

**Mrs. ANITHA BAI.T, MBA, M. Phil, UGC-NET**

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### **Experience Summary:**

More than 8 years extensive experience in the field of Academics/Education as well as Financial Services Industry, imparting knowledge gained through the years as well as striven hard to be a part of Continuous Learning & Development in the knowledge industry. It has been my endeavor to be the best by performing efficiently & effectively to achieve the set objectives with a win-win situation.

### **Academic Background:**

<b>Ph.D</b>	<b>Mother Teresa Women's University</b>	<b>Pursuing since Nov 2014</b>
<b>UGC – NET</b>	<b>UGC</b>	<b>Dec 2011</b>
<b>M. Phil</b>	<b>Alagappa University</b>	<b>June 2010</b>
<b>M.B.A- Gold Medalist</b>	<b>Bharathiar University</b>	<b>April 2004</b>
<b>P.G Diploma in Public Relations</b>	<b>Bharatiya Vidya Bhavan</b>	<b>April 2002</b>
<b>B.B.A</b>	<b>University of Madras</b>	<b>April 2001</b>

### **Work Experience:**

#### **Academics:**

- Asst. Professor-Department of Social Entrepreneurship  
Madras School of Social Work, Egmore, Chennai. [June 01, 2018 to Till date]
- Asst. Professor – Department of Business Administration & Human Resource Management  
Dr. MGR Janaki College of Arts & Science for Women, Chennai [June 12, 2014-May 31, 2018]
- Asst. Professor – Department of Commerce  
GSS Jain College for Women, Vepery, Chennai [May 02, 2013- May 20, 2014]
- Lecturer – Management  
Dhanalakshmi Srinivasan Engineering College. Perambalur [September 2004- April 2005]

#### **Corporate:**

- Management Trainee (In Arbitrage & Mutual fund)  
Apollo Sindhoori Capital Investments Ltd. Chennai [Jan, 2006-Feb 2007]  
Responsibilities:
  - Valuation and Forecasting of stock prices based on fundamental and technical parameters.
  - Technical Analysis of stock prices for analyzing price patterns
  - Worked in Equity and Commodity Market in Arbitrage department, Hedging in Capital Market

## Areas of Interest:

Teaching Interest	Research Interest
<ul style="list-style-type: none"><li>• Entrepreneurship and Innovation</li><li>• Fundamentals of Management</li><li>• Marketing</li><li>• Organizational Behavior</li><li>• Financial Management</li><li>• Rural Marketing</li><li>• Social Entrepreneurship</li><li>• Design Thinking</li></ul>	<ul style="list-style-type: none"><li>• Innovation and Creativity</li><li>• Entrepreneurship Development</li><li>• Self Help Group</li><li>• Rural Marketing</li><li>• Social Innovations</li><li>• Gamification of Education</li><li>• Social Entrepreneurship</li><li>• Design Thinking</li></ul>

## Papers Presented/Published:

- **“Social Entrepreneurs- As a catalyst for transforming India through their Social Innovations”** – National Seminar on Leadership Lessons from Successful Indian Entrepreneurship on September 26<sup>th</sup>, 2018 at Dr. MGR Janaki College of Arts & Science for Women
- **“A Study on Leadership from ancient Tamil literature ‘Thirukkural’”** Jan 2018 in **“Back to Roots”** at Dr. MGR Janaki College of Arts & Science for Women-ISBN 978-93-81899-85-4
- **“A Study on problems faced by Self-Help Groups with special reference to Chennai”** on December 2017 at International Journal of Management and Social Science Research Review at Dr. MGR Janaki College of Arts & Science for Women- ISSN 2349-6746 (4.695)
- **“Entrepreneurial Mindset among students of Arts and Science College with Special Reference to Rohru”** on October 2017 at Inter-disciplinary National Conference on “Towards a new cultural dynamic: critiquing and questioning emerging trends in the Himalayan Scape” at Govt. P.G College, Seema, Rohru HP.
- **“A Study of Currency Demonetization and its impact on Microfinance in India”** on July 2017 – International Journal of Business Intelligence & Innovation – Annai Velankanni College ISSN 2348-4705
- **“Mentoring as a Learning Process: A Study on the Learning Style of the Protégé in an educational institution”**, held on 29 November 2016 at International Journal of Business Intelligence & Innovation at SDNBV College for Women – ISSN 2348-4705
- **“Role of Micro finance in growth of Self-Help groups-A Survey of recent literature in India”** on September 2016 – Intercontinental Journal of Human Resource Research Review at Prof Dhanapalan College – ISSN 2320-9704 (1.615)

