

CURRICULUM VITAE

Dr. P. ANITHA

Associate Professor and Head,

PG Department of Commerce with Computer Applications

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi - 642001

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|-----|---------------------------|---|---|
| 1. | Father's Name | : | P.V. Palanisamy |
| 2. | Mother's Name | : | P. Rajalakshmi |
| 3. | Date of Birth | : | 12.05.1981 |
| 4. | Gender | : | Female |
| 5. | Marital Status | : | Married |
| 6. | Nationality and Religion | : | Indian, Hindu |
| 7. | Community and Caste | : | Backward Class, Kongu Vellalar |
| 8. | Educational Qualification | : | M.Com., M.Phil., Ph.D., P.G.D.C.A., NET., |
| 9. | Languages Known | : | Tamil & English |
| 10. | Teaching Experience | : | 20 Years (UG – 20 Years; PG – 15 Years) |
| 11. | Research Experience | : | 15 Years |

i. Research Projects Undergone

Degree	Project Title
<i>M. Phil</i>	“Vehicle Loan Borrowers Satisfaction Towards the Service Rendered by Private Banks in Pollachi”
<i>Ph.D</i>	“Policyholders’ Satisfaction on Service Quality of Selected Private Life Insurers in Coimbatore District”

ii. Research Guidance

Degree	Total Number of Candidates	Awarded	Under Guidance
Ph.D	6	4	2
M.Phil	4	4	-
M.Com-CA	37	37	-
B.Com-CA	3	3	-

iii. Publications: Journal : 25

Edited Volumes : 10

iv. Conferences / Seminars Participated and Papers Presented

Event	Level	Participated	Papers Presented
Seminar	International	4	1
	National	12	27
	State	1	-
Conference	International	1	13
	National	2	4
Workshop	National	12	
	State	12	
Faculty Development Program	International	2	
	National	12	
	State	5	
Symposium	National	1	
	State	1	
Refresher	National	1	
	Total	66	45

iv. Workshop Participated : 10

v. Faculty Development Programme : 19

PUBLICATIONS

1. Published an article entitled, “**Determinants of Level of Job Satisfaction Among Single Working Women in Pollachi Taluk**”, *International Journal of Multidisciplinary Research and Development*, Volume: 13, Issue: 2, ISSN: 2349-4182, June 2026

2. Published an article entitled, “**Job Satisfaction Among Single Working Women in Pollachi Taluk: A Study of Influencing Factors**”, *International Journal of Physics and Social Science*, Volume: 16, Issue: 6, ISSN: 2249-5894, June 2026
3. Published an article entitled, “**Socio-Economic determinants of Student Engagement in Online Gaming: An Empirical Investigation**”, *International Journal of Marketing and Technology*, Volume: 16, Issue: 5, ISSN: 2249-1058, May 2026
4. Published an article entitled, “**User Satisfaction and the Behavioral Impact of Online Advertisement on Social Media**”, *International Journal of Research in Social Science*, Volume: 16, Issue: 5, ISSN: 2249-2496, May 2026
5. Published an article entitled, “**Digital Payment to Employment: An Analysis of Student Satisfaction with Online Job Portals**”, *International Journal of Management, IT & Engineering*, Volume: 16, Issue: 5, ISSN: 2249-0558, May 2026
6. Published an article entitled, “**User Satisfaction Towards Online Loan Applications: An Empirical Study**”, *International Journal of Physics and Social Science*, Volume: 16, Issue: 5, ISSN: 2249-5894, May 2026
7. Published an article entitled, “**Occupational Stress Among Single Working Women**”, *International Journal of Management, IT & Engineering*, Volume: 16, Issue: 3, ISSN: 2249-0558, March 2026
8. Published an article entitled, “**Digital Payment Methods Adopted by College Students**”, *International Journal of Research and Analytical Review*, Volume: 13, Issue: 1, ISSN: 2348-1269, March 2026
9. Published an article entitled, “**Consumer Satisfaction Towards Branded Instant Food Products (With Special Reference to Coimbatore District)**”, *International Journal of Research in Social Science*, Volume: 16, Issue: 3, ISSN: 2249-2496, March 2026
10. Published an article entitled, “**Policyholders Awareness on Various Life Insurance Companies Offering Child Insurance Plan**”, *International Journal of Innovative Research in Technology*, Volume: 11, Issue: 11, ISSN: 2349-6002 April: 2025
11. Published an article entitled, “**Consumer Preference Towards Branded Instant Food Products (With Special Reference to Coimbatore District)**”, *International Journal of Creative Research Thoughts*, Volume: 13, Issue: 3, ISSN: 2320-2882 March: 2025

