

## 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, Evening College, Periyakulam.	2016
4.	M.Com.,	Madurai Kamaraj University, Evening College, Periyakulam.	2025

### 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 <sup>th</sup> December 2017
Member of organizing Committee	National Seminar on “Green Business”	11 <sup>th</sup> January 2019
Organizing committee member	National Seminar on “Entrepreneurship and Regional Development	12 <sup>th</sup> September 2019
Member of Organizing Body	VARID 2K19 World green consumer day	27 <sup>th</sup> September 2019

Member of Organizing Body	College Bazaar	Every Year
Coordinator	Online Quiz - Management Development Programme on “Guerrilla Marketing”	26 <sup>th</sup> may 2020 & 27 <sup>th</sup> May 2020
Organizing committee member	National Webinar on “Supply Chain Management in the Post Covid world ”	6 <sup>th</sup> June 2020
Organizing committee Member	International Webinar on “Business Capability to create Social Innovation”	17 <sup>th</sup> March 2021
Convenor	International Webinar on “Digital transformation: How can I be a part of it.”	14 <sup>th</sup> August 2021
Organizing Committee	International Webinar on Trends in Business 2023	11 <sup>th</sup> January 2024
Organizing Committee	Virtual Industrial Visit to “Unibic, Bengaluru and Plumber Riyachemy, Bengaluru	23 <sup>rd</sup> September 2021
Organizing Committee Member	Hands on Training on “How to make Eco-Friendly Rangoli Colour kolam powder	22 <sup>nd</sup> December 2021
Organizing Committee	National Leadership Day	15 <sup>th</sup> February 2022
Organizing Committee	Financial Literacy Week (NCFE), organized by National center for Financial Education	14 <sup>th</sup> to 18 <sup>th</sup> February 2022
Organizing Committee	International Employees Appreciation Day	3 <sup>rd</sup> March 2022
Organizing Committee	International Webinar on “Business Trends in 2022” Development	30 <sup>th</sup> September 2022
Organizing Committee	National Startup Day	10 <sup>th</sup> January 2023
Convenor	Business Expo	28 <sup>th</sup> February 2023
Organizing Secretary	National SSI day	30 <sup>th</sup> August 2023
Co-Ordinator	Bharatha Natiyam World Record	7 <sup>th</sup> January 2024
Organizing Secretary	Management Day - BUSI FEST '24	23 <sup>rd</sup> February, 2024
Organizing Secretary	Guest lecture on Employee Appreciation Day	3 <sup>rd</sup> March, 2024
Organizing Committee	Industrial visit to Naga Limited, Dindigul.	7 <sup>th</sup> August, 2024
Organizing Secretary	In collaboration with SEBI conducted regional seminar on	27 <sup>th</sup> August, 2024

	the topic “Basics of Financial Planning and Current Trends in Market”	
Convenor	International Webinar on Trends in Business 2024	18 <sup>th</sup> September 2024
Organizing Secretary	College Bazaar in collaboration with Tamil Nadu Corporation for Development of Women”	24 <sup>th</sup> October , 2024
Organizing Committee	Industrial Visit to “Spencer Apparels – A Manufacture of Readymade garments”	22 <sup>nd</sup> July , 2025

#### **MBA Project Guidance:**

Mrs.V.Anitha , Asst. Professor in Department of Business Administration got guideship for supervising project for MBA Students under Mother Teresa Women’s university, Kodaikanal on 2022.

S.no	Name	Degree	Project Title	University / College Name Title	Year
1.	Ms.S.Glory Briskilla , Reg. No: PG MBA19A002	MBA (Through DDE)	“A Study on Stress Management Among Working women with Reference to Theni”	Mother Teresa Women’s University, Kodaikanal	2021- 2022

#### **RESOURCE PERSON:**

Title of the Presentation/Position held	Name of the Dept./Cell/Club/Seminar	Date
National Leadership Day- leadership Styles	BBA Association	15 <sup>th</sup> February 2022
Manipur – A jewel of India	BBA Association	12 <sup>th</sup> September, 2023
Resource Person - Current Affairs (Online)	Thinnai Manitha vala Memepattu Arakattalai , Theni.	24 <sup>th</sup> May, 2024
Convenor	JAC Academy (Bank Exam Coaching)	From 2025 onwards

#### **PROFESSIONAL AFFILIATION :**

Library committee & Physical Education: 2013-14

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

Extension & consumer club: 2015-16

Extension, Attendance Maintenance: 2016-17 Extension,

Attendance Maintenance :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, Discipline JACSAFA, BBA Association, Minority Cell: 2023 – 2024

Physical Education, Discipline JACSAFA, BBA Association, Minority Cell: 2024 - 2025

JACEP, Fine Arts, Discipline, JACSAFA, BBA Association, JACTILE, JAC Academy: 2025 - 2026

## CONTACT

**Permanent Address:** Mrs. V. Anitha,  
3, South Athiyamaan Street,  
Ward No.12, Allinagaram,  
Theni -625531.

**Mobile** : 9345893087

**Email** : [anithaeno@gmail.com](mailto:anithaeno@gmail.com)  
[anithabba@annejac.ac.in](mailto:anithabba@annejac.ac.in)

## 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 ,20<sup>th</sup> feb,2015.
- **“Globalisation and inequality of nations”**, National seminar on “changing scenario of global business management,16<sup>th</sup> 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 15<sup>th</sup>- 17<sup>th</sup> 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 29<sup>th</sup> & 30<sup>th</sup> 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 8<sup>th</sup> 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.
- Published Book Chapter in Today’s Multidisciplinary Research Perspective Vol.1 on ‘Enhancing Customer experience through Digital Transformation: Strategies and impact. Chapter 15, Pages – 115 - 125

## SHORT TERM COURSE:

- Participated and completed one week FDP on Research Methodology from 6<sup>th</sup> to 10<sup>th</sup> November, 2023 organized by REST society for Research International, Krishnagiri , Tamilnadu.
- Participated in 5 days short term course on “Tools and Techniques for Bibliometrics Research: Hands on training on Data Sources, Bib Excel, Biblioshiny , VOS Viewer, SPSS and MS Excel organized by Library, JAC from 3<sup>rd</sup> to 7<sup>th</sup> February, 2024.
- Participated in 7 days Online FDP on “Essential Skills for Professional Development in Higher Education” organized by Star International Foundation for Research and education on 1<sup>st</sup> July to 7<sup>th</sup> July 2024.
- Participated in National Level 5 days virtual FDP on “Outcome based Education Blended with Current Gen technology” held at United College of Arts and Science, Coimbatore from 23<sup>rd</sup> Dec to 27<sup>th</sup> 2024.
- Participated in 5 days virtual FDP on “ Digital transformation in Education” from 30<sup>th</sup>

June, 2025 to 4<sup>th</sup> July, 2025 organized by Sacred heart College (Autonomous) ,  
Tirupattur.

**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 .
- Served as a question paper setter at Mother Teresa Women's University, Kodaikanal, April, 2025.
- Question Paper Setter at Thassim Beevi Abdul Kader College for Women (Autonomous & Accredited), Kilakarai, April , 2025.

**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: 30**

