

Name Ms. S. ANISHA
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 Department Community College,
 Retail Management
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ACADEMIC QUALIFICATION

Degree	Institution	Board of study	Year of completion
M.COM	Mannar Thirumalai Naicker College, Madurai.	Kamaraj University	2021
B.COM	Fatima College, Madurai.	Kamaraj University	2019

PROFESSIONAL COURSE

Completed company secretary foundation programme in December 2017

TEACHING EXPERIENCE

Name of the Institution	Designation	From	To
Mannar Thirumalai Naicker College, Madurai.	Teaching Assistant, Community College, Department of Retail Management	01.08.2022	Till Date

PUBLICATIONS (LIST OF PAPERS PUBLISHED)

S.No	Name of the Author/ Authors	Title of the Article	Name of the Journal	Title of the Conference/ Seminar	International /National /State level	ISSN Number	Month & Year
1.	S. Anisha & Revathi Chandran	Business Intelligence	Bodhi International Journal of Research in Humanities Arts and Science	National Level seminar on Business Intelligence in E-banking	National	2456-5571 Vol.2	March 2018

2.	Dr. R. Ratheka ¹ Assistant Professor PG & Research Dept. of Commerce MTNC, Madurai Ms. S. Anisha ² Teaching Assistant, Dept. of Retail Management, MTNC, Madurai	Make in India: a Reflection of women entrepreneurs	Rabindra Bharati Journal of Philosophy	Entrepreneurship in Industry 4.0 : A Glimpse	National	0973- 0087 Vol. : XXIV No:05	March 2023
3.	Dr. R. Ratheka ¹ Assistant Professor PG & Research Dept. of Commerce MTNC, Madurai Ms. S. Anisha ² Teaching Assistant, Dept. of Retail Management, MTNC, Madurai	Impact of Artificial Intelligence on Business Sector	The Asiatic Society of Mumbai	Entrepreneurial Traits and Trends	National	ISSN: 0972-0766, vol.XCIX, No. 08, 2023	Septem ber 2023
4.	Dr. R. Kajapriya ¹ Assistant Professor PG & Research Dept. of Commerce MTNC, Madurai. Ms. S. Anisha ² Teaching Assistant, Dept. of Retail Management, MTNC, Madurai	Impact of Social Media Marketing as an emerging tool in targeting youth on consumer decision- making process	Humaniti es and Social Science Studies	Building Competitiveness Through Technology Enabled Business, Management & Leadership	International	ISSN 2319-829X Vol. 13, Issue 01, No. 15, January – June : 2024	Februa ry 2024

PAPER PRESENTED IN CONFERENCE/SEMINAR

S.No	Title of the Paper	International/ National / State level	Title of the Conference	Institution/College Name	dt/mm/yr
1.	A New Era for Young Entrepreneurs: Startup India	International	Skill Development, Entrepreneurship and Emerging Technologies for International and Indian Youth	PG & Research Dept. of Commerce, Mannar Thirumalai Naicker College, Madurai.	16.02.2024
2.	Impact of Social Media Marketing as an emerging tool in targeting youth on consumer decision- making process	International	Building Competitiveness Through Technology Enabled Business, Management & Leadership	American School of Business Administration, The American College, Madurai.	09.02.2024 & 10.02.2024

3.	Impact of Artificial Intelligence on Business Sector	National	Entrepreneurial Traits and Trends	The Research Centre of Commerce, Fatima College, Madurai.	29.09.2023
4.	Make in India: a Reflection of women entrepreneurs	National	Entrepreneurship in Industry 4.0 : A Glimpse	PG & Research Dept. of Commerce, Mannar Thirumalai Naicker College, Madurai.	16.12.2022
5.	Social Entrepreneurship	National	A Digital Transformation Entrepreneur & Infopreneur 2K20	PG & Research Dept. of Commerce, Mannar Thirumalai Naicker College, Madurai	24.01.2020
6.	Corporate Social Responsibility	National	Quadruple Business Dimensions in Bottom Line Reporting	The Madura College	06.09.2019
7.	Impact of GST on Banking Sector	National	Impact GST and Service Sector	Fatima College	08.08.2019
8.	Australian Aboriginals II	Intercollegiate Research Fest	Sustainable Goals of India	Fatima College	20.02.2019
9.	Australian Aboriginals	National	Youth Development: Holistic Health	Fatima College	22.02.2018
10.	Selfie Mania	Intercollegiate Research Fest	Youth: Agents of Emancipation & Social Transformation	Fatima College	14.03.2017
11.	Impact of Demonetisation	National	Impact of Demonetisation on Indian Economy	Fatima College	10.03.2017

MEMBER IN BOARD OF STUDIES

Student representation in the M.com board of studies on March 17, 2021, at Mannar Thirumalai Naicker College (Autonomous), Madurai.

WORKSHOP/CONFERENCE/FDP ATTENDED

S. No	International/ National / State level	Title of the Workshop/Conference /FDP	Name of the Institution/ University	Month and Year
1.	National	Campus – Corporate - Community – Connect bridging the gap between Research and Application	Fatima College	18 th October 2023

2.	National PDP	A National Level Professional Development Programme on “Research Methodology & Data Analysis”	Seshadripuram Academy of Business Studies, Bengaluru.	9 th to 19 th August 2023
3.	International PDP	Five Days International Virtual PDP on “Upskilling Research and its Applications”	Sri Kanyaka Parameswari Arts & Science College for Women, Chennai.	24 th to 28 th July 2023
4.	International Online Workshop	SEM and CFA using AMOS	Global Institute of Statistical Solutions	18 th to 20 th March 2023
5.	International Online Workshop	Basic Statistical Analysis and its Interpretation using SPSS	Global Institute of Statistical Solutions	7 th to 9 th January 2023
6.	National Level Webinar	Intellectual Property Rights and Issues in Cyber Space	Kristu Jyothi College of Management and Technology	8 th November 2022
7.	National Level FDP	Five Days National Level Virtual Faculty Development Programme on Research Methodology	Kristu Jyothi College of Management and Technology	1 st to 6 th November 2022
8.	National Level FDP	Five Days National Level Virtual Faculty Development Programme on Intellectual Property Rights	Kristu Jyothi College of Management and Technology	18 th to 22 nd October 2022
9.	National	One day Seminar on Impact of Covid-19 in Service Sector	Mannar Thirumalai Naicker College	22 nd March 2021
10.	National	Nurturing Academic Integrity: Consistency & Transparency in Academic	Fatima College	17 th September 2018
11.	International	Recent Trends in E-Commerce	Fatima College	30 th August 2018
12.	National	One day seminar on Science and Scientific Outlook	Fatima College	26 th February 2017