

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:

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

Work Experience:

Academics:

- Asst. Professor-Department of Social Entrepreneurship
Madras School of Social Work, Egmore, Chennai. [July 01, 2022 to Till date]
- Incubation Associate-Agri & Rural Initiatives, IITM Incubation Cell. [October 20, 2022 to May 30, 2022]
- Head, Department of Entrepreneurship Development & Business Communication, Shilpakarman Institute of Handicrafts and Design, Chennai. [October 01, 2020 to Jan 30, 2021]
- Asst. Professor-Department of Social Entrepreneurship
Madras School of Social Work, Egmore, Chennai. [June 01, 2018 to September 30, 2020]
- 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">• Entrepreneurship and Innovation• Social Entrepreneurship• Design Thinking• Innovation and Creativity• Social Innovations• Marketing	<ul style="list-style-type: none">• Innovation and Creativity• Entrepreneurship Development• Social Innovations• Gamification of Education• Social Entrepreneurship• Design Thinking

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 26th, 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 15th 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 9th & 10th October 2017.

- International Conference on Inter-disciplinary Innovation in Business Management and Technology – Annai Velankanni College for Women on 10th August 2017
- Convention on “The Companies Act 2013 – Heralding new era of corporate governance” – Institute of Company Secretaries of India ICSI on 2nd July 2017.
- Seminar on Active Learning in Higher Education - Dr. MGR Janaki College for Arts & Science for Women on 12th June 2017
- International Conference on Financial Sector Reforms – New Vistas & New Priorities – GSS Jain College on 15th December 2016
- Seminar on Quality Sustenance in Institutes of Higher Education - Dr. MGR Janaki College for Arts & Science for Women on 13th June 2016
- Seminar on “In Pursuit of Excellence” – Dr. MGR Janaki College for Arts & Science for Women on 10th & 11th June 2015.
- Seminar on “Sustainable Development – Promise of Technology” – Dr. MGR Institute of Special Education and Research on 17th January 2015.

Workshops & Trainings attended:

- Online course on Monitoring and Evaluation for Community based Organisation by Iotalytics on 7th June 202
- A two days workshop on Quality Research- 27th and 28th September ,2019 by Loyola Institute of Business Administration.
- A one-day workshop on “A Consultative Curriculum Development on Rural Entrepreneurship “on 25th 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” -29th 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 18th,19th & 20th August,2018 by Institute for Statistical and Analytical Research.
- A one-day workshop on “Advanced Data Analysis in SPSS and AMOS on 7th 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 06th September 2016 to 10th 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 12th November 2015.
- Three-day National Workshop on Research Methodology – Asian Centre for Cross-Cultural Studies on 24th,25th & 26th September 2015.
- Two-day workshop on Research Methodology for PhD Research Scholars – Mother Teresa Women’s University on 20th & 21st August 2015
- Three-day Workshop on Statistical Package for Social Sciences – Dr. MGR Janaki College for Arts & Science for Women 22nd ,23rd & 24th July, 2015.
- A one-day National Level Workshop on Social Science Research Analytics Using SPSS – Sri Sairam Institute of Technology & Management on 17th April,2015.
- A one-day Workshop on Harnessing IT in Teaching and Learning process – Janson School of Business on 22nd January 2005.
- Instructional Design and Delivery – NITTTR – Ministry of HRD from 17th March 2005 to 22nd March 2005.

- Short Term Training -Total Quality in Management Education – AICTE – Kongu Engineering College from 05th December 2004 to 11th December 2004.

FDPs and MDPs:

- Faculty Development Programme on Entrepreneurship, Incubation and Innovation from June 23-June 29,2020.
- Faculty Development Program on Managing Online Classes and Co-Creating MOOCs from April 20-May 06 ,2020
- 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 11th,12th and 13th October 2019.
- Faculty Development Programme on “E-Content Development for Effective Teaching” by Velammal Engineering College on 29th March 2019.
- Management Development Programme on Business & HR Analytics by Measi Institute of Management on 10th 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 10th March 2018.
- One day Faculty Orientation Programme by The Institute of Cost Accountants of India, on 15th July 2017.
- Faculty Development Program on “Effective and Assertive Communication” by Department of Management Studies, University of Madras on 3rd November 2015
- Faculty Development Program – Anna Institute of Management on 12th 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
- Nurturing Innovation and Startup Ecosystem from I-Hub, Gujarat

Services/Resource Person:

- Member of Judging Panel of the State Level Declamation Contest by Nehru Yuva Kendra-2018,2017
- Officiated as the External Examiner for MBA Project Viva Voce -2018, Guru Nanak College, Chennai
- Designed and conducted certificate courses for PG students-Social Innovation& Design Thinking, Introduction to Social Entrepreneurship.
- Conducted workshop on Design Thinking for Engineering and MBA Students.
- 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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