

STAFF PROFILE

Name : **M.ANITHA**
Designation : **Assistant professor**



Date of Entry into Service : **15.7.2015**

E-mail : **anithavijaya1803@gmail.com**

Mobile (Optional) : **8754242406**

Education : **M.Com., M.Phil**

Areas of specialization : **Business Statistics, Operation Research, Marketing**

Projects undertaken

Title of the Project	Name of the funding Agency	Duration	Completed/Ongoing	Amount	Remarks
Nil					

Seminars Organized

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Co-ordinator/Convener
1.demonetisation prospectus and challenges	6 th January 2017	UGC Sponsored	National	Department Of Commerce and Economics
2.Block analysis and Block chain	28 th December 2017	Department of Commerce	International	Department Of Commerce, The Madura College
3. Banking and Insurance- A catalyst towards India's Vision 2022	31 st August 2018	Department of Commerce	International	Department Of Commerce, The Madura College

Seminors, Workshop and Conferences Attended

Title of the Seminar/Conference/Workshop	Date	Sponsoring Agency	National/State/International	Organization in which attended
1.TECHIE TEACH	16-05-2020	Roseline college of education	State level webminar	Roseline college of education, sivagangai
2. Bivariate analysis using SPSS	4-06-2020	NIFT-TEA college of knitwear fashion	State level webminar	NIFT-TEA college of knitwear fashion, Tirupur.
3. Teaching for Transformation & Excellence in post covid era	6-06-2020	American College, Madurai	Faculty Development Programme	American College, Madurai
4. online quiz on corporate accounting			National level	
5.Commerce & Management	23-05-2020	Senthamarai college of arts & science	international E-Quiz competition-2020	Senthamarai college of arts & science, Madurai
6.Role of Nutrition in Every Walk of Life	31-05-2020	Government Arts & commerce college	National level webminar	Government Arts & commerce college, Gujarat
7. Role of information Technology in Health Services	10-05-2020	Nallamuthu Gounder Mahalingam College	International webminar	Nallamuthu Gounder Mahalingam College, Pollachi
8. Challenges for college teachers in the new Educational Scenario	6-06-2020	Mary Matha college of arts & science	Faculty Development Programme	Mary Matha college of arts & science, Theni
9. E-Commerce QUIZ	28-05-2020	Vivekananda college	international quiz	Vivekananda college, madurai
10.Drama is an evergreen Media	06-06-2020	Art & Craft, NKT National college of education for women	National level webminar	Art & Craft, NKT National college of education for women, Chennai

11. Future of examination: Bloom's Taxonomy E multiple Assessment tools.	8-06-2020	G.T.N Arts college	National level webminar	G.T.N Arts college, Dindugal
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Books Published:

Title of the Book Published	ISBN No.	Publisher if any	Year of Publishing	Authored/Edited
Nil				

Research Publications:

Title of the Journal	ISSN No. if any	Volume No. & Page No. if any	Year	International/ National/State
Influence on celebrity endorsement on buying behaviour	978-93-85977- 05-3		2016	National

Research Activities

Degree	No. Awarded	No. Submitted vu	No. Guiding
M.Phil.,			
Ph.D.,(Part-time)			
Ph.D. (Full-time)			

Details of Invited Lecture / Resource Person

Place	Date	Sponsoring Agency	Topic	Audience type	International/National/State Level

Academic council/Board of Studies Member

Institution	For a period of	Dept.

Honours Achieved

Agency	Recognition IN/National/State	Cash award if any(Amount)	For the service of

Service in Extra Curricular Activities (NSS/NCC/AEEP/YRC/MCCA/Club etc.,)

Whether NSS/NCC/AEEP/YRC	Period

Reviewer/editor of a journal

Title of the Journal	ISSN No. if any	International/ National/State	Impact factor/h- index

Details of Orientation and Refresher attended

Orientation/Refresher	University/College/Institute at which attended	Duration	
		from	to
Orientation programme for newly recruited teacher	The Madura College	26-9-2015	27.9.2015

Any Other Information :

Title of the Seminar/Conference/Worksh op & date	Title	Sponsoring Agency	National/State/ International	Organization in which attended
1.demonetisation prospectus and challenges on 6 th January 2017	Impact of demonetization on rural population	The Madura College	National	Department Of Commerce