

## BIODATA

1. Name : **Dr.N.ANANTHI**
2. Qualification : B.COM., M.B.A., M. Phil, Ph.D
3. Designation Department: Assistant Professor- Business Administration
4. Age& Date of Birth : 45 Years & 12/02/1977
5. Sex : Female
6. Permanent Address : Assistant Professor  
Department of Business Administration  
Sri Meenakshi Govt. Arts College for Women (A)  
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7. Address for Communication: Assistant Professor  
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### 8. Educational Qualification:

S.No	Course	Subject	Year of Completion	Institution
1.	B.Com	Commerce	April 1997	Ethiraj College For Women, Affiliated to University of Madras Chennai -600008
2.	M,B.A	Marketing& Finance	April 1999	Ethiraj College For Women, Affiliated to University of Madras Chennai- 600008
3	M.Phil	Management	March 2006	Alagappa University Karaikudi
4.	Ph.D	Management	2017	University of Madras Chennai- 600005
5.	SET	Management	March 2006	Bharathiar University

9. Research Work/Experience: -

10. Recognized Research Guide: NO

11. Area of Specialization : Marketing Management and Entrepreneurship

12. Teaching Experience:

<b>S.No</b>	<b>Designation</b>	<b>Place</b>	<b>Duration</b>	<b>No. of Years</b>
1.	Lecturer	Department of Management Studies Ethiraj College for Women Chennai - 600008	August 1999 to February 2011	12 years
2.	Assistant Professor	Department of Business Administration Dr.Ambedkar Government Arts College.Vyasarpadi Chennai -600039	26 <sup>th</sup> February 2011 to 30 <sup>th</sup> March 2022	11 years
4.	Assistant Professor	Department of Business Administration Sri Meenakshi Government Arts College for Women(A) Madurai – 625002	1 April 2022 to Till date	9 months
<b>Total Teaching Experience</b>				<b>23 years 9 Months</b>

### 13. Orientation/Refresher Courses/Other Programmes & Training:

<b>S.No</b>	<b>Name of the Course</b>	<b>Place</b>	<b>Period</b>
1.	Orientation Course	TamilNadu State Council for Higher Education and UGC-Academic Staff College University of Madras	04.05.2011 To 02.06.2011
2.	UGC Sponsored Refresher Course	Academic Staff College University of Madras Chennai - 600005	25.07.2013 To 14.08.2013
3.	UGC Sponsored Refresher Course	UGC-Human Resource Development Centre University of Madras Chennai-600005	04.8.2015 To 24.08.2015
4.	UGC Sponsored Refresher Course	UGC-Human Resource Development Centre University of Madras Chennai-600005	22.08.2018 To 11.09.2018
5	UGC Sponsored Refresher Course	UGC-Human Resource Development Centre Kannur University Kerala – 670002	20.01.2021 To 02.02.2021
6	Refresher course on “Research Methodology”	Teaching Learning Centre Ramanujan College University of Delhi	20 .02.2022 To 06.03.2022

#### 14. International Publications:

S.NO	TITLE OF THE PAPER	NAME OF THE JOURNAL	YEAR OF PUBLICATION	ISSN NUMBER	PAGE NUMBER
1	Go Green - A Study on Awareness of Organic foods in Chennai City	International Society of Green, Sustainable engineering and Management	2015- January	2350-1464	29-44
2	Empowering Tool - A Study on awareness of Female condom among women	Roots- International Journal of Multidisciplinary Researchers	2017- January	2349-8684	18-21
3	Innovative Managerial Skills- A literature view on Lateral Leadership	Shanlax International Journal of Commerce	2018- January	2320-4168	107-112
4	Rural Development: A study on awareness of Micro Insurance among farmers in Theni District	Emperor International Journal of Finance and Management Research	2017- February	2395-5929	286-292
5	A Study on Consumer Behaviour towards Malt based Health Drinks in Madurai District	Multidisciplinary Global Journal of Academic Research (MGJAR)	2018- July	2394-1758	35-43
6	Green Banking - Transformation in Banking Sector	Emperor International Journal of Finance and Management Research	2019 – September	2395-5929	100- 104
7	Consumer Decision making Role of advertising in purchase of consumer goods	The International Journal of Analytical and experimental Modal analysis	2020- August	0886-9367	219-228

