

Dr.K.Anandhi

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**1. Personal Details**

Date of Birth & Age : 12.11.1976 & 45 yrs
 Gender & Marital Status : Female & Married
 Community : BC
 Nationality : Indian
 Place of Birth : Madurai

2. Educational Qualifications**2.1. Academic**

Degree/ Examination	Name of the Exam	University/ Institute	Year of Passing	Percentage/ Grade	Main Subject
Under Graduate	B.Com	Lady Doak College	1997	81	Commerce
Post Graduate	MBA	American College	1999	79	Management
	M.Com	Annamalai university	2010	64	Commerce
NET	UGC/ NET		2012		Management

2.2. Research

Degree	Name of the University	Title of the Thesis	Date of Award
PhD	Bharathiyar University	A Study On Service Quality of Employees State Insurance Hospitals With Reference to Dindigul District	05.08.2015
MPhil	Vinayaka Mission University	A Study on Decision Market Predictions: Separating Efficiency and Bias	2006-2007

3. Post-Doctoral/ Research Associate / Industrial Experience

Name of the University / Institute / Industry	Period of Work	Nature of Work
S.R.Thilagavathy Handloom Textile, Madurai, TN	June 2001- May 2007	Financial Manager

4. Professional Experience

No	Name of the University / Institution	Position Held	From (Date)	To (Date)
	Madurai Kamaraj University	Assistant professor	11-07-2014	Till Date
	R.V.S. College of Engineering and Technology	Assistant professor	26-07-2007	02-11-2012

5. Teaching

No	Year	Semester	Course Code	Course Title	Hours per Week
1	2022-23	I	MHA2211C	Health economics	6
			MHA22A1S	SSS-Entrepreneurship development - I	2
2	2022-23	II	MHA2221C	Human resource management	6
			MHA22A2S	SSS-Entrepreneurship development - II	3
3	2022-23	III	MHA2232C	Supportive services and facilities management	6
			MHA22A1S	SSS-Entrepreneurship development - I	2
4	2022-23	IV	MHA2241C	Strategic management in healthcare	6
			MHA22A2S	SSS-Entrepreneurship development - II	3

6. Design/Development of New Curricula and Courses

No	Description	Organization for which it was Developed	Level(PG/UG)
1	Health economics	Madurai Kamaraj University	PG

7. Research Specialization / Field of Research

- Marketing
- Business Administration

8. Research Publications

Type	International	National
Papers Published in UGC-CARE Listed Journals	1	3
Papers in Refereed Journals (Not mentioned above)	6	7
Books Published	1	-
Books Edited		1
Contributions to Book Chapters	-	-
Editor of Conference/Seminar Proceedings	-	1
Papers Published in Conference/Seminar Proceedings	12	12
Papers Presented in Conferences/Seminars	12	9
Conference/Seminar/Workshop Attended	12	35
Deposits in CCDC, PDB, etc.		

9. Research Guidance/Supervision

Degree / Programme	Completed	Submitted	Ongoing
PhD (Full-time)			
PhD (Part-time)	2		4
MPhil Research Project (Full-time)	1		
MPhil Research Project (Part-time)			
MBA Projects/Dissertation	54		
MBA Internships/Summer or Winter Projects	102		

10. Funded Research Projects

10.1. Ongoing

No	Title of the Project	Funding Agency	Period / Duration	Total Grants Sanctioned (Rs)
	A Comparative Study on Public and private Healthcare in Tamil Nadu	RUSA phase- 2	24 months	37,06,000

11. Honours / Awards / Recognitions

Name of the Honours / Awards / Recognition	Awarding Agency	International / National / State / Institute Level
Best Teacher Award	Global Iconic Education Award	International level

12. Conferences / Seminars / Workshops Organized

Level	Conference Title	Date(s)	Place	Role Played	Funding
National Level	My Successful Entrepreneurial	06 th September	Madurai	Coordinator	Self

