

## PERSONAL PROFILE

**Name of the Faculty** :Dr .J.Anitha  
**Date of Birth** :11.05.1979  
**Department** : Commerce  
**Area of specialization** : Human Resource Management  
**Phone No** :9942883815  
**Email Id** :anithasbkavin@gmail.com

| 1. Educational Qualifications(Matriculation and onwards) |                                |                 |                     |                      | Subjects  | Specialization<br>(if any) |
|--|--------------------------------|-----------------|---------------------|----------------------|---|----------------------------|
| Name of the Degree exam                                  | University/ Institution/ Board | Year of Passing | Percentage of Marks | Division/ Class/CGPA |   |                            |
| Matriculation  | State Board                    | 1994            | 50%                 | II class             | Tamil, English, Mathematics, Science & Social Science |                            |
| Intermediate   | State Board                    | 1996            | 56%                 | II class             | Commerce,Accountancy, Auditing, Economics             |                            |
| Bachelor's Degree  | Bharathidasan University       | Apr 1999        | 58%                 | II class             | Business Administration                               |                            |
| Master's Degree  | Bharathidasan University       | Apr 2001        | 63%                 | I class              | Commerce  |                            |
| M. Phil.   | Bharathidasan University       | Apr 2005        | 82%                 | I& Distinction       | Commerce  | Human Resource Management  |
| MBA  | Periyar university,Salem.      | Mar 2010        | 65%                 | I class              | Business Administration                               |                            |
| Ph. D.   | Bharathidasan University       | October 2012    | 95%                 | I class              | Commerce  | Human Resource Management  |

| <b>Experience</b> (Enclose additional sheet, if required, in the same format): |   |                |           |                                |                   |  |
|--|---|----------------|-----------|--------------------------------|-------------------|--|
| Post Held  | University/<br>Institution                | Period         |           | No. of<br>years/<br>months     | Nature of<br>work |  |
|  |   | From           | To        |                                |                   |  |
| Assistant<br>Professor   | S.T.E.T WOMEN'S<br>COLLEGE-<br>MANNARGUDI | 16.06.200<br>5 | Till Date | Assistan<br>t<br>Profess<br>or | TEACHING          |  |

| Title of the Thesis/Dissertation (If published, give details on a separate sheet) |  | Name of the University/year of Award     | Name of Supervisor |
|---|--|--|--------------------|
| Ph.D.   | Human Resources Practices<br>State Transport Corporation<br>Kumbakonam Division –A<br>Study    | <b>Bharathidasan<br/>University/2017</b> | DR.V.Buvaneswaran  |
| M.Phil.   | A Study On the performance<br>evaluation of Mannargudi<br>urban CO-operative bank<br>Ltd,No.27 | <b>Bharathidasan<br/>University/2005</b> | N.K.,Rajendran     |

| Membership/Fellowship of learned/accredited bodies (Give details) | Year of the enrollment |
|---|------------------------|
| IARA  | 2019                   |

| Certificate/Diploma/PG Diploma/RC/OP/UG/PG/or related programmes if any from the NPTEL/MOOC/SWAYAM/FDP/RC/OP | Details of the Academic year             |
|--|--|
| NPTEL -Indian Institute of Technology, Kharagpur   | <b>Jan – Feb 2019<br/>Jan – Sep 2019</b> |

#### Research Article publication (Non ISI Journals)

| SN | Title of the paper, with Journal's name, Year of publication, Vol. No., Page Nos., etc.   | ISSN/ESSN No.  | Impact Factor | Authorship (First, second, Third or specify) |
|----|---|--|---------------|--|
| 1  | Consumer Preferences and Satisfaction towards various mobile phone service providers with special reference to Vodafone at thiruthuraipoondi town | Apr 2017,<br>8 (4):<br>Pag no:37-40<br>ISSN: 0976-2183 |               | <b>First</b>                                 |