## Seminars & Conferences attended:

- Symposium on “Empowering Women Against Cyber Crime” by The International Association of Lions Clubs, District 324-A1 on 15<sup>th</sup> November 2019.
- Inter-disciplinary National Conference on “Towards a new cultural dynamic: critiquing and questioning emerging trends in the Himalayan Scape” at Govt. P.G College, Seema, Rohru HP on 9<sup>th</sup> & 10<sup>th</sup> October 2017.
- International Conference on Inter-disciplinary Innovation in Business Management and Technology – Annai Velankanni College for Women on 10<sup>th</sup> August 2017
- Convention on “The Companies Act 2013 – Heralding new era of corporate governance” – Institute of Company Secretaries of India ICSI on 2<sup>nd</sup> July 2017.

- Seminar on Active Learning in Higher Education - Dr. MGR Janaki College for Arts & Science for Women on 12<sup>th</sup> June 2017
- International Conference on Financial Sector Reforms – New Vistas & New Priorities – GSS Jain College on 15<sup>th</sup> December 2016
- Seminar on Quality Sustenance in Institutes of Higher Education - Dr. MGR Janaki College for Arts & Science for Women on 13<sup>th</sup> June 2016
- Seminar on “In Pursuit of Excellence” – Dr. MGR Janaki College for Arts & Science for Women on 10<sup>th</sup> & 11<sup>th</sup> June 2015.
- Seminar on “Sustainable Development – Promise of Technology” – Dr. MGR Institute of Special Education and Research on 17<sup>th</sup> January 2015.

### **Workshops & Trainings attended:**

- A one-day IICA-IEPFA Training of Trainers programme for resource persons held on November 14,2019 by Indian Institute of Corporate Affairs.
- A two days’ workshop on Quality Research- 27<sup>th</sup> and 28<sup>th</sup> September ,2019 by Loyola Institute of Business Administration.
- A one-day workshop on “A Consultative Curriculum Development on Rural Entrepreneurship “on 25<sup>th</sup> March,2019 conducted by Mahatma Gandhi National Council of Rural Education and University of Madras.
- A one-day workshop on “CSR Role in Sustainable Development” -29<sup>th</sup> January,2019 by Madras School of Social Work.
- A one-day workshop on “Growing Your Business with Digital Marketing” on 09 November,2018 by Flo-SCWEC.
- A three-day workshop on Research Methodology – Statistical Data Analysis & Interpretation on 18<sup>th</sup>,19<sup>th</sup> & 20<sup>th</sup> August,2018 by Institute for Statistical and Analytical Research.
- A one-day workshop on “Advanced Data Analysis in SPSS and AMOS on 7<sup>th</sup> January,2017 by Shri Krishnaswamy College for Women.
- A seven days NSS Orientation Course by Empaneled Training Institution- Madras School of Social Work, from 2 November 2016 to 8 November 2016.
- A five days TOT on Environment & Sustainable Development for NSS Programme Officers by HIN & RGNIYD from 06<sup>th</sup> September 2016 to 10<sup>th</sup> September 2016.
- Workshop on NEN Entrepreneurship Educator Program – Loyola Institute of Business Administration.
- NEN Faculty Development Program–Kickstarting the Entrepreneurial Campus–Ramachandra College of Management.
- A one-day workshop on Research Paper Writing – APA Style – Anna University & Hochschule Ansbach Germany on 12<sup>th</sup> November 2015.
- Three-day National Workshop on Research Methodology – Asian Centre for Cross-Cultural Studies on 24<sup>th</sup>,25<sup>th</sup> & 26<sup>th</sup> September 2015.
- Two-day workshop on Research Methodology for PhD Research Scholars – Mother Teresa Women’s University on 20<sup>th</sup> & 21<sup>st</sup> August 2015
- Three-day Workshop on Statistical Package for Social Sciences – Dr. MGR Janaki College for Arts & Science for Women 22<sup>nd</sup> ,23<sup>rd</sup> & 24<sup>th</sup> July, 2015.
- A one-day National Level Workshop on Social Science Research Analytics Using SPSS – Sri Sairam Institute of Technology & Management on 17<sup>th</sup> April,2015.
- A one-day Workshop on Harnessing IT in Teaching and Learning process – Janson School of Business on 22<sup>nd</sup> January 2005.
- Instructional Design and Delivery – NITTTR – Ministry of HRD from 17<sup>th</sup> March 2005 to 22<sup>nd</sup> March 2005.
- Short Term Training -Total Quality in Management Education – AICTE – Kongu Engineering College from 05<sup>th</sup> December 2004 to 11<sup>th</sup> December 2004.