12. Published an article entitled, **“Consumer Awareness Towards Branded Instant Food Products (With Special Reference to Coimbatore District)”**, *International Journal of Cultural Studies and Social Sciences*, Volume: 21, Issue: 2, No. 33 ISSN: 2347-4777 July=December 2024 :2024
13. Published an article entitled, **“Investor’s Awareness on Post Office Savings Schemes”**, *International Journal of Cultural Studies and Social Sciences*, Volume: 20, Issue: 1, No1, ISSN: 2347-4777 January-June :2024
14. Published an article entitled, **“A Study on Policyholders’ Satisfaction on Services Offered with Child Insurance Plan”**, *Arthshastra, Indian Journal of Economics and Research*, Volume: 13, Issue: 3, No1, June-July :2024
15. Published an article entitled, **“Work Life Balance and Job Stress of Women Employee in IT Industry with Reference to Coimbatore City”**, *Journal of The Oriental Institute*, ISSN: 0030-5324, Volume 72, Issue 03, No.13, 2023
16. Published an article entitled, **“Job Stress of Women Employee in IT Industry With Reference to Coimbatore City”**, *Journal of Advanced Zoology*, ISSN: 0253-7214 Volume 44 Issue S-7 Year 2023 Page 1927:1930
17. Published an article entitled **“Impact of Job Stress Among Women Police”** in *Kanpur Philosophers*, ISSN 2348-8301, *International Journal of Humanities, Law and Social Sciences* Published Biannually by New Archaeological & Genological Society Kanpur India, Vol. X, Issue I(E) : 2023
18. Published an article entitled, **“A Study on Policyholders Preference on Child Insurance Plan”**, *Industrial Engineering Journal*, ISSN: 0970-2555, Volume: 52, Issue 4, No. 5, April : 2023
19. Published an article entitled **“Occupational Stress Among Women Police in Coimbatore District”**, in *Journal of the Asiatic Society of Mumbai*, ISSN: 0972-0766, Vol. XCV, No.6, 2022
20. Published an article entitled **“A Study on Policyholders Awareness on Child Insurance Plan”**, in *Shodha Prabha (UGC CARE Journal)*, ISSN: 0974-8946, Vol. 47, No.04: 2022

21. Published an article entitled, **“Consumer Awareness and Preference of Patanjali Products”**, ANVESAK, ISSN : 0378 – 4568 UGC Care Group 1 Journal, Vol. 51, No.1(I) January – June 2021
22. Published an article entitled, **“A Study on Impact of Worklife Balance of Women Employees Towards their Job Satisfaction in ITES Industry with Reference to Coimbatore City”**, *CIKITUSI Journal for Multidisciplinary Research*, Volume 6, Issue 6, June 2019, ISSN NO: 0975-6876
23. Published an article entitled, **“A Study on Consumer Awareness and Satisfaction towards Online Advertisement”**, *Palarch’s Journal of Archaeology Of Egypt/Egyptology*, Volume: 18(1). ISSN 1567-214x
24. Published an article entitled, **“Consumer Satisfaction on Patanjali Products”**, in *International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)* ISSN (Online): 2456 – 3145, Volume 3, Issue 2, 2018
25. Published an article entitled. **“Consumer Preference and Awareness on AIRTEL 3G Network”**. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, ISSN (Online): 2454 – 6119, Volume 4, Issue 2, 2018

PARTICIPATION/PRESENTATION

1. SEMINAR

International:

1. Participated in One day Inter National Seminar on **“Exhaustion Stress Resilience”**, organised by the Faculty of Education, Dr. M.G.R. Educational and Research Institute, Chennai on 29th March, 2023.
2. Participated in One Day International Seminar on **“Global Trade Scenario – 2022”** held on 9th March 2022 organised the Department of Commerce (Foreign Trade), PSG College of Arts & Science, Coimbatore in association with Export Promotion Centre.
3. Participated in One-day International Seminar on **“Business Strategies for Sustainable Growth – A Global Perspective”** held on 9th March 2020 organised by Department of Business Administration with Computer Applications, Commerce with Computer Applications, Commerce with e-Commerce & Commerce, Sri G.V.G. Visalakshi College for Women, Udumalpet

4. Participated in International Seminar on “**Aviation and Human Capital 2K19 (ISAHC2K19)**” held on 7th February 2019 organised PG Department of Commerce with International Business Nallamuthu Gounder Mahalingam College
5. Participated and Presented a Paper titled “**Online Social Networking within Trust and Privacy Concern**” in the International Seminar on “**Social Network and Communication**” held on 7th and 8th August 2012 organised Department of Commerce (CA), Vellalar College for Women, Erode

National:

