

CURRICULUM VITAE

P.ANITHA

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Site no. 5, Sai baba colony,

Mobile: 99528 99859

Makkinam Patti (PO)

Pollachi (TK)

OBJECTIVE

To acquire an entry level position in the college where I can use my good teaching skills for the better development of the students.

WORKING EXPERIENCE

Post held - Assistant Professor
Institution - N.G.M College, Pollachi
Duration - 8 years

EDUCATIONAL BACKGROUND

- M.Phil from NGM College, Pollachi affiliated with Bharathiar University in year 2013 – 2014 with 57%.
- M.Com (CA) from NGM College, Pollachi affiliated with Bharathiar University in year 2011 – 2013 with 78%.
- M.B.A from Bharathiar university in year 2011 – 2013 with 64%.
- B.Com (CA) from NGM College, Pollachi affiliated with Bharathiar University in year 2008 – 2011 with 71%.

SOFT SKILLS

- MS Office
- TALLY 9
- C++
- HTML

PROJECT WORK

M.COM (CA)

- A Study on **Customer Satisfaction towards E-journals** in Pollachi Taluk.

M.Phil (Commerce)

- A Comparative Study on **Customer Satisfaction in Public and Private Sector Banks** in Pollachi Taluk.

COURSE COMPLETED

1. Successfully completed NPTEL Online Certification Exam in Marketing Management during the period 2026.
- a. Successfully completed the NEP2020 Orientation and Sensitization Programme in

online mode under MMTTP of Ministry of Education, Government of India organized by Malaviya Mission Teacher Training Center, Bharathidasan University, Tiruchirappalli from 18.09.2024 to 26.09.2024.

FACULTY DEVELOPMENT PROGRAMME

- Totally attended Faculty Development Programme: 30

CAPACITY BUILDING PROGRAMME

- Attended National Level Capacity Programme on “Copyright Essentials: Simplified for Everyone on 15.6.2025, Organized by A.C.T Academy, Kerala.
- Attended National Level Capacity Programme on “AI Tools for Research on 29.6.2025, Organized by A.C.T Academy, Kerala.
- Attended National Level Capacity Programme on “Best Practices in Teaching and Learning Process on 3.9.2025, Organized by A.C.T Academy, Kerala.

PROFESSIONAL SKILL DEVELOPEMNT PROGRAMME

- Participated in Professional Skill Development Programme titled Interdisciplinary Excellence: Integrating Tech, Ethics and Creativity Vision of the NEP 2020, Organized by SRM Institute of Science and Technology, Chennai.
- Participated in 9 days National Level Professional Skill Development Programme titled Empowering Educators and Students with AI, Organized by Partician College of Arts and Science, Chennai. From 6.10.2025 to 16. 10 2025.

WORKSHOP/WEBINAR/SEMIAR AND E-CONFERENCE

- Workshop : 7
- International Webinar: 8

CERTIFICATION PROGRAMME

- Completed the Post Graduate Certification Programme for Educators (PGCPE) conducted from Feb 2025 to October 2025, Organized by NGM college, Pollachi.

UGC CARE PUBLICATION

- Published article on “From awareness to adoption: Examining the awareness-usage gap in sustainable electronics and technology products” on Asian Journal of Management and Commerce, Vol. 13, Issue 2, pp. 540-543, May 2026, ISSN: 2708-4523.
- Published article “Understanding adoption of sustainable electronics: Household financial behaviour and consumption capacity”, on International Journal of Multidisciplinary Research and Development, Vol.7, Issue 5, pp. 378-383, March 2026, ISSN: 2349-4182.

PAPER PUBLICATIONS

- Presented a paper titled “AI Driven Personal Finance Management Tools” in the International e-Conference on “Multilingual Research, Education, and Social Sciences (MRESS 2025)”, organized by A.C.T. Academy, on 05 July 2025. ISBN: 978-81-987735-9-3.
- International Conference on “Corporate Social Responsibility” and presented paper titled “Mission, Vision and Values” organized by Vellalar College for Women, Erode.

- Attended a one day National level conference on “Crop Insurance in India” and presented paper titled “Crop Insurance In India” organized by PARK’S College, Tirupur.
- Had “Changing Paradigms in Indian Business” National level conference “A Comparative Study on Customer Satisfaction in Public and Private Sector Banks” in NGM College, Pollachi.
- Presented a paper on “Role of microfinance in empowering rural communities” ICSSR-SRC sponsored conference on Bridging the digital divide: Digital Financial Inclusion for Marginalized communities in the era of AmritKal Organized by Nallamuthu Gounder Mahalingam College, on January 9th 2026.
- Presented a paper title on “AI in Indian education: Transforming teaching and learning for the Digital Age” ICSSR-SRC sponsored conference on Prospects of Artificial Intelligence and Personalized learning in inclusive Education Integrated to the National Educational Policy (NEP)-2020 Organized by Nallamuthu Gounder Mahalingam College, on January 9th 2026.
- Presented a paper titled— “AI in Indian Education: Transforming Teaching and Learning for the Digital Age” in the ICSSR-SRC Sponsored Conference on “Prospects of Artificial Intelligence and Personalized Learning in Inclusive Education Integrated to the National Educational Policy (NEP)-2020”, organized by Nallamuthu Gounder Mahalingam College, on 09 January 2026.
- Presented a paper titled— “Privacy and Data Security Concerns in AI Adoption” in the ICSSR-SRC Sponsored National Conference on “Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India”, organized by Nallamuthu Gounder Mahalingam College, Pollachi, 2025. ISBN: 978-93-94004-62-7.

Books

- Published a Book chapter on the title “Block chain in ecommerce: transforming digital transparency and security” under the publication chapter” Block chain in business: transformative trends in commerce” on June 2025. ISBN: 978-81-98657350.
- Published a Book chapter on the title “Role of Bhagavad Gita in Framing Ethical Human Behavior” under the book titled chapter” Bhagavad Gita and Indian ethics preaching of great philosopher AdiSankara” published by Stanzaleaf publication on 11 July 2025. ISBN: 978-81-9877464-4
- Published a Book chapter on the title “Challenges and Opportunities in VR and AR interface design” under the publication chapter”Next-generation computing trends & innovations” on 12th August 2025, by SJ Publication. ISBN: 978-81-986573-6-7.
- Presented a paper titled— “Role of Bhagavad Gita in Framing Ethical Human Behavior” in the edited book “Bhagavad Gita and Indian Ethics: Preaching of Great Philosopher Adi Sankara”, published by Stanzaleaf Publication, on 11 July 2025.
- Presented a paper titled— “Conservation and Promotion of Heritage Tourism” in the edited book “India–Malaysia Bilateral Relations in the 21st Century”, published by CiiT Publications, 2025. ISBN: 978-93-6126-546-4.

PERSONAL DETAILS

P. Anitha,
Assistant professor,
PG and Research Department of Commerce'
NGM college
Pollachi