

1. Name **DR. ANITHA S**
2. Designation Assistant Professor
3. Qualification M.Com., M.Phil., SET., MBA., PhD
4. Mobile number 9791918934
5. E-mail id anithas@auxiliumcollege.edu.in
6. Teaching Experience: 15 Years
7. Area of specialization: Marketing, Financial Accounting, Cost Accounting
8. Positions Held in Auxilium:
  - Examination committee member
  - Coordinator for Value Added Course
  - DQAC Member
  - Member in IQAC (2021-2024)
9. Research Experience and Guidance: 8 years of research experience (10 Students)
11. No. of Papers Published: 4
12. No. of Papers Presented in the National/ International/  
Seminars/ Workshops/ Conferences:  
2
13. No. of Seminars/Workshops/Conferences organized: 6
14. Membership in professional bodies - NIL
15. Other bodies (Descriptive) - NIL
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) - 3

## **PUBLICATIONS**

### **Publications in Journals**

- Anitha S , Auxilia Antony “ A study on Problems faced by Passengers in Southern Railways with reference to Katpadi Junction” IPE Journal of Management with ISSN No. 2249-9040, UGC Care Vol.14,Pg.120
- Anitha S , Auxilia Antony “ A study on Passengers Satisfaction on Services offered by Southern Railways special reference to Katpadi Junction Journal of Humanities and Social Science with ISSN No. 2319-829X UGC Care Vol.13,Pg.53
- 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**

- International Faculty Development Programme on Indian Knowledge System and Resourcefulness of Tamil organized by Tamil Department, Auxilium College (Autonomous), Vellore on 22.09.2025-28.09.2025
- National Level Faculty Development Programme on Empowering Research Integrity & Innovation Held from 27.10.2025-2.11.2025 Organized by Committee for research Ethics, Publication & Ethics
- National Level Faculty Development Programme on Research, Innovation & Industry Connect: Empowering Excellence in Education Organized by IAC, Jyothi Nivas College (Autonomous) from 21.04,2025-27.04.2025
- Five Days Faculty Development Programme on Transforming Education: Embracing Innovation, Inclusion & Technology Organized by Padua College of Commerce & Management, Mangalore. From 1.04.2025-5.04.2025
- National Level Faculty Development Programme on Beyond Boundaries: Driving Innovations in Research Held from 26.12.2024-30.12.2024 Organized by Committee for research Ethics, Publication & Ethics
- NEP 2020 Orientation & Sanitization Programme under Malaviya Mission Teacher Training Programme of UGC Organized by UGC, Bharathidasan University From 20.05.2024-.29.05.2024

- 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

- International Conference on Covid: 19 Paradigm shift in business on 19<sup>th</sup> 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.
- 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
- Participated in National webinar on —Naan Mudhalvan “What to be done today” organized by Thiruvalluvar University, Serkaadu, Vellore on 28.10.022.
- National level workshop on ‘How to face Viva Voce’ organized by IQAC & PG Dept.of Commerce of Shashun Jain College for Women on 27<sup>th</sup> Oct.2021
- International Conference on Infusing competitiveness in Indian MSMES organized by Entrepreneurial Development Institute of India from 4<sup>th</sup> Dec.-5<sup>th</sup> Dec. 2021 , Sponsored by Ministry of Micro, Small and Medium Enterprises, Govt.of India.