

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name:** V.Anitha
- **Designation:** Assistant Professor
- **PhoneNumber:-** 735802336
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- **Area of Specialization:** Accountancy
- **Affiliation:** SRMIST, Ramapuram, Chennai

Educational Details:

- **Degree** –B.Com
- **Area or Subject** – Corporate Secretaryship
- **University** – University of Madras
- **Awarded Year** – 2015
- **Degree** – M.Com
- **Area or Subject** – Corporate Secretaryship
- **University** – University of Madras
- **Awarded Year** –2017
- **Degree** – M.Phil
- **Area or Subject** – Corporate Secretaryship
- **University** – University of Madras
- **Awarded Year** – 2018

Other Details:

UGC Care Papers

1. A study on problems encountered by the policy holders while using E-Insurance services

offered by LIC.

2. Factors Influencing customer preference on retail store selection in FMCG products.

3. Customers Awareness about digital payment system (A Study with specific reference to the users of customers in Chennai city)

Academic Experience:2 years & 9 months

Other Professional Experience: nil

Workshops /Seminars/Conferences:

1. Factors Influencing Retail Store Selection
2. Impact of Consumer preference on retail store selection in FMCG products

Academic / Professional Membership:

Please send in your latest **PASSPORT SIZE photograph.**



