

## Faculty Profile



**Dr. L. Anitha MBA, MPhil, PhD**

Assistant Professor / MBA

### **HIGHLIGHTS:**

- Number of Journal Publications :10
- H-Index: 1
- Patents Published:3

### **PROFESSIONAL LINKS:**

- Scopus ID: 58220219500
- Scopus Link: <https://www.scopus.com/authid/detail.uri?authorId=58220219500>
- Google Scholar ID: <https://scholar.google.com/citations?hl=en&user=3k-vKEUAAAAJ>
- Anna University Faculty ID: 281237
- AICTE Faculty ID: 1-413860555
- LinkedIn: [https://www.linkedin.com/feed/?trk=guest\\_homepage-basic\\_nav-headersignin](https://www.linkedin.com/feed/?trk=guest_homepage-basic_nav-headersignin)

### **PROFESSIONAL BACKGROUND:**

- Teaching Experience till date: 25 Yrs

### **AREA OF SPECIALIZATION:**

- Finance
- Marketing

### **PATENTS PUBLISHED**

- Continuous Performance Management Coaching Virtual Assistant Touchy.
- Technical And Fundamental Analysis Of Selected Securities Using Machine Learning Techniques.
- Smart Artificial Intelligence Based Approach To Manage The Payment Of E-Commerce Sites And Financial Management.

## **ACHIEVEMENTS AND AWARDS:**

Received Best Professor Award from

- PRIMES – Sarvepalli Radhkrishnan Award – SEPTEMBER 2022
- PUDUCHERRY RESEARCH INSTITUTE OF MANAGEMENT EDUCATION & SCIENCE (PRIMES) In Collaboration with London Organization of Skill Development Ltd UK.

## **SPECIAL SESSIONS DELIVERED:**

- Guest Lecturer in On-line mode MGR University for MBA students on the Topic Business Research Methods for Managers.
- On the Topic “Total Quality Management” on 06.08.2022 in Refresher Course in Commerce and Management from 29.07.2022 to 11.08.2022, organized by the UGC – HUMAN RESOURCE DEVELOPMENT CENTRE, Kannur University, Kerala.

## **CONFERENCES/SEMINARS/WORKSHOPS ATTENDED:**

- Attended one day workshop on “INTRODUCTION TO DATA ANALYSIS” HELD ON 13.11.2013 Organised by Department of Commerce, University of Madras, CHENNAI.
- Attended one day NPTEL Workshop conducted by AMET University Chennai, organised by IIT Madras on 09.09.2014.
- Attended Workshop on LEADING PRACTICES IN SUPPLY CHAIN MANAGEMENT on 10th December 2014 by the Department of management Studies , Anna University, Chennai-25 , in association with Confederation of Indian Industry – Institute of Logistics.
- Attended one day workshop on ENTREPRENEURSHIP ORIENTATION PROGRAMME held on 22.09.2015 conducted by Ganadipathy Tulsi’Jain Engineering college, Vellore in association with NSIC TECHNICAL SERVICES CENTRE,
- Attended one day ICSSR workshop on Research Methodology in Social Sciences conducted by Indian Arts and Science College, Kariyandal – Kondam.
- Attended one day workshop on ENTREPRENEURSHIP ORIENTATION PROGRAMME held on 11th March ,2016 conducted by S.K.P Engineering college Tiruvannamalai, in association with NSIC TECHNICAL SERVICES CENTRE.
- Two Day workshop on PARAMETRIC TESTS IN UNIVARIATE, BIVARIATE AND MULTIVARIATE DATA ANALYSIS (ANOVA FAMILY) Attended Organised by Department of Commerce, School Of Management, Pondicherry University on 5th and 6th March 2016.