|    |   |   |     |              |
|----|---|---|-----|--------------|
| 2  | A Study on Organisational climate with special reference to yazaki wiring technologies India pvt. Ltd Chennai.    | Aug.2014<br>Pag no:.9-17<br>ISSN:23209461         |     | <b>First</b> |
| 3. | A study on man power planning with reference to ARR Seeval private ltd. At Kumbakonam                             | March 2014<br>Pag no:82-87                        |     | <b>First</b> |
| 4  | King of Market in Britannia Biscuit – A Study   | 3(1)<br>Jan 18<br>19-23<br>2456-0979              |     | <b>First</b> |
| 5  | Vision of Indian Telecom Sector - 2020  | Vol 3,(2)<br>Feb 2018<br>11-13                    |     | <b>First</b> |
| 6  | A study on Customer satisfaction of Royal Enfield motor in Thiruthuraiipoondi                                     | Sep 2018<br>7(IX)<br>1235-1240<br>2236-6124       | 5.7 | <b>First</b> |
| 7  | A Study on People’s perception towards demonitization in Muthupettai Town   | Oct-2018<br>7(10)<br>358-363<br>2236-6124         | 5.7 | <b>First</b> |
| 8  | A study consumer attitude towards amul product  | Dec 2018,<br>VII(XII)<br>2466-2468<br>2236-6124   | 5.7 | <b>First</b> |
| 9  | Women Entrepreneurship: Issues and challenges   | Mar 2019,<br>VIII (III)<br>1778-1786<br>2236-6124 | 5.7 | <b>First</b> |
| 10 | A Study On Human Resource Planning System With Special Reference To Dharani HI-Tech projects (p)LTD in Mannargudi | January-June2021<br>Vol.51 NO.01(IV)<br>0378-4568 |     | <b>First</b> |

### Research Projects Completed

| SN | Title of Research Project | Funding Agency | Period    | PI/Co-PI/<br>Joint PI | Amount |
|----|---------------------------|----------------|-----------|-----------------------|--------|
| 1  | E-Waste Management        | ICSSR          | 2019-2020 |                       | 25,000 |

### Details of the Invited Lecture/Papers presented in Conferences/Seminars/Refresher/Orientation/FDP

| SN | Title of the Invited Lecture/Paper presented/Seminar/RC/OP/FDP etc., | Title of Conference/Seminar etc. | Organised by | Date of Presentation | Level National/International |
|----|--|----------------------------------|--------------|----------------------|------------------------------|
|----|--|----------------------------------|--------------|----------------------|------------------------------|

|    |  |  |                                    |                           |               |
|----|--|--|------------------------------------|---------------------------|---------------|
| 1. | The Faculty Development Programme on “From Good to great and Non-verbal communication for teachers” at S.T.E.T Women’s college Mannargudi on 26.09.2015      | “From Good to great and Non-verbal communication for teachers”                 | S.T.E.T Women’s college Mannargudi | 26.09.2015                | National      |
| 2. | National Seminar on “corporate social responsibility of insurance industry” at S.T.E.T Women’s college Mannargudi on 31.08.2015 and 01.09.2015.              | “corporate social responsibility of insurance industry”                        | S.T.E.T Women’s college Mannargudi | 31.08.2015 to 01.09.2015. | National      |
| 3. | International Seminar on “Social responsibility and managerial ethics-A Focus on MNCS” at S.T.E.T Women’s college Mannargudi on 04.09.2015.                  | “Social responsibility and managerial ethics-A Focus on MNCS”                  | S.T.E.T Women’s college Mannargudi | 04.09.2015.               | International |
| 4. | International Seminar on “A Study on knowledge management with special reference to Vijay Power Trichy” at S.T.E.T Women’s college Mannargudi on 04.09.2015. | “A Study on knowledge management with special reference to Vijay Power Trichy” | S.T.E.T Women’s college Mannargudi | 04.09.2015.               | International |
| 5. | National Seminar on “GST and its Impact” at S.T.E.T Women’s college Mannargudi on 04.01.2018   | “ GST and its Impact”  | S.T.E.T Women’s college Mannargudi | 04.01.2018                | National      |