### 15. National Publications:

S.NO	TITLE OF THE PAPER	NAME OF THE JOURNAL	YEAR OF PUBLICATION	ISSN NUMBER	PAGE NUMBER
1	Consumer's perception on Shampoo among women in Chennai City	Kaveripakkam College -Journal of Management Research	April – June 2015	2249-6459	8-14
2	Application of technology in Higher Education- A literature Perspective	Journal of The Gujarat Research Society - UGC care list	December 2019	0374-8588	315- 319
3	PRO- Environmental Purchase Behavior : A Study Of Selected Products Among Chennai Customers	Shodhsamhita : Journal of Fundamental & Comparative Research Vol. VII, No. 12(VII)	2021	2277-7067	125-132
4	A Study on Impact of online Gaming Among High School Students with special reference to Chennai	Journal of the Asiatic Society of Mumbai (UGC- Care Listed Journal)	2022	0972-0766	1-8

## 16. Book Chapters Published:

S. NO	TITLE OF THE PAPER	BOOK TITLE	YEAR OF PUBLICATION AND NAME OF PUBLISHER	ISBN NUMBER	NATIONAL / INTERNATIONAL
1	Pandemic Period – A Theoretical Perspective on the Impact and Strategies to Sustain For Educational Sector	IJASRW- Research Outlook, Innovations and Research trends in Economics	2020-Alborear (OPC) Pvt Ltd	978-81-946660-3-5	International
2	A Study on Various Employment Generation Schemes and with special reference to NREGA(National Rural Employment Generation Scheme)	Labour and Employment in India	2015- Research center of Commerce- S.T.Hindu College	978-921442-4-5	National

## 17. Papers Presented at International Level:

- **“Teaching Learning Methodologies”**-UGC and NAAC Sponsored International Conference on “Developing Competitive Strength in Institutions of Higher Learning in the Changing Scenario “Organized by Ethiraj College for Women, Chennai, January 16<sup>th</sup> – 18<sup>th</sup>, 2004.
- **“Financial Inclusion – Banking service to the common man”**, International conference on “Global financial System in the post crisis-Era: Issues, Challenges and opportunities’, organized by Department of commerce, University of Madras, 16<sup>th</sup> and 17<sup>th</sup> March, 2010
- **“The Change Agents at the Bottom of the Pyramid: Role of Social entrepreneurs”**, at the International Conference on Competency Building Strategies in Business and Technology”, organized by Department of Management Studies, Sri Sai Ram Institute of Technology, 22-23, September, 2011, ISBN:978-81-921764-3-7, pg. 921-923.

- **“Online Marketing–A Study about online usage among selected software professionals in Chennai”**, at International Conference on Business Scenario in Indian Context”, organized by Department of Management Studies, Sacred Heart College, Vellore., Indian International Research Journal of Management studies and Social Science, ISSN 2348-344X, Pg.no: 183-185
- **Social Media Behavior among Undergraduate Students”**, International Conference on Innovative Practices in Global Business.”, organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore , February 5<sup>th</sup> ,2014.ISBN:978-93-80530-36-9,Pg:330-338.
- **Changing Facets in Banking Sector: E-” Banking Literature perspective** at International conference on Human Computer Interaction–Redefining Corporate Paradigms, organized by Department of Commerce, Computer Science & Technology and Information Technology, Women’s Christian College,16-17 Feb, 2015.ISBN 978-81-92950-45-7,Pg.No:62-65.
- **“Innovative strategies of Companies for Staying Cost Competitive”** at Internationalconference on Innovation in Management Practices, organized by Sankara College of science and Commerce, Coimbatore. ,2<sup>6th</sup>Sept 2018.
- **“ A Study on Impact of Online Gaming among High School; students with Special reference to Chennai”**., at International conference on HR UNRAVEL – Reigning Pinnacle of Digitalization, organized by Stella Maris College (A), Chennai ,12<sup>th</sup> and 13<sup>th</sup> January 2023