- Attended one day workshop on ‘ ‘ THE ART OF WRITING RESEARCH ARTICLE AND PUBLICATION held on 28th April 2016, organised by the Department of Mechanical Engineering Department at S.K.P Engineering college, Tiruvannamalai.
- Attended one Day ‘ ‘ TRAINING PROGRAMME ON MENTORSHIP’’ held on 21.12.2016 in S.K.P Engineering college , Tiruvannamalai
- Attended one Day Workshop on ENTREPRENEURIAL DEVELOPMENT Organised by Department of Management Studies held on March 22, 2017 at S.K.P Engineering college, Tiruvannamalai.
- Attended one day Faculty Knowledge Program on 29th July, 2017 Vellore organised IBS, ICFAI Business School.
- Attended one Day Workshop on ‘ ‘MAKE IN INDIA – TRANSFORMING RESEARCH TO REALITY’’ held on 5th September 2017 at Anna University, Chennai. India.
- Attended one Day Workshop on Applications of operations Research , Statistics and Graph Theory at VIT Vellore.
- Attended online workshop on Multi Criteria Decision Analysis using Excel conducted by Measi Institute of Management,
- Participated in IP Awareness/Training program under NATIONAL INTELLECTUAL PROPERTY RIGHTS on March 29,2022
- Faculty Development. Attended one day Faculty Development workshop on ‘ ‘Financial Crisis in U.S Economy and its Global Impact ‘ ‘’’ at National college, Pondicherry. on 22 November 2008.
- Attended one day nt Training Programme on Marketing Management at Anna university chennai- 25 on 3rs Bebruary to 10th February 2010.
- FDP on PUBLISH & PROSPER Organized by S.K.P Engineering college, QIP
- Attended the course on MACRO HUMAN CULTURE & SOCIAL ENVIRONMENT at IIT ROORKEE.
- Attended Six Days Virtual Faculty Development Program me on Developing Resilience through innovations in management teaching and research organized by college of management, from 21.01.22 to 26.01.22 at SRM institute of science and Technology.
- Attended National level Faculty development programme organized by Sri Saradha college of Women . Salem from 5.01.22 to 11.01.22
- Attended Faculty development Program on National Education Policy conducted by Seshadripuram college at Mysore –IQAC

- Attended One Week National Level Faculty development Program on "INTELLECTUAL PROPERTY RIGHTS IN INDIA" Organised by College of Management ,SRM Institute of Science and technology, Ramapuram Campus, from 26 th Dec2022 to 30 th Dec 2022

**PROFESSIONAL MEMBERSHIPS:**

- Life Time Membership at COMMERCE AND MANAGEMENT ASSOCIATION OF INDIA(CMAOI)

**OTHER DETAILS (If any):**

- External Examiner for PhD Programmes of Dayananda Sagar University, Bangalore (India). "An Investigation on Factors Influencing Donor behavior towards Donationbased Crowd funding : Using the Extended theory . of Planned Behavior"
- Published paper o Titled on Study on Comparison of Security Features in Public and Private sector banks on prevention of Cyber Crime in ASIAN JOURNAL OF RESEARCH IN SOCIAL SCIENCES AND HUMANITIES – ISSN 2249-7315 SJIF, IMPACT FACTOR 3.094
- Presented Paper on Titled Study on effectiveness of Modern Technology Transformation and customer in banks with reference to luminsoft technology solutions , Chennai in Suraj Puj Journal for Multidisciplinary Research Impact Factor 6.1 – on 4 th June 2019
- Published paper Titled Implementation of 5S Practices I company at Salzer Electronics Private Ltd – ISSN 2394-6997 MIM INTERNATIONAL JOURNAL OF MAAGEMENT RESEARCH on Feb 2020
- Published Articles in The British Journal of Administrative Management –ISSN-1746 1278 Volume 58 Issue 152 July 2022 –Topic Sustainable Green Innovation practices in Context to Organizational Performance. (ABDC –C Category)
- Published Article in Empirical Economic Letters 21 ( Special Issue4) July 2022 ISSN 1681 8997 –Topic Artificial Intelligence Influence in Human Resource Management : Exploring Employee Perception, (ABDC –C Category)
- Published Article in NeuroQuantology – An Interdisciplinary Journal of Neuroscience and Quantum Physics Topic Identification of Sentimental Analysis in social Media content using machine Learning,ISSN 1303 5150 DOI: 10.14704/NQ.2022.20.15.NQ88588 (Scopus)
- Published in UGC Journal Research and Reflections on Education ISSN 0974 – 648 X(P) VOL.20 NO.4 Oct – Dec 2022 on the topic” Role of Modern Social Reforms towards the employment of Women in India (UGC CARE)
- Published in Journal of Data Acquisition and Processing on the Topic Job Satisfaction of Employees in Rahw An Cyber Tek (India) – ISSN 1004-9037 (Scopus)
- Published in International Journal of Professional BUSINESS REVIEW on the Topic Sustainable Strategy Analyzing the role of CSR Communication of select companies to the Stakeholders. ISSN 22-3654 (Scopus)

- Published Paper in Atlantis Press Springer Nature (Series) Advances in Economics Business and Management Research on the topic Migration and Invisible Economies of care exploring the Hidden pains.[doi.org/10.2991/978-94-6463-374-0-39](https://doi.org/10.2991/978-94-6463-374-0-39) Feb 2024