

Essential Faculty Profile Information

1. Professional Photograph



2. Basic Information

- Full Name: Dr. L.Anitha
- Designation: Assistant Professor
- Department: Management Studies
- Employee ID (optional): TSBA 052
- Years of Teaching Experience :26
- Industry Experience (if any) : NIL

3. Educational Qualifications: MBA, MPHIL, PHD

4. Areas of Specialization: Marketing & Finance

5. Faculty Research Dashboard (Maximum 300 Words)

Dr. L. Anitha

Assistant Professor, Department of Management Studies (MBA)

Dr. L. Anitha is an experienced academician and management educator with over **26 years of teaching and professional experience** in the field of Management Studies. She holds an **MBA, M.Phil., and Ph.D.**, reflecting her strong academic foundation and commitment to lifelong learning, research, and professional excellence.

As an Assistant Professor in the Department of MBA, Dr. Anitha specializes in **Marketing and Finance**, two dynamic areas that form the core of her teaching, research, and academic contributions. She is dedicated to creating an engaging learning environment that combines theoretical knowledge with practical business applications, enabling students to develop critical thinking, analytical abilities, and managerial competencies required in today's competitive business landscape.

Her research interests encompass a broad range of topics in Marketing and Finance, with a focus on emerging trends, technology-driven business practices, consumer behaviour, financial decision-making, and sustainable business strategies. She has actively contributed to academic research through the publication of **nine research papers** in reputed national and international journals. In addition, she has authored

and contributed to **six books and book chapters**, enriching the body of knowledge in management education.

Dr. Anitha has also demonstrated a strong commitment to innovation and intellectual property development, with **eight patents** to her credit. These achievements highlight her ability to bridge academic research with practical and innovative solutions.

Beyond teaching and research, she plays an active role in institutional development and student engagement activities. She is a professional member of **CMOI** and serves as the **Industrial Visit and Outbound Learning Coordinator**, facilitating experiential learning opportunities and strengthening industry-academia collaboration. Through her dedication to academic excellence, research, innovation, and student development, Dr. Anitha continues to contribute significantly to management education, inspiring future business professionals and fostering a culture of continuous learning and professional growth.

Professional Memberships and Academic Contributions

6. Professional Identifiers

Provide clickable links for:

- Scopus Author ID : : 58220219500
- ORCID ID : 0009-0006-1868-2048
- Google Scholar Profile : <https://scholar.google.com/citations?hl=en&user=3k-vKEUAAAAJ>
- Web of Science Researcher ID :
- Vidwan Profile: <https://vapt6.irins.org/v2/personal-information>
- LinkedIn Profile: https://www.linkedin.com/feed/?trk=guest_homepage-basic_nav-header-signin

7. Contact Information

- Official College Email ID : anithal@saveetha.ac.in

8. Updated Resume/CV

- Downloadable PDF Resume

9. Academic Contributions

- Subjects Handled: Accounting for Decision Making, Operations Management, Operations research, Security Analysis and Portfolio Management, Banking and Financial services, Stock market and company operations, Marketing Management , Logistics and supply chain management.
- Conference Presentations :10
- FDPs/Workshops Attended :8
- FDPs/Workshops Conducted: NIL
- Guest Lectures Delivered: 1

10. Membership in Professional Bodies: 1

Commerce and management association of india (CMAOI)

11. Awards and Recognitions

- Best Faculty Awards: 1

Best Professor (Sarvepalli Radhakrishnan Award) issued by PRIMES (Puducherry Research institute of Management Education & Science

- Research Excellence Awards: NA
- Appreciation Certificates :NA
- Academic Achievements: NIL

12. Research Metrics Dashboard/ Publication Repository

Display:

- Total Publications :18
- Published paper on 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
- Published paper on 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 4th 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 paper on 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 paper on 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 paper on 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**)

Scopus Publications :9

- Published paper on the topic Leveraging Temporal Patterns with LSTMs Networks for Financial Forecasting: A New Stastical Machine Learning Approach 2023 International Conference on Communication Security and Artificial Intelligence Iccsai 2023 **Scopus Indexed**)
- Published paper on the topic Sustainable strategy: Analyzing the role of Csr communication Of select companies To the stakeholders in International Journal of Professional Business Review 8(4) (**Scopus Indexed**)
- Published paper on the topic Predictive Analytics for Budgeting and Management Using Deep Learning Techniques Proceedings International Conference on Computing Power and Communication Technologies Ic2pct 2024(**Scopus Indexed**)
- Published paper on the topic Assessing Employee Engagement's Impact on Performance and Enhancing Sustainable Economic Growth in 2025 2nd International Conference on Computing and Data Science Iccds 2025(**Scopus Indexed**)
- Published paper on the topic Strategic Managerial Deployment of Flexible Robotics in Industry 5.0: A Human-Centric and Resilient Perspective in Intelligent Motion Control for Human Cantered Systems – 2025 (**Scopus Indexed**)
- Published paper on the topic Comparative Analysis of SVM and Random Forest for Smart Grid Stability and Reliability Prediction in Proceedings of 6th International Conference on Iot Based Control Networks and Intelligent Systems Icinis 2025(**Scopus Indexed**)
- Published paper on the topic Harnessing virtual currencies to transform customer experience Challenges and opportunities in sustainable service in Sustainable Service Marketing with Virtual Currencies -2025 (**Scopus Indexed**)
- Published paper on the topic Analysing Economic Determinants of Consumer Preferences in The Digital Market Using The Theory of Consumer Behavior in