## 18. Papers Presented at National Level:

- **“Customer Relationship Management”** – UGC sponsored National Level Seminar on Management Transition organized by Department of Management studies, University of Madras– 2003
- **“Teaching learning Methodologies** “at International conference on developing competitive strength in institutions of higher learning in the changing scenario, hosted by Ethiraj college and co-sponsored by UGC and NAAC, 2004
- **“IPR and Pharmaceutical Industries”** at HRD ministry sponsored National seminar, University of Madras, 2004
- **“Emerging Trends in Mutual Funds”**-UGC Sponsored National Seminar on “Emerging Trends in Capital Market” Organized by the University of Madras, Chennai, and February 10<sup>th</sup>and 11<sup>th</sup>-2005.
- **“Emerging Trends in Retailing”**-UGC Sponsored National Seminar on Emerging Management Paradigms, Organized by University of Madras, February 23&24<sup>th</sup>, 2006
- **“RFID-The Tag Behind the World”**-UGC Sponsored National Seminar on Emerging Management Paradigms, Organized by University of Madras, February 23&24<sup>th</sup>, 2006
- **“Microfinance- Serving the Underserved”**, National Conference on Human Capital Development, March 30<sup>th</sup>, 2007, Department of Management Studies, Sree Sastha Institute of Engineering and Technology.
- **Empowering Women through Self Help Groups”**, National conference on Services sector–a Global perspective ,organized by Department of Management Studies ,KalasalingamUniversity,Krishnankoil,7<sup>th</sup>and 8<sup>th</sup>March ,2008
- **“Rural India – Innovation Strategies”**, National conference on Think Global – Go Rural, organized by Department of Management Studies, K.S.Rangasamy College of Arts and Science, Tiruchengode, March 18<sup>th</sup>,2010
- **” Changing Paradigms in Marketing–A Study on FM Radio Marketing in Chennai”**, National Seminar on “Quality enhancement and Sustenance in Managerial Practices”, organized by PRIST School of business, PRIST University ,Chennai, 27<sup>th</sup>March,2010.



- **“Financial Inclusion– Role and Initiatives of Reserve Bank of India”**, National conference on Inclusive Growth in India- An Emphasis on financial and Social Inclusion, organized by Department of Management Studies, Women’s Christian College, 7<sup>th</sup> and 8<sup>th</sup> October, 2010.
- **“A study on Buyer Behaviour at Reliance Fresh outlets, Chennai”**, National conference on FDI in Retail Markets: Issues, Challenges and Remedies, organized by Kanchi Shri Krishna College of Arts and Science, Kilambi, Kanchipuram, 24<sup>th</sup> February, 2013.
- **“Financial Inclusion: A study among Urban Slum dwellers”**, National Conference – ENTIME 2013, Women Empowerment in emerging Trends in Managerial Excellence”, 25<sup>th</sup> October 2013. ISBN 978-93-82570-14-1, Pg: 245-250.
- **"Changing Marketing Patterns - Green Marketing"**, National Conference on Business Scenario in India- Opportunities and challenges “, Department of Business Administration, K.C.S. Kasi Nadar College of Arts and Science, 10<sup>th</sup> October, 2014.
- **“Changing Business Paradigm: Origin and Growth of E-Commerce in India”**, National conference on The Impact of digital Management in Modern Business Scenario, organized by Department of Humanities, Shree Chandraprabhu Jain College, 29-30<sup>th</sup> January 2016. :ISBN 978-81-930868-7-2

