



Selvi.P.ANITHA

Assistant Professor

Department of Business Administration

Sri Sarada College for women

Tirunelveli

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I. Educational Qualification

- M.Phil Completed in Manonmaniam Sundaranar University, Tirunelveli.
- MBA Completed in Manonmaniam Sundaranar University, Tirunelveli.
- BBA Completed in M.S.U.Constituent College Of Arts and Science,Sathankulam.

II.Additional Qualification

CGT Completed in Madurai Kamaraj University

III. Teaching Experience

(July 15 to Sep 2015) Worked as an assistant professor in Govindammal Aditanar college for Women, Tiruchendur

IV. Area of interest: Finance and Marketing

Course Taught: Financial Accounting , Commercial correspondence, Business Environment, Principles of Management, Banking Practice, Financial Service , Fundamentals of Computer for Business, Business Organization , Office Management , Case Analysis,ect

V. Achievement

Produced 100% results in paper handled in the college

VI. Summer Training

- C.R.I. Pumps Private Limited, Keeranatham, Coimbatore
- Madras Fertilizers Ltd , Chennai

VII. Paper presentation of international seminar / Conferences

- International seminar on “Globalization “ On the topic of “ Mutual Fund” organized by Bharathidasan University, Trichy
- International seminar on “Green Marketing “ On the topic of “ Green Marketing Issues and Challenges ” organized by Nehru Memorial college , Puthanampatti
- International seminar on “Green Marketing Issues and Challenges “ On the topic of “ Green Banking ” organized by Sri Sarada college for Women ,

VIII. Paper presentation of National seminar / Conferences

- National seminar on Entrepreneurship On the topic of “Entrepreneurship ” organized by VOC College Tuticorin
- National seminar on Green Marketing On the topic of “ Green HRM ” organized by Dr. Sivanthi Aditanar Engineering college , Tiruchendur

IX. Participated Seminar / Work shop

- National level workshop on APL Style organized by M S University, Tirunelveli
- State level Wrokshop on “SPSS” organized by ST College Tirunelveli

X. Research topic

- **M.Phil Dissertation** on the topic of Impact on Diversification Strategy on Small Investors in Tirunelveli
- **MBA Project** on the topic of “ A Study On Inventory Management In Madras Fertilizers Ltd , Chennai”.
- **BBA Project** on the topic of “A Study on Decision making Process Towards Buying Two Wheeler in Tirunelveli City

P.ANITHA