1. Participated and Presented a paper titled “**Addressing the General Gap in Digital Finance**” in the ICSSR, New Delhi sponsored One day National Level Seminar on “*Bridging the Digital Divide: Digital Financial Inclusion for Marginalized Communities in the Era of Amrit Kaal*”, organised by Department of Commerce (CA), Nallamuthu Gounder Mahalingam College, Pollachi on 9th January 2026
2. Participated and Presented a paper titled “**Digital Literacy and Education Gap**” in the ICSSR, New Delhi sponsored One day National Level Seminar on “*Bridging the Digital Divide: Digital Financial Inclusion for Marginalized Communities in the Era of Amrit Kaal*”, organised by Department of Commerce (CA), Nallamuthu Gounder Mahalingam College, Pollachi on 9th January 2026.
3. Participated and Presented a paper titled “**Human- AI Collaboraation Classroom Supports and Focus on Student Engagement and Socio Emotional Learning**” in the ICSSR – Southern Regional Centre (SRC), Hyderabad sponsored One day National Level Seminar on “*Prospects of Artificial Intelligence (AI) and Personalized Learning in Inclusive Education Integrated to the National Education Policy*”, organised by Department of Commerce (CA), Nallamuthu Gounder Mahalingam College, Pollachi on 6th February 2026.
4. Participated and Presented a paper titled “**Promoting Lifelong Learning that Support Continous Learning Beyond Formal Schooling**” in the ICSSR – Southern Regional Centre (SRC), Hyderabad sponsored One day National Level Seminar on “*Prospects of Artificial Intelligence (AI) and Personalized Learning in Inclusive Education Integrated to the National Education Policy*”, organised by Department of Commerce (CA), Nallamuthu Gounder Mahalingam College, Pollachi on 6th February 2026.

5. Participated and Presented a Paper titled **“Mobile App”** in One day National Seminar on ***“Innovation and Digitalization of the Insurance Industry in India: A New Era”***, organised by School of Commerce, Rathinam College of Arts & Science (Autonomous), Coimbatore, in association with Insurance Institute of India, Mumbai on 23rd December 2024.
6. Participated/and Presented a Paper titled **“Sustainable Agriculture Enterprise”** in One day National Seminar on ***“Green Entrepreneurship Research for Startups under the Sustainable Development Goals (SDGs) – An Initiative of SANKALP Scheme of Ministry of Skill Development & Entrepreneurship”***, Sponsored by ICSSR organised by PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science (Autonomous), Coimbatore, on 06th September 2024.
7. Participated and Presented a paper titled **“An Impact of Digitalisation in Health Care”** in the ICSSR – Southern Regional Centre, Hyderabad sponsored One day National Level Seminar on ***“Empowering India through Digital Transformation: A Sustainable Approach”***, organised Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th July 2024.
8. Participated/Presented a paper titled **“Education System and Artificial Intelligence”** in One day National Level Seminar on ***“India 2.0: Vision for India 2047-Digital Ecosystem & Harnessing Artificial Intelligence”***, Sponsored by ICSSR organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 24th January 2024.
9. Participated/and Presented a Paper titled **“Empowering Women in Emerging Technologies”** in One day National Level Seminar on ***“Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047”***, Sponsored by ICSSR organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 21st July 2023.
10. Participated and Presented a Paper entitled **“Utilization of ICT in Everyday Life”** in the ICSSR - Delhi sponsored One-day National Seminar on ‘Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs’, on 19th October 2022, organised by Department of Commerce(E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi.

11. Participated and Presented a Paper entitled **“Digital Economy”** in the National Seminar on ‘Emerging Trends in Commerce and Management’, on 15th September 2022, organised by Department of Commerce Rathinam College of Arts & Science, Coimbatore.
12. Participated/Presented a paper titled **“Empowering Women in Emerging Technologies”** in Two days National Level Seminar on **“Necessity to Empower Women in Hi-Tech Horizon: Safety and Well-being”**, Sponsored by ICSSR organised by Department of IT & Cognitive Systems, Sri Krishna Arts & Science College, Coimbatore on 12th and 13th December 2023.
13. Participated/Presented a paper titled **“Skill Development Through Education”** in Two days National Level Seminar on **“Envisioning a Self-Reliant Rural India for Sustainable Economic Development”**, Sponsored by ICSSR organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 12th and 13th Oct 2023.
14. Participated/Presented a paper titled **“Role of MSME’s in Economics Self - Reliance”** in One day National Level Seminar on **“Sustainable Developments through MSMEs: A Pathway to Self-Reliant India”**, Sponsored by ICSSR organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 6th Oct 2023.
15. Participated in One day National Level Seminar on **“The Future of Insurance India-Faster & Easier”**, organised by Insurance Institute of India, Mumbai & SNMV College of Arts and Science, Coimbatore on 27th Sep 2023.
16. Participated/Presented a paper titled **“Problems of Women Entrepreneurs in India”** in One day National Level Seminar on **“Inclusive Growth and Women Empowerment through Rural Entrepreneurship”**, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 5th April, 2023.
17. Participated/Presented a paper titled **“Role of Education in Women Empowerment”** in One day National Level Seminar on **“Women's Employment, Entrepreneurship and Empowerment”**, Sponsored by ICSSR organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 15th March 2023.