Guest Lecture	Journey in Healthcare Industry	2022			
National Seminar	YUVA 2022	9 th May 2022	Madurai	Coordinator	Self
National Seminar	Prospects and Challenges for Startups,DES,MKU	22 nd January 2020	Madurai	Coordinator	MKU
National Conference	ICT- A CATALYST OF CHANGE FOR TRANSFORMING TEACHING, LEARNING & RESEARCH IN COMMERCE, COMPUTER SCIENCE & MANAGEMENT	9 th & 10 th January 2013	Madurai	Organizer	ICSSR

13. Invited Lectures / Resource Person

No	Institute / Organizer	Name of the Conference / Seminar / Workshop	International / National / State / Institute Level	Date(s)
	A N T Educational Medical and Social Welfare Trust	Quality in Indian Health Care	Institute Level	23 rd February 2019
	A N T Educational Medical and Social Welfare Trust	YUVA2019	Institute Level	23 rd February 2019
	KMR International School	Young Entrepreneurship	Institute level	11 th August 2021

14. Professional Development Programs / Faculty Development Programs Attended

Name of the Program	Place	Date(s)	Sponsor
GENDER EQUALITY AND WOMEN'S SUSTAINABLE DEVELOPMENT IN INDIA: OPPORTUNITIES AND CHALLENGES	Madurai	31 st July 2020 to 05 th August 2020.	
Grade A on TEACHING PEDAGOGIES-	Madurai	19-06-	

INNOVATIVE WAYS		2020 to 25-06-2020	
SPSS	Dindigul		
THE PROFESSIONALISM IN TEACHING	Thoothukudi	20 th July 2012	

15. Administrative Experiences

Role Played	Responsibilities	Period (from ... to)
Member in "Directorate of Constituent Colleges	All Administrative works	2014-2016
Inspection Commissioner	Inspecting for Certificate course approval on Self employable small scale manufacturing process at P.K.N College of Arts & Science	11.07.2022
Inspection Commissioner	Inspecting for B.B.A course approval at Auxillum arts & science college for women, Chittampatti, Madurai	8.07.2022
Expert in Inspection commission	Inspecting for Course approval (B.B.A., Aviation Management) at Nazia College Arts and Science, S. Kallupatti, Kariapatti.	

16. Membership in Academic Bodies

Name of the University / Institute / College	Type of Membership	Duration / Period
Madurai Kamaraj University	Member in Board of Studies in Entrepreneurship studies (UG/PG)	18.05.2022 to till date
Lady Doak College, Madurai	External Examiner for LFE project presentation	24.05.2022
Bharathiyar University	External examiner-Valuation of M.Phil Dissertation	16.12.2021
Sri Meenakshi Government Arts College for Women (A)	Member in Research Advisory Committee	28.07.2021
Shanlax international journal of management	Editorial Board Member	
Saraswathi Narayan College, Madurai	University Nominee in B.B.A board of Studies	02.07.2021 to 01.07.2023
Department of Management Studies	Panel of Examiner to conduct interview for admission of M.Phil/Ph.D	19.02.2021

	candidates	
To frame syllabus for Diploma Programmes under UGC's National Skills Qualification Framework	Member in the MKU, AdHoc Board of Studies	11.02.2021
University Nominee in Business Studies Board Of Studies	Sri Kaliswari College	2021-2023
University Nominee in the Commerce Board Of Studies	Arul Anandar College, Karumathur.	8.2.2019 to 07.02.2021
Consultant in formulating Code of Ethics	Mooligai Exports Pvt.Ltd a Joint Venture promoted by TACED	10.09.2018
Coordinator for MOOCS courses	The Department of Entrepreneurship Studies	2018 to till date
Served as Expert in Committee(Preview committee)	Educational Multimedia Research Centre, Madurai Kamaraj University	16.06.2017 to 23.06.2017
Served as external examiner for Viva Voce for MBA students	Sri Meenakshi Government Arts College for Women	29.03.2016 6.4.2017 28.10.2017
Served as member in "Coordinating Committee" for Convocation Ceremony	Madurai Kamaraj University	28.10.2014 & 12.02.2016

