



<b>NAME</b>	ANITHA S
<b>DESIGNATION</b>	ASSISTANT PROFESSOR
<b>QUALIFICATION</b>	M.COM, KSET
<b>EMAIL</b>	anitha@stagnescollege.edu.in
<b>WORK EXPERIENCE (IN YEARS)</b>	13
<b>EDUCATIONAL DETAILS</b>	M.Com. from Mangalore University
<b>SPECIALIZATION PG</b>	Finance
<b>COURSES TAUGHT AT UG/PG</b>	Financial Accounting, Management Accounting, Financial Management, Business Communication, Human Resource Management, Banking, Security Analysis and Portfolio Management, International Business, Management, Digital Fluency, International Financial Accounting (ACCA), Advanced Performance Management (ACCA), Management Accounting (ACCA), Business Environment, Organisational Behaviour, Corporate Accounting and Reporting, Managing Business Process, Company Law, Auditing

<b>SKILL SETS</b>	Knowledge on various subject matter, Communication skills, Classroom Management, Organizational skills, Assessment and Evaluation, Technological Proficiency, Adaptability, Critical thinking, and Quick Learner.
-------------------	---

**PARTICIPATION IN CONFERENCES/ SEMINARS/ WORKSHOPS**

DATE	NATIONAL/ INTERNATIONAL LEVEL	TITLE	DETAILS OF ORGANISERS	PLACE	TITLE OF PAPER PRESENTED
15 February 2023	National	National Intellectual Property Awareness Mission	Intellectual Property Office, India	Online	-
23 to 28 January 2023	National	Entrepreneurship and Innovations	Faculty of Commerce – Parul University, Gujrat, Research Foundation of India & RFI – CARE	Online	-
19 to 20 March, 2018	International	Indira Gandhi – A Visionary: Revisiting Her Policies and their Impact	St Agnes College (Autonomous), Mangaluru.	Mangaluru	A Study On Economic Development of India in Association with SAARC.

**CHIEF GUEST/ RESOURCE PERSON/ MODERATOR/ CHAIRPERSON/ CO-ORDINATOR/ ANY OTHER**

<b>DATE</b>	<b>POSITION HELD</b>	<b>TITLE OF THE PROGRAM ORGANISED</b>	<b>PLACE</b>
3 May 2023	COORDINATOR	Workshop - Mastering Essential Life Skills: A tool for Success and Fulfilment	St Agnes College (Autonomous), Mangaluru
22 December 2022	COORDINATOR	Seminar – Cyber Security & IT Act	St Agnes College (Autonomous), Mangaluru
21 December 2022	COORDINATOR	Workshop – ZOHO Books	St Agnes College (Autonomous)
22 November 2022	COORDINATOR	Workshop - Be The Game Changer	St Agnes College (Autonomous)
21 November 2022	COORDINATOR	Workshop - Aspire to Inspire	St Agnes College (Autonomous)
8 November 2022	COORDINATOR	Workshop-Team Building	St Agnes College (Autonomous)
28 September 2022	COORDINATOR	Workshop – Investment Awareness Programme	St Agnes College (Autonomous)
24 June 2022	COORDINATOR	Workshop – Soft Skills	St Agnes College (Autonomous)
27 October 2021	COORDINATOR	Webinar - Introduction to Security Market and Opening of Trading Account	St Agnes College (Autonomous)

6 June 2020	COORDINATOR	Webinar – Personal Investment Management	St Agnes College (Autonomous)
18 February 2020	COORDINATOR	International Workshop on Personality Development	St Agnes College (Autonomous)
23 February 2021	COORDINATOR	ABHINAYA – University Level Theatre Workshop	St Agnes College (Autonomous)
17 and 19 January 2019	CO-COORDINATOR	District Youth Parliament	St Agnes College (Autonomous)
29 October to 3 November 2018	PROGRAMME OFFICER	NSS Annual Special Camp	BOVI School, UCHILA, Someshwara
27 August 2018	COORDINATOR	AAKRITHI – NSS University Level Fest	St Agnes College (Autonomous)
4 March 2018	CO-COORDINATOR	University Level Life Skill Training Workshop	St Agnes College (Autonomous)

#### AWARDS AND ACHIEVEMENTS

DATE	DETAILS
12 March 2019	Completed UGC Granted Minor Research Project titled A Study on Influence of Multinational Soft Drinks Brand on the Demand of Local Soft Drinks Brand With Reference to Mangalore Taluk.