18. Participated in One day National Level Seminar on ***“Co-Creation Model of Learning, Teaching & Curriculum- Staff and Students as Partners Towards National Educational Policy- 2022”***, Sponsored by ICSSR organised by Department of Commerce- (Business Process Services), Nallamuthu Gounder Mahalingam College, Pollachi on 3rd March 2023.
19. Participated/Presented a paper titled ***"Digital Education Tools to Enhance Learning"*** in Two-day National Level Seminar on ***"Impact of Digital learning in Education sector- A Pandemic perspective"***, Sponsored by ICSSR organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 8th and 9th February 2023.
20. Participated and Presented a Paper entitled ***“Women Empowerment in India and its Importance”*** in ICSSR – New Delhi sponsored One-day National Seminar on ***“Women Empowerment through Financial Inclusion”***, organised by Department of Commerce(E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 3rd February 2023.
21. Participated and Presented a Paper entitled ***“Blended Learning: An Innovative Approach for Effective Curriculum Transaction”*** in ICSSR – New Delhi sponsored Two-day National Level Seminar on ***“Blended Mode of Teaching and Learning for TeachersCommunity”***, organised by Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi on 30th and 31st January 2023.
22. Participated and Presented a Paper entitled ***“Empowerment of Women Entrepreneurship”*** in ICSSR – New Delhi sponsored Two-day National Seminar on ***“Rural Women Empowerment through Entrepreneurship”***, organised by Department of Commerce(E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi on 19th and 20th January 2023.
23. Participated and Presented a Paper entitled ***“Role of Entrepreneurship in Economic Development in India”*** in ICSSR – New Delhi sponsored One day National Level Seminar on ***“India Means Business – Reform, Perfor, Transform”***, organised by Department of Commerce with Business Process Services and Retail Marketing, Sri Ramakrishna College of arts and Science, Coimbatore on 5th January 2023.

24. Participated and Presented a Paper entitled **“ICT Tools for Higher Education”** in the ICSSR - Delhi sponsored One-day National Seminar on ‘Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs’, on 19th October 2022, organised by Department of Commerce(E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi
25. Participated and Presented a Paper entitled **“Impact of E-Learning in Rural Areas”** in the ICSSR – Southern Regional Centre sponsored Two Days National Online Seminar on ‘Rural Students and Youth Embracing Digital Medium to Continue Learning During Covid-19’, on 15th and 16th June 2022 organised by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi
26. Participated in National Virtual Seminar on **“Transforming Quality of Teaching by Adopting and Innovating ICT Tools & Techniques – A Key Focus Area of NEP 2020”** held on 21st and 22nd April 2022 organised by IQAC, Sri Ramakrishna College of Arts & Science, Coimbatore
27. Participated in One Day National Webinar on **“Strategy for Managing Personal Finance”** held on 3rd December 2021 organised by Department of Commerce – Business Process Services & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi in collaboration with Association of Mutual Funds in India
28. Participated in National Webinar on **“Introduction to IPR and Patent Filling Procedures”** held on 22nd October, 2021 organised by UG Department of Computer Applications & IQAC, Nallamuthu Gounder Mahalingam College, Pollachi
29. Participated in One Day National Webinar on **“Forensic Accounting”** held on 30th September 2021 organised by Department of Commerce, Seth Ram Bahadpur Singh Gujarati College, Cochin, Kerala
30. Participated in National Level Webinar on **“A Roadmap to Digital Transformation”** held on 28th September 2021 organised by Department of Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College, Pollachi
31. Participated in National Webinar on **“Teachers e-Kit: A Four Quadrant Approach for Development of OER’s for Higher Education”** held on 9th September 2021 organised by Guru AngadDev Teaching Learning Centre, SGTB Khalsa College, University of

Delhi under the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching of Ministry of Education

32. Participated in Online National Webinar on **“Wealth Creation Through Personal Financial Management”** held on 7th September 2021 organised by Department of Commerce, Guru Nanak Khalsa College, Yamuna Nagar in collaboration with Association of Mutual Fund in India
33. Dr.P.Anitha participated International workshop on IND –AS (INDIAN ACCOUNTING STANDARD) organised by KPRCAS on 21st January 2021.
34. Dr.P.Anitha participated in the webinar on Two Day National Level Online Workshop for Teaching and Administrative Staff On **“Income Tax Assessments- Returns and Refund”** organised by SSMRV College, Jayanagar, Bengaluru on 23rd and 24th July 2020.
35. Participated in the webinar on **“E-Content Development”** for online meeting organised by Nallamuthu Gounder Mahalingam College on 6th July 2020.
36. Participated in the webinar on **“System and Procedures for NNAC Assessment** organised by Nallamuthu Gounder Mahalingam College on 26th June 2020.
37. Participated in the webinar on **“Appraisal on learning outcome in OBE”** online course organised by Nallamuthu Gounder Mahalingam College on 22nd June 2020.
38. Participated and Presented a Paper entitled **“Challenges in Cashless Economy”** in the National Level Seminar on ‘Cash to Cashless Economy’ on 31st January 2018 organised by Department of Commerce with Computer Application, AJK College of Arts and Science, Coimbatore
39. Participated/in the National Level Seminar on Swami Vivekananda’s thoughts on **“Empower the Youth to Enrich the Nation”**, organised by Swami Vivekanadar Students’ Thinkers Forum, Nallamuthu Gounder Mahalingam College, Pollachi on 28th July 2017.
40. Participated and Presented a Paper entitled **“Impact of Demonetization on Black Money”** in the One-day National Level Seminar on ‘Demonetization to Digitization – Time for a Digital Indian Economy’ on 22nd February 2017 organised by Department of B.Com(CA) & M.Com, PSGR Krishnammal College for Women, Coimbatore