17. Membership in Recognised Professional Bodies

Name of the Professional Body	International / National	Type of Membership
Indian Society for Technical Education	National	Life time
TACED- Tamilnadu Council	State	Governing body member

18. Languages Known

Languages	Read	Write	Speak
Tamil, English	Yes	Yes	Yes

Details of Publications

1. Books Published

1. Anandhi K.(2016) “SERVICES MARKETING” in “LAMBERT ACADEMIC PUBLISHING”, ISBN: 978-3-330-00054-4.

2. Books Edited

Anandhi K. (2020). Prospects and Challenges of Startups in India, Shanlax international journal of management

JOURNAL PUBLICATIONS BOTH INTERNATIONAL AND NATIONAL WITH ISSN

1. Anandhi K (October 2022) “ **Perception of patients on quality dimensions provided by private hospitals with special reference to Madurai district**” in *Advanced Engineering Science*, Vol 54, Issue 02, ISSN 2096 – 3246 (Scopus Indexed), pp 3447-3453.
2. Anandhi K. (July – December 2021) “**Self-Medication Practices and the Factors Influencing Self-Medication**” in “*Anvesak*” Volume 51, No.2 (IV), ISSN Print: 0378-4568. UGC CARE Group I Journal, Peer reviewed, bi-annual Journal.
3. K. (February 2021) “**A Study on Entrepreneurial Behavior among Coconut Farmers in Theni District**” in “*KALA,The Journal of Indian Art History Congress*” Volume 26, No.2(XII), ISSN Print: 0975-7945. UGC CARE Group I Journal.
4. Anandhi K. (2021) “**A Study on Customer Perception Towards Chennai Metro Rail Transport System**” IN “*Journal of Education:Rabindranath University*” Volume XXIII-No.7 (I), ISSN Print: 0972-7175. UGC CARE Approved, Peer reviewed and Referred Journal.

JOURNAL PUBLICATIONS BOTH INTERNATIONAL AND NATIONAL WITH ISSN & IMPACT FACTOR

1. Anandhi K. (Jan – March 2022) “**A Comparative study on Corporate Social Responsibility Practices of Public Transport Sector between Rail and Roadways in Madurai district**” Volume 16, No.01(VI), ISSN Print: 2229-5348. Journal of Management and Entrepreneurship.
2. Anandhi K. (Jan – March 2022) “**The COVID-19 Corporate Social Responsibility practices of Southern Railways – A study with special reference to Madurai district**” Volume 16, No.01(VI), ISSN Print: 2229-5348. Journal of Management and Entrepreneurship.

3. Anandhi K. (February 2020) **“Entrepreneurial Behavior of Dairy Farmers- An Empirical Study in Theni District” IN “ International Journal of Emerging Technologies and Innovative Research ”** Volume 7, Issue 2, ISSN Print: 2349-5162. Journal Impact Factor/ Indexing: 5.8, An International open access Journal, Peer reviewed and Referred Journals.
4. Anandhi K. (March 2020) **“A Study on How Can Use Digital Media Marketing: women entrepreneurs” IN “Review of Research- International Online Multidisciplinary Journal”** Volume I, Issue 3, ISSN Print: 2249-894X. Journal Impact Factor/ Indexing : 5.8, A Peer reviewed Referred and UGC listed Journal, Journal No.48514
5. Anandhi K. (19 June 2020) **“Farmers are entrepreneurs – A Justification Study” IN “Journal of Emerging Technologies and Innovative Research”** Volume 7, Issue 6, ISSN Print: 2349-5162. Journal Impact Factor/ Indexing : 5.87, An International open access Journal, ISSN UGC Approved Journal No.63975