**RESEARCH PROJECTS GUIDED**

<b>YEAR</b>	<b>TITLE OF THE PROJECT</b>	<b>NAME OF STUDENT</b>
2022-23	The Study on the Products and Marketing Strategies with Special Reference to Happy Health India Company Ltd	Chrisha Shiny Sequeira
	The Study on Influence of Consumer Reviews on Consumer Buying Behaviour with Special Reference to Consumers of Amazon	Kiran Shamsudeen
2021-2022	A Study of Customer Preference Between Sanitary Pads and Menstrual Cups with Special Reference to Students of Mangaluru City	Ramya R
	A Study on Consumer Behaviour towards Promotional Strategy and Product Packaging with Special Reference to Mangaluru	Sana Naima
	A Study on Idealised Beauty Standardising Advertisements and its Impact on the Body Image and Self Esteem of Female Consumers	Mehak
2020-21	“A Study on the Impact of Work From Home on Working Women with Reference to Corporate Sector”	Prerthi P S
	A Study on Youth Consumption on OTT Platform in Mangalore	Laveena M Anthraj
2019-2020	A Study on Student Attitude towards Entrepreneurship with Reference to Mangalore City	Kanchana Maali Patil
	A Comparative Study of Work – Life Balance of Educationists of Autonomous Colleges on the Basis of Their Marital Status With Special Reference to Mangaluru City	Leandra Dale Menezes
2018-2019	A Study on impact of Forex Income on Financial Performance of Corporation Bank, Mangalore	Mayola Delita Monteiro

	A Study on Factors affecting productivity of labours with special reference to K.M Boards	Waheeba Fathima Naleefa
	A study on Job satisfaction of women employees with special reference to Unity Hospital, Mangaluru	Muthu Mari Ancilia

<b>ADMINISTRATIVE RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>● HOD of Business Administration from 2021</li> <li>● ECA Coordinator</li> <li>● Coordinator of Management Forum</li> <li>● Coordinator of Rangers &amp; Traffic Warden squad 2020-2022</li> <li>● NSS Programme Officer from 2016 to 2019</li> <li>● Coordinator Harmony Club from 2012 to 2016</li> <li>● Member of NAAR Criteria I (till 2023)</li> <li>● Member of NAAC Criteria II</li> </ul>
--	---

**NPTEL/FDP/COURSERA/ CERTIFICATE COURSES COMPLETED**

TYPE	YEAR	TITLE	DETAILS OF THE SPONSORS/ORGANISERS	DURATION
FDP	2023	Investment Management	NPTEL	8 Weeks
Certificate Course	2022	Digital 101 Journey	Future Skills – NASSCOM	30 Hours

FDP	2021	Empowering commerce teachers for NEP 2020	Mangalore University-Commerce Teachers Association (MUCTA), StAgnes College (Autonomous), Mangaluru, Government First Grade College, Kavoorand Mangala Alumni Association (MAA)	30 Hours
FDP	2021	Capital Markets for Business Processes	TCS, Bangalore, St Agnes College (Autonomous), Mangaluru	4 days
COURSERA	2021	Financial Markets	Yale University	30 Hours
FDP	2021	Banking for Business Processes	TCS, Bangalore, St Agnes College (Autonomous), Mangaluru	5 Days
FDP	2021	Pedagogy and Research Skills Development	Amity University, Maharashtra	8 Days
FDP	2020	Outcome Based Education	St Agnes College (Autonomous), Mangaluru	6 Days
FDP	2020	Online Teaching and E-content	IIDE, Lala Lajpathrai College, St Xavier's College & D. Y. Patil College of Engineering & Technology, Mumbai	2 Days
FDP	2020	Quality Enhancement in Higher Education Institutions - Future Vision't'	IQAC, St. Ann's College for Women, Hyderabad	3 Days

\*\*\*\*\*