41. Participated and Presented a Paper entitled **“The Role of Internal Auditing and Internal Auditors”** in the National Level Seminar on ‘Recent Developments in Auditing’, on 22nd February 2013 organised by Department of Commerce with Professional Accounting, S.N.R. Sons College, Coimbatore
42. Participated and Presented a Paper titled **“Women and the Environment”**, in the One-day National Seminar on “Women’s Role in Achieving a Sustainable Future” organised by the Department of Commerce (SF), P.S.G.R. Krishnammal College for Women, Coimbatore on 20th February, 2013.
43. Participated/in the UGC Sponsored National Level Seminar on **“Impact of Information Technology on Teaching and Learning Process in Tamil Language”**, organised by PG & Research Department of Tamil and Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi on 26th and 27th September, 2008.
44. Participated/and Presented a Paper titled **“Impact of Globalisation on Indian Industries”**, in the One-day National Seminar on “Impact of Globalisation on Indian Industry” organised by the Department of Management, Hindustan College of Arts & Science, Coimbatore on 21st February, 2004.
45. Participated/in the One-day Seminar on **“Understanding Markets & Building Brands”** organised by the Department of International Business, Nallamuthu Gounder Mahalingam College, Pollachi on 21st January 2004.

State

1. Participated/in the State Level Seminar on **“Emerging Trends in Business”** organised by the Department of Commerce, Parks College, Tiruppur, on 7th March 2003.

2. CONFERENCE

International

1. Participated and Presented a Paper on **“Women-Powered Entrepreneurship For Rural Prosperity and Nutritious Food Futures”** in the International Conference on ‘Sustainable Startups and Entrepreneurial Excellence – The Future Begins Here’, on 30th January 2026 organised by the Department of Commerce, Vivekanandha Arts and Science College for Women, Sankagiri, Salem

2. Participated in the One Day International Conference on ‘Artificail Intelligence in Banking and Insurance”, on 25th August 2023 organised by Departmetn of Commerce with Banking and Insurance at Sri Ramakrishna College of Arts & Science, Coimbatore
3. Participated in the Hybrid Mode Two Day International Conference on ‘**Contemporary Approaches to Empower Smart Future through Digitalization**’, on 24th and 25th November 2022 organised Sakthi Institute of Information and Management Studies, Pollachi
4. Participated and Presented a Paper on “**A World of E-Commerce**” in the International Conference on ‘Emerging Trends in Commerce, Management and Computer Science (ICETCMC-2022)’, on 13th August 2022 organised by Brindavan College, Bengaluru
5. Participated and Presented a Paper titled “**Problems Faced by Entrepreneurs during Pandemic – A Study with Special Reference to Pollachi Taluk**” in a two-day International E-Conference on “Innovative Business Practices for Global Sustainable Development in the Post Pandemic Era” held on 24th and 25th March 2022 organised by Sakthi Institute of Information and Management Studies, Pollachi
6. Participated and Presented a Paper titled “**Customer Satisfaction towards Online Shopping Sites for Baby Products**” in a Virtual International Conference on ‘Make in India Redefined in Digital Era for Sustainable Development’ held on 27th October, 2021 organised by G R Damodaran Academy of Management, Coimbatore
7. Participated and Presented a Paper entitled “**A Study on Online Consumer’s Repurchase Intention**” in the One Day International Conference on ‘Emerging Trends in Science and Technology (ETIST – 2021), on 27th October 2021 organised Department of Biological Science, Physical Science and Computational Science, Nallamuthu Gounder Mahalingam College, Pollachi
8. Participated and Presented a Paper titled “**A Study on Online Consumer’s Repurchase Intention**” in the One-day International Conference on “Emerging Trends in Science and Technology (ETIST-2021)” held on 27th October 2021 organised by Department of Biological Science, Physical Science and Computational Sciences, Nallamuthu Gounder Mahalingam College, Pollachi
9. Participated and Presented a paper entitled A Study on utilisation and satisfaction towards electronic commerce organized by SIIMS on 11th & 12th March 2021.

