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| 1. Name | ANITHA S |
| 2. Designation | Asst.Professor |
| 3. Qualification | M.Com., M.Phil., SET., MBA., (Ph.D) |
| 4. Mobile number | 9791918934 |
| 5. E-mail id | anithas@auxiliumcollege.edu.in |
| 6. Teaching Experience: | 13 Years |
| 7. Area of specialization: | Marketing |
| 8. Positions Held in Auxilium: | |
| • Assistant Professor | |
| • Member in IQAC, | |
| • Member in Naan Mudhalvan | |
| 9. Research Experience and Guidance: | 7+ years of research experience |
| 11. No. of Papers Published: | 2 |
| 12. No. of Papers Presented in the National/ International/ Seminars/ Workshops/ Conferences: | 2 |
| 13. No. of Seminars/Workshops/Conferences organized: | 4 |
| 14. Membership in professional bodies: | Member of IQAC |
| 15. Other bodies (Descriptive) | |
| • Member in Nature Science Foundation, Coimbatore | |
| • Coordinator of Naan Mudalvan Scheme | |
| 16. Honors & awards received (Descriptive) | |
| • Received Best Paper Presenter Award in an International Conference on COVID-19 Paradigm Shift in Business organized by AIMS Business School, Bangalore. | |
| 17. No. of Online Courses completed (Minimum of 4 Weeks) - 01 | |

PUBLICATIONS

Publications in Journals

- Anitha S. ‘A study on impact of online reviews on customer purchase behavior in Vellore city’ Heritage Journal with ISSN:0474-9030 UGC Care January 2020 Vol.68 Issue-1.
- Anitha S, Auxilia Antony S. ‘A study on service quality and customer satisfaction towards E – Marketing – Post Covid’ South India Journal of Social Science with ISSN:0972-8945 June 2023 Vol.XXI, No.36. Pg.No.109-113

FDP’s/ Seminars/ Workshops/Webinars

- National level workshop on ‘How to face Viva Voce’ organized by IQAC & PG Dept.of Commerce of Shashun Jain College for Women on 27th Oct.2021
- International Conference on Infusing competitiveness in Indian MSMES organized by Entrepreneurial Development Institute of India from 4th Dec.-5th Dec. 2021 , Sponsored by Ministry of Micro, Small and Medium Enterprises, Govt.of India.
- International Conference on Covid: 19 Paradigm shift in business on 19th Feb.2022 participated and presented a research paper title “A study on service quality and customer satisfaction of E Marketing – Post Covid” organized by AIMS – IBS B School, Bangalore.
- Workshop on —Do and Don’ts of writing of writing a Doctoral Thesis|| organized by the PG & Research Department of Commerce on 20.03.2023. RajaRajeshwari College, Chengelpet
- Faculty Development Programme on Strategies for effective Teaching from 05.12.2022- 7.12.2022 conducted by the HRDC, Thiruvalluvar University, Serkadu, Vellore.
- International Conference on the theme —BANCASSURANCE|| held at DKM College for Women, Vellore. on 3.10.2022
- Participated in State level Inter—collegiate paper presentation organized by Research Cell & IPR committee, Auxilium College, Vellore. On 20.10.2022 5.
- Participated in National webinar on —Naan Mudhalvan “What to be done today” organized by Thiruvalluvar University, Serkaadu, Vellore on 28.10.022.