International Journal of Accounting and Economics Studies 12(sI-1) -2025 (**Scopus Indexed**)

- Published paper on the topic Cross-Attention Enabled Multimodal Deep Learning Model for Strategic Marketing Campaign Performance Prediction 2026 2nd in International Conference on Computing for Sustainability and Intelligent Future Comp Sif 2026 (**Scopus Indexed**)
- Citation Count :102
- h-index: 2
- i10-index

13. Current Responsibilities

- Class Coordinator: NA
- IQAC Member: NA
- Research Coordinator: NA
- Placement Coordinator: NA
- Conference Coordinator: NA

14. Recent Activities (Dynamic Section)

Show latest:

- Publications:2
- Published paper on the topic Cross-Attention Enabled Multimodal Deep Learning Model for Strategic Marketing Campaign Performance Prediction 2026 2nd in International Conference on Computing for Sustainability and Intelligent Future Comp Sif 2026
- Measuring Fin Tech Adoption in Banks : Construction of a Composite Index and its impact on Financial Performance and Stability
- Conferences : 04
- Attended and presented Paper on FDI IN RETAI INDUSTRY in International Conference on Emerging Markets and issues in Management on 16th March 2012 at VIT Business School, VIT University,Vellore.
- Attended and presented Paper on Employee Absenteeism with reference to sun thermo process and published in INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT AND HUMANITIES – ISSN N0. 2347-3274

- A 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
- A study on social media is our friend (About Instagram) at Mailam Engineering College, Mailam Tindivanam.
- National conferences on Redefining the DNA of Business Challenges & Opportunities Ahead. The paper published in the edited volume ISBN NUMBER 978-9381568-67-5
- Attended and presented paper on “A Study on service Quality Assessment in Banking Industry in Villupuram District. at the National conference on “REDEFINING THE DNA OF BUSINESS, CHALLENGES AND OPPORTUNITIES AHEAD” Held on 2nd November 2012 at Easwari Engineering college organised by Department of Management studies’, Chennai.
- Attended and Presented paper on “A Study on Employee Absenteeism with reference to Sun Thermo Process in the National Conference on “SUSTAINABLE STRATEGIES IN COMPETITIVE BUSINESS ENVIRONMENT SSCBE – 2016”. Organised by Department of Management studies on 27th August 2016. Priyadarshini Engineering College, Vaniyambadi,
- Attended and presented paper on BUSINESS STRATEGIES IN INDIAN SCENARIO Organised by the department of Commerce, Loyola College, on 24th February, 2016.
- Presented a on A Study on Quality of Work Life of Employees in Cotton Mills in one day National Level Conference on Emerging Trends in Business Administration, Shanmuga Industries Arts & Science College, Tiruvannamalai
- Attended National Conference on Managing people in Digital era. at Sacred Heart college organised by NHRD Hosur chapter.
- Presented paper on A study on Labour Welfare Activities and Safety measures in Electronic Components Manufacturing sectors in Podicherry region held on 24th March 2022.
- FDPs: 13
- 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 Training Programme on Marketing Management at Anna university Chennai- 25 on 3rd February to 10th February 2010.

FDP on PUBLISH & PROSPER Organized by S.K.P Engineering college
QIP

- Attended Six Days Virtual Faculty Development Programme 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 26th Dec2022 to 30th Dec 2022
- Attended Five days virtual Faculty development program on teaching Pedagogy from February26 to March 01 2024 organised by MAR GREGORIOS COLLEGE OF ARTS & SCIENCE COLLEGE.
- Attended one week online faculty development programme on Effective Teaching pedagogy strategies for engaging and empowering Learners from March 11 to 17 2024 organised by CT University , Ludhiana Punjab
- Attended one week online faculty development programme on integrating interdisciplinary research for innovation and sustainable development organised by CMAOI from August 19 to August 23, 2024
- Attended 5 days virtual faculty development program on data Science Tools from 07.10.2022 to 20.10.2022 organised by Eswari engineering college
- Attended online Faculty development programme on Methodology for Advanced Research and Quality Publication in current scenario organised by Theivanai Ammal College for Women from 25th to 31st October 2023
- Attended National faculty Development Programme on Techniques in Education 4.0 organised by SIMATS on 6th April 2022
- Attended Faculty development programme on National Policy organised by Seshadripuram Degree College on 25 th January2022.
- Guest Lectures: NA
- Awards: NA
- Consultancy Projects: NA