PAPERS PRESENTED

INTERNATIONAL CONFERENCE

- Anandhi K. (2020, March 5th). **A Study on Farmers Entrepreneurial Behavior in Theni District.** Paper presented at International Conference on Dynamics of Management in the Global Scenario-2020, Madurai Kamaraj University, Madurai, India. ISBN 978-93-89658-99-6.
- Anandhi K. (2020, December 16th-18th). **A Study on Marketing in Post COVID-19 period- for Marketing Managers.** Paper presented at International Conference- *Emerging Trends Post-Pandemic Development in Business and its Allied Sectors*, Latha Mathavan Arts and Science College, Madurai, India. ISBN 978-81-948096-7-8
- Anandhi K. (2019, March 7th and 8th). **Logistics Management Best Practices.** Paper presented at International Conference-Innovative Strategies of Management in the Globalized ERA-2019, Madurai Kamaraj University, Madurai, India. ISBN 978-93-88398-67-1
- Anandhi K. (2019, March 7th and 8th). **Overview of Corporate Social Responsibility Activities of South Indian Railway with Special Reference to Madurai Division.** Paper presented at International Conference-Innovative Strategies of Management in the Globalized ERA-2019, Madurai Kamaraj University, Madurai, India. ISBN 978-93-88398-67-1

- Anandhi K. (2019, March 7th and 8th). *A Study on Investor perception towards Financial Investments-Fiixed Deposits VS Equity Market*. Paper presented at International Conference-Innovative Strategies of Management in the Globalized ERA-2019, Madurai Kamaraj University, Madurai, India. ISBN 978-93-88398-67-1

NATIONAL CONFERENCE / SEMINARS / WEBINARS

- Participated in a webinar (04th December 2021) on “ Climate Change Awareness” conducted by Cool Science International.
- Attended a webinar (8th October, 2021) on “Investor Awareness Program” conducted by Sraddha Academy for Financial Education in partnership with Department of Commerce, Madurai Kamaraj University.
- Participated in a webinar (28th May, 2020) on “SWOT-COVID-19(Academia-Industry perspective)” conducted jointly by Department of Management studies, IQAC& EDII-HUB, Madurai Kamaraj University.
- Anandhi K. (2020, 16th to 18th December). **A study on Marketing in Post Covid -19 Period- For Marketing Managers** in Emerging Trends Post Pandemic Development in Business and Its Allied Sectors, organized by the Department of Business Administration, LathaMathavan Arts and Science College, Madurai. ISBN 978-93-89658-46-0

PAPERS PUBLISHED (NATIONAL)

- Anandhi K. (24thJanuary 2020). Presented a paper entitled “**Green Business Ideas for Entrepreneurs**” In one day national seminar on on “**Green Marketing – Perspectives, prospects and Precepts**” GMP’S-2020- “ANANDA COLLEGE-SIVAGANGAI”, ISBN 978-93-89658-47-7
- Anandhi K. (2020, 22nd January). **Role of Managerial Skills for starting a small Enterprise**.
Paper published at National Seminar on –Prospects and Challenges of Startups in India, Department of Entrepreneurship Studies, Madurai Kamaraj University, Madurai. ISBN 978-93-89658-46-0
- Anandhi K. (2020, 22nd January). **The Nature and Growth of MSME’S in India**.
Paper published at National Seminar on –Prospects and Challenges of Startups in India, Department of Entrepreneurship Studies, Madurai Kamaraj University, Madurai. ISBN 978-93-89658-46-0
- Anandhi K. (2020, 22nd January). **Empowerment of Rural Women Entrepreneurs- A Study with Special Reference to Usilampatti in Madurai District**. Paper published at National Seminar on –Prospects and Challenges of Startups in India, Department of

Entrepreneurship Studies, Madurai Kamaraj University, Madurai. ISBN 978-93-89658-46-0