

Name : Dr.Anitha.G

Designation : Associate Professor

Department : Business Administration

Qualification : B.Com (CA), M.Com (CA), MBA, M. Phil, P.hD

Experience : Teaching : 13 Years 2 Months Research: 12 Years

**Area of Specialization(s) : Finance, Accounting, Income Tax, Research Methodology and
Marketing**

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Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Commerce	BHARATHIAR UNIVERSITY	2018
M. Phil	Commerce	BHARATHIAR UNIVERSITY	2011
M.B.A	Business Administration	ALAGAPPA UNIVERSITY	2009
M.Com (CA)	Commerce with Computer Application	BHARATHIAR UNIVERSITY	2008
B.Com (CA)	Commerce with Computer Application	BHARATHIAR UNIVERSITY	2006

Additional Qualifications

Diploma/ Vocational/ Certification	Area of Specialization	Institution / University / Agency Name	Year
Online Diploma Course	Marketing management – Analyzing Competitors and Customers	Alison	2021

Research Publications (Indexed)

InterContinental Journal

- 1) Anitha.G, **A study on customer service variables which influence relationship quality of E - CRM by the bank**, Intercontinental Journal Of Marketing, Vol.6. No.11, NOV 2018, ISSN:ISSN : 2321-0346.

International Journal

- 1) Anitha.G, **Employees opinion on E-CRM & performance**, IJRCMEAS Publications, Vol.II, Jan 2016, ISSN: 2454-6593.
- 2) Anitha.G, **Borrowers Satisfaction Towards Housing Loan With Special Reference To HDFC**, Journal Of Management & Science Published By Non Olympic Times, ISSN: 2249-1260.

National Journal

- 1) Anitha.G, **Factors Favouring E-CRM**, Indian Stream Research Journal, Vol.5. No.7, ISSN:2230-7850.

Presentations in Conference

International Conference

1. **Determining Polarity Distribution of Unstructured Review**, International Conference on Knowledge Collaboration in Engineering, Kathir College of Engineering, Coimbatore , 24-Jan-14 to 25-Jan-14.

National

1. **Change Management**, Innovative Practices In Modern Business Era, National Level Conference In Nandha College Of Technology, TamilNadu, 22.03.2012.
2. **Freemium Premium Model**, Business Models, National Level Conference In Dr.SNS Rajalakshmi Institute Of Management, TamilNadu, 16.02.2012.
3. **Stress Management**, National Level Conference In Kongunadu Arts And Science College, TamilNadu, 15.02.2012.

4. **A Glimpse On Impact And Outcomes Of Micro Finance**, Innovative Strategies For Global Competitiveness, National Conference RVS Institute Of Management Studies & Research, TamilNadu, 11.02.2012.
5. **Consumer Perception Towards Investment In Mutual Funds**, Contemporary Issues In Global Business Management, National Level seminar In Karpagam University, TamilNadu, 03.02.2012.
6. **Emerging Trends in CRM**, Emerging Trends In Commerce, Economics & Management, National Level Seminar In Hindusthan College Of Arts And Science, Coimbatore, 27.01.2010.
7. **Business Process Re-Engineering**, Financial Re-Engineering – Strategies and Regulations, National Level Seminar In Dr. NGP Arts And Science College, TamilNadu, 28.01.2010.
8. **Strategies Of Multi-Level Marketing**, Multilevel Marketing, National Level Conference In Sri Krishna Arts And Science College, TamilNadu, 28.01.2010 & 29.01.2010.
9. **Foreign Direct Investment**, Foreign Direct Investment, National Level Seminar In KSR College Of Engineering, 22.02.2010.

State

1. **Customer Relationship Marketing**, Emerging Trends In Marketing, State level Seminar In Maharaja Arts And Science College.

Conference / Seminar / Workshop Organized/Resource Person

1. Resource Person, **Personality Traits for Successful Event Management**, Dr.N.G.P. Arts & Science College, TamilNadu, 01.06.2021.
2. Resource Person, **Questionnaire Design in Research Methodology**, One Week Faculty Development Programme on **Research Methodology: Tools & Techniques**, Trinity Institute of Professional Studies, New Delhi, 16 th March 2021 to 20 th March 2021.
3. Organized One Week Faculty Development Programme on **RESEARCH METHODOLOGY AND DATA ANALYSIS USING SPSS & R-STUDIO**, Trinity Institute of Professional Studies, New Delhi, 18th November 2019 to 23rd November 2019.

4. Organized one day seminar on ‘**Gender Equality and Women Empowerment**’, Trinity Institute of Professional Studies, New Delhi, 15.03.2019.

5. Organized one day event on ‘**Sexual Harassment of Women at Workplace**’, Trinity Institute of Professional Studies, New Delhi, 23.02.2019.

Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
International Society for Development and Sustainability (ISDS).	Associate Member	-
Journal of Commerce and Management	Reviewer	-
Institute of Research Engineers and Doctors[IRED]	Associate Member	-

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Award for Excellence Contribution in NCC	PSG College of Arts & Science	2016
Award for Excellence Contribution in NCC	PSG College of Arts & Science	2015
Most Promising Associate NCC Officer	PSG College of Arts & Science	2014
Commandant’s Excellence Award in National Integration Awareness Camp	Officer Training Academy, Gwalior	2014