|     |  |   |   |             |             |
|-----|--|---|---|-------------|-------------|
| 6.  | National level Workshop on “Sustainable Development of Indian economy through women entrepreneurship” at A.V.V.M Sri Puspam College(Autonomous),Poondi ,Thanjavur on 21.02.201 | Sustainable Development of Indian economy through women entrepreneurship” | A.V.V.M Sri Puspam College(Autonomous),Poondi,Thanjavur | 21.02.2018  | National    |
| 7.  | National conference on “Emerging challenges of Global Business Scenario” at S.T.E.T Women’s college Mannargudi on 28.02.2018   | “Emerging challenges of Global Business Scenario”                         | S.T.E.T Women’s college Mannargudi                      | 28.02.2018  | National    |
| 8.  | National Conference on “Advancement in Business in the Digital ERA 2019” at Jamal Mohamed College(Autonomous) Tiruchirappalli on 25.09.2019.                                   | “Advancement in Business in the Digital ERA 2019”                         | Jamal Mohamed College(Autonomous) Tiruchirappalli       | 25.09.2019. | National    |
| 9.  | National Seminar on “MSME’s Prospects and Challenges” at S.T.E.T Women’s college Mannargudi on 30.01.2019  | MSME’s Prospects and Challenges”  | S.T.E.T Women’s college Mannargudi                      | 30.01.2019  | National    |
| 10. | State Level Seminar on “Human Resource Trends and Innovation in 2K19” at S.T.E.T Women’s college Mannargudi on 27.02.2019  | “Human Resource Trends and Innovation in 2K19”                            | S.T.E.T Women’s college Mannargudi                      | 27.02.2019  | State Level |

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|-----|--|--|---|------------|----------|
| 11. | National Level workshop on “Digital Economy:Challenges and Opportunities”at A.V.V.M Pushpam College(Autonomoua)Poondi, Thanjavur on 31.01.2020 | “Digital Economy:Challenges and Opportunities” | A.V.V.M Pushpam College(Autonomoua)Poondi,Thanjavur | 31.01.2020 | National |
|-----|--|--|---|------------|----------|

**1. Details of the webinar organized and participated**

| SN | Title of the webinar  | Name of the Host Institution                     | Dates of the webinar    | Level National /International |
|----|---|--|-------------------------|-------------------------------|
| 1. | The Webinar On “Classroom English”  | Arasu Women’s College Of Arts And Science -Karur | 08.05.2020              | National                      |
| 2. | Webinar Post Pandemic Marketing:The Future Of Brands!                                 | National College-Thiruchirappalli                | 21.05.2020              | National                      |
| 3. | Intenational Webinar On Survival Strategies For Business After Covid-19 Lockdown      | Marudupandiyar College-Thanjavur                 | 20.05.2020              | International                 |
| 4. | The Webinar “Intellectual Property Rights”  | S.T.E.T. Women’s College-Mannargudi              | 22.05.2020              | National                      |
| 5. | Webinar Digital Marketing on post lockdown  | EGS Pillay Group Of Institutions-Nagapattinam    | 28.05.2020              | National                      |
| 6. | International Seminar on “Effective and Quality Research Writing”                     | Patrician College of Arts & Science, Chennai.    | 07.06.2021 & 15.06.2021 | International                 |
| 7. | International Seminar on Innovation, IPR, Technology Development and Entrepreneurship | ST.Claret College, Bengaluru.                    | 14.06.2021 & 19.06.2021 | International                 |

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|-----|---|--|--------------------------|----------|
| 8.  | International Yoga Day – “Enhancing Culinary Skills With Yoga Practices” .  | Bharath Institute Of Higher Education And Research Selaiyur,Chennai. | 21.06.2021               | National |
| 9.  | National Level Five Days Online Fdp On Technological Behavioural Dynamics In Teaching”                              | Bon Secours College for Women, Thanjavur.                            | 27.10.2020 & 31.10.2020. | National |
| 10. | National Level Faculty Development Programme for Educational Leaders.   | Madurai Gandhi Nmr Subbaraman College For Women.                     | 11.06.2021 & 12.06.2021  | National |
| 11. | National Webinar On NAAC Revised Framework.   | AAdhyapana, Bangalore.   | 10.06.2021               | National |
| 12. | National level Webinar on “E-learning Platforms: Reaching New Heights in the New Normal”.                           | H.H. The Rajah's College (Autonomous), Pudukkottai.                  | 7.06.2021                | National |
| 13. | National Level Webinar On "TECHTRICKS 2021".  | Annai College of Arts & Science , Trichy.                            | 1.06.2021 & 5.06.2021    | National |
| 14. | “World No Tobacco day - National level E-Quiz 2021”.  | Ppg College Of Arts And Science, Coimbatore.                         | 5.31.2021                | National |
| 15. | National level Webinar on “Covid 19 - Myths and Reality”.   | Rajah Serfoji Govt. College (Autonomous), Thanjavur.                 | 29.05.2021               | National |
| 16. | National level on Strategic Resilience and Organization Aggility.   | Valluvar College, of Science and Management.                         | 26.05.2021 & 31.05.2021  | National |
| 17. | National level on “ Convergence of Technology, Business Education and Entrepreneurship for sustainable Development. | DR.S.Gopalaraju Govt.First Grade College, Anekal.                    | 22.06.2021 & 26.06.2021  | National |