10. Participated and Presented a Paper titled **“Customer Satisfaction Towards Himalaya Baby Care Products”** in the International Conference on “Emerging Trends and Challenges in Modern Business Management” held on 26th February 2020 organised by Research and Development Cell, Kamadhenu Arts & Science College, Sathyamangalam.
11. Participated and Presented a Paper titled **“A Study on Consumer Benefits Towards E-CRM Services in Public Sector Banks”** in the International Conference on “Transformation of Management Practice for the Digital Age” held on 15th March 2019 organised by Sakthi Institute of Information and Management Studies, Pollachi
12. Participated and Presented a Paper titled **“A Customer Satisfaction on Home Appliances Towards Online Shopping”** in the International Conference on “Business Innovation through Technological Advancement” held on 1st March 2019, organised by School of Commerce, Rathinam College of Arts & Science, Coimbatore
13. Participated and Presented a Paper titled **“Risks in Mobile Banking”** in the One-day International Conference on “Economics, Commerce & Management – Past, Present & Future” held on 24th January 2019 organised by PG & Research Department of Commerce, Trinity College for Women, Namakkal
14. Participated and Presented a Paper titled **“Social Media Marketing”** in the International Conference on “Connect the World with Social Media for Social Causes – A Voice for Voiceless People” held on 5th October 2018 organised by PG & Research Department of Commerce(CA), Hindusthan College of Arts & Science, Coimbatore
15. Participated and Presented a Paper entitled **“E-Commerce”** in the International Conference on ‘Global Business and Policy Modelling (GBPM 2006)’, on 21st and 22nd September 2006 organised by Adaikalamatha Institute of Management, Adaikalamatha College, Thanjavur

National

1. Participated and Presented a Paper entitled **“Emerging Trends in Indian Taxation”** in the One-day National Level Conference on ‘Future of Taxation: Empowering the Next Generation of Tax Professionals’, on 23rd January 2026, organised by School of Commerce, Rathinam College of Arts & Science, Coimbatore and sponsored by Tamilnadu Goods and Services Tax Professionals Association & ICP Academy

2. Participated in the One Day National Conference on **“Impact of Demonetisation (2016) on Indian Economy”**, on 28th July 2017 organised by Department of Economics, Nallamuthu Gounder Mahalingam College, Pollachi
3. Participated and Presented a Paper entitled **“Technological Development in Banking”** in the Two-day National Level Conference on ‘Changing Paradigms in Indian Business’, on 24th & 25th March 2017, organised by School of Commerce and Management, Nallamuthu Gounder Mahalingam College, Pollachi
4. Participated and Presented a Paper entitled **“Make in India”** in the Annual Conference of Association of Economists of Tamilnadu (AET), on 19th & 20th November 2016 organised by Post Graduate & Research Department of Economics, Erode Arts and Science College, Erode.
5. Participated and Presented a Paper entitled **“E-Banking”** in the National Conference on ‘Business Management Strategies: Issues & Challenges’ on 14th September 2012 organised by Department of Business Administration with Computer Applications, Sri Krishna Arts & Science College, Coimbatore
6. Participated and Presented a Paper entitled **“Emerging Issues in Human Resource Management”** in the National Conference on ‘Contemporary Issues in Global Business Management ‘(CIGBM) on 3rd February 2012 organised by Department of Commerce and Management, Karpagam University, Coimbatore.
7. Participated in the UGC Sponsored National Conference on **“Humn Excellence Through Ethics and Value Education”**, on 3rd and 4th October 2008 organised by Nallamuthu Gounder Mahalingam College, Pollachi

3. WORKSHOP

National

1. Participated in the ICSSR, New Delhi sponsored Workshop on **“Digital India Scheme- PMJDY, APY, PYSYM” on the tile “Implication of Digital Financial Inclusion Supporting Rural Women Economic Empowerment in Western Tamil Nadu”**, held on 20th February, 2024, organised by UG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi

2. Participated in the IP Awareness/ Training Program on “***National Intellectual Property Awareness Mission***” organised by Intellectual Property Office, India on 8th January 2024.
3. Participated in a Two Day National Level Workshop on “**Implementation of Outcome Based Education: Opportunities and Challenges – Learning Outcome Based Curriculum Framework**” held on 20th & 21st March 2023 organised by the Internal Quality Assurance Cell, Nallamuthu Gunder Mahalingam College, Pollachi
4. Participated in a One Day Online Faculty Workshop on “**How to Buy and Sell Shares in Stock Exchanges**” held on 10th March 2022 organised by Department of Commerce, Kalasalingam Business School, Kalasalingam Academy of Research and Education, Virudhunagar
5. Participated in Two Days Online National Workshop on “**Data Analysis Using AMOS & E-VIEWS**” held on 07th and 08th October 2021, sponsored ICSSR-SRC, Hyderabad and organised by Alagappa Institute of Management, Alagappa University
6. Participated in One-day National Level Workshop on “**Scientific Research & Data Analytics**”, held on 12th October, 2019, organised by Post Graduate and Research Department of Commerce, Nallamuthu Gounder Mahalingam College
7. Participated in One-day National Level Workshop on “**Sustainable Agriculture**”, held on 3rd October, 2018, organised by the Department of Zoology, Nallamuthu Gounder Mahalingam College
8. Participated in SEBI Sponsored One-day Workshop on “**Financial Education for Executives**”, held on 31st July 2018, conducted by Bharathiar University Arts and Science College, Pollachi
9. Participated in One-day Workshop on “**Professional Ethics in Effective Database Design for Real Time Applications**”, held on 28th August, 2009, organised by PG Department of Computer Applications, Nallamuthu Gounder Mahalingam College
10. Participated in One-day Workshop on “**Bio-Informatics**”, held on 21st September, 2006, organised by PG Department of Computer Applications, Nallamuthu Gounder Mahalingam College