### **FDPs and MDPs:**

- Faculty Development Program on “Social Entrepreneurship “conducted by Centre for Social Innovation and Entrepreneurship at IIT, Madras on during 25-27 November 2019.
- Management Development Programme on” Gamification for Learning and Development” by Cochin University of Science and Technology on 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> October 2019.
- Faculty Development Programme on “E-Content Development for Effective Teaching” by Velammal Engineering College on 29<sup>th</sup> March 2019.
- Management Development Programme on Business & HR Analytics by Measi Institute of Management on 10<sup>th</sup> March 2019.
- Faculty Development Programme on Goods & Service Tax by Pentagon -The School of Business Studies, Dr.MGR Jankai College of Arts and Science for Women on 10<sup>th</sup> March 2018.
- One day Faculty Orientation Programme by The Institute of Cost Accountants of India, on 15<sup>th</sup> July 2017.
- Faculty Development Program on “Effective and Assertive Communication” by Department of Management Studies, University of Madras on 3<sup>rd</sup> November 2015
- Faculty Development Program – Anna Institute of Management on 12<sup>th</sup> July 2014.

### **Projects Guided:**

- Master of Arts in Social Entrepreneurship-12
- MA(HRM) – 8
- UG(BBA)-30

### **Mentoring:**

- Nakuras
- CAP-Child Aid Project

### **Achievements:**

- Gold Medal in Bharathiar University for MBA
- K. Govindasamy Naidu (KG Hospital) Endowment Gold Medal
- Certificate of Merit and a Gold Medal –The Karur Vysya Bank Ltd
- Academic Excellence Award-2003, 2004 (Manopoly)
- Best Outgoing student award in PG-2004
- “Kulpati’s award as the best candidate of the college in PGDPR-2002
- Dr. V.K. Pandian memorial prize for Economics-2001

### **NPTEL:**

- Educational Leadership
- Design Thinking-A Primer

### **Certificate Course:**

HR Analytics from Kelsa

**Services:**

- Certified IICA (Indian Institute of Corporate Affairs) Resource Person for carrying out Pan-India Investor Education and Awareness Programmes.
- Conducted workshops on Social Entrepreneurship for BBA, MAHRM and Final year Students.
- Conducted sessions on Rural Governance for UG students of Mother Teresa University College, Kodaikanal
- Represented University of Madras as Contingent Leader for the National Integration Camp conducted by Ministry of Youth Affairs & Sports at Govt. P.G. College Seema, Rohru, Himachal Pradesh
- Conducted sessions on Entrepreneurial Development Program for budding Entrepreneurs – ICTACT
- Conducted sessions on Basic Managerial Skills for Post Graduate students of University of Madras
- NSS Coordinator from June 2016-May2018

**Linguistic Skills:**

- To Speak, Write, Read: Tamil, Malayalam, Hindi, and English
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