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|-----|---|--|--------------------------|----------|
| 18. | National Virtual Webinar On "Schools Of Thoughts In Economics And Historical Perspective".              | M. R. Government Arts College, Mannargudi.                                 | 11.08.2021               | National |
| 19. | FDP on " ICT Tools for Teaching and Learning."  | Department of Computer Application, STET Women's College, Mannargudi.      | 7.06.2021 & 8.06.2021    | National |
| 20. | FDP on "Prospects and Challenges of IPR".   | Department of Microbiology,, STET Women's College (A), Mannargudi.         | 18.06.2021 & 20.06.2021  | National |
| 21. | Webinar On "Importance Of Yoga And Benefits "   | STET Women's College,(A),Mannargudi.                                       | 21.06.2021               | National |
| 22. | Webinar on Entrepreneurs Mentoring and Boosting your Career   | Department of Business Administration STET Women's College (A), Mannargudi | 16.06.2021 & 17.06.2021. | National |
| 23. | "Digital Literacy: A Pre-requisite for Effective Teaching – Learning Process and Research Development". | STET Women's College (A), Mannargudi.                                      | 15.03.2021 & 16.03.2021  | National |
| 24. | Webinar on "Self & Career Development in the Digital Era"   | Department of Commerce, STET Women's College,(A) Mannargudi                | 12.02.2021 & 13.02.2021. | National |
| 25. | Fdp On"Introduction To Stata –Tool For Data Analysis".  | STET Women's College (A), Mannargudi.                                      | 3.03.2021 & 4.03.2021    | National |
| 26. | Webinar on "SELF Sustainable Farming" and "How to Create Online Platform for Business"                  | Entrepreneurship Development Cell STET Women's College (A), Mannargudi     | 08.03.2021 & 09.03.2021  | National |
| 27. | FDP on"Outcome Based Curriculum Framework".   | STET Women's College (A), Mannargudi.                                      | 28.04.2021               | National |



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| 28. | FDP on “Revised NAAC Accreditation Frame work Perception.”        | STET Women’s College (A), Mannargudi.                                 | 4.06.2021 & 5.06.2021`  | National |
| 29. | Workshop on Introducing BBA/MBA Rural Management Curriculum       | Department of Commerce and Financial Studies Bharathidasan University | 15.12.2020              | National |
| 30. | FDP on “Research Funding Agencies”.                               | ST. Anne’s Degree College for Women, Bengaluru.                       | 29.05.2021              | National |
| 31. | Webinar On “Ways Of Strengthening Msme - During And After Covid”. | Nehru Arts And Science College, Coimbatore.                           | 29.05.2021              | National |
| 32. | Webinar On “Mobile App Development.”                              | ST. Joseph’s Institute of Technology, Chennai.                        | 7.06.2021 & 9.06.2021   | National |
| 33. | Webinar on Essential of Intellectual Property Rights              | SRM TRP Engineering College, Trichy                                   | 07.06.2021              | National |
| 34. | FDP on “Intellectual Property Rights”.                            | PPG College of Arts and Science, Coimbatore.                          | 31.05.2021              | National |
| 35. | “E-Quiz on “GST”  | SIGA, College of Management and Computer Science, Villupuram.         | 30.05.2021              | National |
| 36. | Ulektz Aademic Council.   | STET Women’s College (A), Mannargudi.                                 | 16.06.2021 & 17.06.2021 | National |
| 37. | PDP on Introduction to securities Market                          | PERIYAR E.V.R College, Tiruchirappalli.                               | 21.06.2021              | National |

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|-----|---|---|-------------------------|----------|
| 38. | Faculty Development Program on Capital Markets.   | Bharathiar University, Coimbatore.                            | 22.06.2021 & 23.06.2021 | National |
| 39. | State Level Faculty Improvement Programme On "Research Proposal Writing And Funding Opportunities". | Department of Commerce, STET Women's College (A), Mannargudi. | 11.06.2021 & 12.06.2021 | State    |