“Marketing and Social Media: An Evolving Symbiosis”** in the book Digital Practices in Business World, Elakkiya Publisher, Tamilur, Tenkasi, Tamil Nadu ISBN: 978-93-92649-83-7 , Chapter 38.

Other Achievements:

- Served as a question paper setter for MBA at Mother Teresa Women’s University, Kodaikanal on 19.11.2022.
- Served as a question paper setter for B. Com II Semester April 2023 - at Mother Teresa Women’s University, Kodaikanal.
- Question Paper Setter for the Summative Examination Nov.2023 at Thassim Beevi Abdul Kader College for Women, Kilakarai , Ramnad.
- Question Paper Setter for the END SEMESTER EXAMINATIONS to be held on APRIL - 2024 at Thassim Beevi Abdul Kader College for Women (Autonomous & Accredited), Kilakarai .

Awards Received :

- Received State Level Award ‘Sevai Chemmal Virudhu-2022’ on 26th January 2022 by Kaviyarasar Kalai Tamil Sangam, Velur, Namakkal.
- Received “Pasumai Semmal Viruthu” on 16th November 2023, by Pasumai Vasal

Foundation, Chinnalapatti, Dindigul District.

- Received Best Co-ordinator Award for participated in the largest event World Record Bharatha Natiyam Dance conducted by Cumbum Sathguru Sangeetha Natya Vidyalaya on 7th January 2024. Recognized by Government of Tamil Nadu Reg. No:84/2022.

SEMINARS / CONFERENCES / WORKSHOPS PARTICIPATED: 46

ONLINE ACTIVITIES/WEBINAR/QUIZ: 85