11. Participated in Two-day Workshop on **“Execution of Project Work and Drafting of Project Report”**, held on 29th & 30th January, 2004, organised by Department of Management Sciences, V.L.B. Janakiammal College of Arts & Science, Coimbatore
12. Participated in the One-Day National Level Online Workshop on **“Implementation of (Outcome Based Education) OBE in Commerce Education”**, held on 27th August, 2022, organised by Department of Commerce (Business Analytics), G. Venkataswamy Naidu College, Kovilpatti

4. FACULTY DEVELOPMENT PROGRAMME

International

1. Participated in a Ten Days Virtual International Phygital Faculty Development Program on **“Recent Trends in Multidisciplinary Research”** held from 7th to 18th July 2023 organised by Department of Business Administration, SRM Institute of Science and Technology, Chennai
2. Participated in a Seven Day International Faculty Development Programme on **“Next Generation Teachers”** held from 24th September 2021 to 4th October 2021, jointly organised by Department of Business Administration & IQAC, Nallamtuhtu Gounder Mahalingam College, Pollachi.

National

1. Participated in a Five Days Online Faculty Development Programme on **“Outcome-Based Learning in HEI’s for Quality Education”** jointly organized by Internal Quality Assurance Cell (IQAC) & Department of Science and Humanities, Dhaanish Ahmed Institute of Technology, Coimbatore from 18.07.2025 to 22.07.2025.
2. Participated in a Five Days Online Faculty development Programme on **“E-Content Development”** organized by Department of Mathematics, Sri G.V.G. Visalakshi College for Women, Udumalpet and supported by DBT State Status Scheme, from 12th to 16th February 2024.
3. Participated in the DST sponsored Four weeks Technical Entrepreneurship Development Programme on **“Tech Fusion Ventures: The Accelerated Path to Entrepreneurship Success”** held from 29th January 2024 to 23rd February 2024, organised by Academy of Maritime Education & Training, Deemed to be University, Chennai

4. Participated in the Seven Days Faculty Development Programme on ***“Quality Education for Nation Building”*** organised by IQAC of Sakthi Institute of Information and Management Studies (SIIMS), Pollachi on 31st July –8th August 2023.
5. Participated in a Three-Day National Level Faculty Development Programme on **“IPR, Entrepreneurship Development and Startups”** organized by IOT Academy, Coimbatore, from 21st to 23rd December 2022
6. Participated in a National Level Faculty Development Program on **“Research Methodology Techniques and Basic Statistical Tools for Data Analysis”** held on 26th to 30th April 2022, organised by Department of Humanities and Applied Sciences in association with IQAC, Aurora’s Technological and Research Institute, Hyderabad
7. Participated in a National Level Faculty Development Program on **“Incubation Post Pandemic” and “Alternate Energy as Future Entrepreneurial Endeveors”** held on 9th and 23rd April 2022, conducted by School of Commerce, Presidency University, Bengaluru
8. Participated in a Six Days National Level Faculty Development Program on **“Overview of Capital Market”** held from 4th March 2022 to 9th March 2022, organised by Bombay Stock Exchange Broker’s Forum in association with Dr. Ambedkar Law University, Chennai
9. Participated in a Seven Days National Level Faculty Development Program on **“Investor Education”** held on 23rd January 2022, conducted by Sraddha Academy for Financial Education in association with Department of Commerce, Rathinam College of Arts & Science, Coimbatore
10. Participated in a Faculty Development Program entitled **“How to Open Trading & Demat Account”** held on 7th October 2021 organised by Department of Commerce (BPS) and Centre for Faculty Development, Dr. N.G.P Arts & Science College, Coimbatore
11. Participated in a Online Lecture Series-I on **“What Makes a Good Teacher”** held on 23rd September 2021 organised by Faculty Development Programme Cell, The Madura College, Madurai.