## 19. Seminar/Symposia/Workshop Attended:

- **“The Winning strategies for the New Millennium”** 79<sup>th</sup> World Conference of Textile institute held at Chennai from 10-13 Feb 1999.
- **“Training the trainer”** – 3-day workshop conducted by Mafoi Consultancy services
- National Seminar on **“Fair Trade Practices”** Organized by SIPA & Madras University, 2005
- State level seminar on **“Contemporary issues in business”** Oct 10<sup>th</sup> 2005, Ethiraj College for Women
- National Conference on **“E-governance”** organized by Ethiraj College for Women, 3<sup>rd</sup> and 4<sup>th</sup> Feb 2005
- **“ITES: Looking Beyond”**, organized by FICCI, 25<sup>th</sup> August 2006.
- **“Building Entrepreneurial Competences”**, organized by United States Educational Foundation of India and Department of Management studies, Indian Institute of Technology Madras, 9-10 March 2007.
- National Convention on **“Contemporary Issues in Higher Education”**, organized by Ethiraj College for women, 8-9<sup>th</sup> Feb 2007
- National Conference on **“180 days/360° Knowledge Management in Higher Education Quality Enhancement Processes and Strategies”** organized by Ethiraj College for women, Chennai, 6-7<sup>th</sup> Feb 2008.
- National workshop on **“Impact of Informal economy in Indian Industry”**, organized by Tamil Nadu Institute of Labour Studies and Anna Centre for Public affairs –University of Madras, 24<sup>th</sup> March 2009.
- Workshop on **“The Application of Statistical tools and techniques for Researchers”**, University of Madras, Department of Commerce, 17<sup>th</sup> and 18<sup>th</sup> Dec, 2009.
- **Faculty Development Program**, Organized by Department of Management Studies, Anna University, Chennai, Feb 3-11<sup>th</sup>, 2010
- National conference on **“Inclusive Growth in India- An Emphasis on financial and Social Inclusion”**, 7<sup>th</sup> and 8<sup>th</sup> Oct, 2010 at Women’s Christian College.
- **“Project Genesis Program-Train the Trainer Program”**, organized Infosys Technologies, Chennai and Department of Collegiate Education, 20-30<sup>th</sup> Sept 2011.

- Seminar on “**Employability Skills**”, organized by Dream Zone Multimedia, Chennai, 7<sup>th</sup> September, 2012
- “**National Level Skill development workshop on Empowering Professors as Leaders**” organized by Kumararani Meena Muthiah College of Arts and Science, Chennai, 24<sup>th</sup> September,2012.
- “**Entrepreneurship Training program for College teachers**” organized by University of Madras and Government of Tamil Nadu, 24<sup>th</sup>– 30<sup>th</sup> January 2013.
- **UGC – sponsored Online Short-term course in Outcome based Education and Curriculum development**”, Human Resource Development center, Bharathidasan University ,5.08.2020 to 7.08.2020
- Online FDP on “**Summer Research Capacity Development Program (SRCDP-2021)**” “organized by University of Buraimi, Oman & Modern college of Business and Science in association with Sohar University, Oman, A’ Sharqiyah University, Oman & Aligarh Muslim University, India on 7th August- 13th August,2021.

20. Seminar/Symposia/Workshop organized /Conducted:

S.No	Name & Level of Programmes	Title	Place	Period
1.	UGC Sponsored - College level	“College to Corporate : Employability Skills Workshop for the Students of Business Administration	Dr.Ambedkar Govt Arts College Vyasarpadi Chennai – 600039	01.03.2019 to 4.03.2019
2	UGC Sponsored – College level	Workshop on “Awaken the Entrepreneur in You”	Dr.Ambedkar Govt Arts College Vyasarpadi Chennai – 600039	07.01.2020

21. Guidance for M.Phil: **NIL**

22. Guidance for Ph.D. under Madurai Kamaraj University: - **NIL**

23. Other Responsibilities Hold in Other Institutions:

<b>S.No</b>	<b>Name of the Service/ Committee</b>	<b>Place</b>	<b>Period</b>
1.	Chairperson of the External Academic audit for Department of Business Administration and M.A. HRM	Ethiraj College for Women (A) Chennai -600 008	27 <sup>th</sup> October 2021
2.	External Member for Academic audit for Department of Business Administration	Government Arts College(Men) Nandanam Chennai – 600 035	27 <sup>th</sup> February 2020 and 8 <sup>th</sup> March 2021
3.	Subject Expert Member in the Board of Studies for Business Administration	Ethiraj College for Women (A) Chennai -600 008	2018-2019
4.	Subject Expert Member in the Board of Studies for Business Administration	Justice Basheer Ahmed Sayeed College for Women (A) Chennai -600 018	April 2018