12. Participated in One Day Faculty Development Programme on “Advanced Research Tools Through SPSS” organized by the SNMV Institute of Management on 20th November 2015

State

1. Participated in the One Week Faculty Development Programme on “*Capacity Building In Higher Education Institutions (Heis): The Challenges & Opportunities*” organised by Don Bosco Institute of Technology, New Delhi on 14th July– 18th July 2025.
2. Participated in the Faculty Development Programme on “*Yoga for Emotional Stability*” organised by Department of Human Excellence, Nallamuthu Gounder Mahalingam College, Pollachi on 15th July– 24th July 2024.
3. Participated in the Faculty Development Programme on “*Yoga for Healthy Life*” organised by Department of Human Excellence, Nallamuthu Gounder Mahalingam College, Pollachi on 29th January–6th February 2023.
4. Participated in the Six Days State Level Faculty Development Programme on “*Digitalization in Accounting and Finance*” Jointly organised by Department of Commerce (PA), KG College of Arts and Science, Coimbatore from 8th to 14th November 2022.
5. Participated in the “**Professional Training Program for Teaching Faculties**” organised by Department of Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi from 17th September 2022.
6. Participated in the Faculty Development Programme on “**Recent Trends in Higher Education in Science and Humanities to Rural Students**” organised by Nallamuthu Gounder Mahalingam College, Pollachi from 12th to 14th June 2019.
7. Participated in Three Days “**Finishing School**” Programme held from 14th to 16th May 2008 at Coimbatore Institute of Management And Technology, Coimbatore

5. FACULTY INDUCTION PROGRAMME

National

1. Participated in the 91st guru Dakshta Faculty Induction Programme (Online Mode) organised by UGC- Malaviya Mission Teacher Training Centre (MMTC), Univerdity of Kashmir, Srinagar from 16th April 2025 to 16th May 2025 and obtained Grad ‘A’

6. SYMPOSIUM

National

1. Participated in the One day National Level Symposium on “**E-Business & E-Commerce – Its Emerging Trends**”, held on 23rd August 2017, organised by the Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi.

State

1. Participated in the “**State Level Symposium 2k17 on Overseas Trade**” held on 3rd January 2017, organised by PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi.

7. HUMAN DEVELOPMENT PROGRAMME

State

1. Participated in the **Human Development Programme** organised by Department of Human Excellence, Nallamuthu Gounder Mahalingam College, Pollachi from 8th August 2025 to 18th August 2025

8. REFRESHER COURSE

National

1. Completed the AICTE-ISTE approved Orientation/Refresher Program on “**Financial Derivatives**” held during 22nd February 2022 to 28th February 2022, organised by St. Joseph’s Degree & PG College, Hyderabad

ACADEMIC ASSIGNMENTS :

i. Organising Secretary

- National Level Faculty Development Programme on “Goods and Services Tax” at Nallamuthu Gounder Mahalingam College, Pollachi on 05th August, 2017

ii. Chairman

- Board of Studies, Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi – June 2018 to Till date

iii. Member

- Board of Studies, Commerce-CA Nallamuthu Gounder Mahalingam College, Pollachi – June 2006 to June 2017
- Panel of Question Paper Setters and Examiners in Various Universities and Colleges

- Faculty Development Programme – “Towards Better Teaching” organized in association with UGC – Academic Staff College, Bharathiar University, Coimbatore at Nallamuthu Gounder Mahalingam College, Pollachi on 30th September, 2006
- National Level Symposium on “Recent Trends in Commerce and Information Technology” organized by Department of Commerce with Computer Applications, Nallamuthu Gounder Mahalingam College, Pollachi – 14.03.2008
- Workshop on “PC Hardware” organized by PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi and ACCEL Academy Ltd., Pollachi on 4th September, 2010
- Workshop on Team Building, organized by Department of Commerce-CA on 6th September, 2013
- Doctorial Committee Government Arts College - Udumalpet, SNMV College, Coimbatore; Karpagam Academy for Higher Education, Coimbatore and Nehru College of Arts & Science, Coimbatore from August 2014 to December 2016
- Workshop on Preparation for Placement and Career Development organized by PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi and Youth Corp Training Solutions, Pollachi during August and September, 2016
- Rapporteur – National Conference on “Changing Paradigms in Indian Business” at Nallamuthu Gounder Mahalingam College, Pollachi on 24th and 25th March, 2017

EXTRA-CURRICULAR ACTIVITIES

- Executive Assistant*, Placement and Alumni Cell, Nallamuthu Gounder Mahalingam College, Pollachi, February 2005 to May 2006
- Organising Secretary*, Inter Collegiate Meet – *IMAGE'12*, Nallamuthu Gounder Mahalingam College, Pollachi on 2nd March, 2012
- Co-ordinator*
 - Nallamuthu Gounder Mahalingam Fine Arts Club, December 2016 to 2020
 - Non-Major Elective –Under Graduate (SF) – December 2017 to till date
- Member*

- Women's Cell, Nallamuthu Gounder Mahalingam College, Pollachi, June 2008 to November 2010
- Editorial Board, NGM Times – News Letter – September 2011 to November 2014
- Nallamuthu Gounder Mahalingam Fine Arts Club, – January 2014 to November 2016

ADDRESS FOR COMMUNICATION : 2/117-A, Sellappampalayam
Sellappampalayam (PO)
Udumalpet – 642 207

Declaration

I hereby declare that the above-furnished information about me are true to my knowledge.

Place : Pollachi

Date : 13-07-2026

(P. ANITHA)