

CURRICULAM VITAE

**Mrs. V. Anitha,
Researcher.**



Educational Qualification

Ph.D. (Full-Time)	Factors Ascendant Consumer Online Purchase Decision of Private Label Brands	SRM Institute of Science and Technology – Synopsis Submitted on April 2023
MBA (Full – Time)	Marketing and Finance	Tagore Engineering College (Anna University) - 2010
BBA (Full – Time)	Business Administration	Annai Teresa Arts and Science College (Madras University) - 2008

Research Interest

Digital and Social Media Marketing, Theories and Models of Consumer Behaviour.

Working Paper

1. Factors ascendant online consumers' post purchase decision of private label brands using UTAUT2
2. Consumer attitude towards e-grocery shopping apps using Technology Application Model (TAM) and Gratifications Theory (UGT).

Selected Publications

- “A weekends shopping behavior of women consumer with special reference to Retail outlets in Chennai,” International Journal of Recent Technology and Engineering, ISSN: 2277-3878, Volume-8 Issue-2S4, July 2019.
- “Situational factors ascendant impulse purchase behavior of private label brands with special reference to modern trade retail outlets in Chennai,” International Journal of Management, 11 (4), 2020, pp. 178-187, 2020.
- “Factors determining the effects of Perceived Utilitarian and Hedonic motives on online purchase intention with special emphasis on Private label brands,” Journal of Xi'an University of Architecture & Technology, ISSN No: 1006-7930, 2021.
- “Customer intention towards E-grocery shopping apps using TAM and UGT,” Specialusis Ugdymas / Special Education, Volume-1 No. 43, 2022.
- “Factors ascendant consumers' Intention for online purchase with special emphasis on Private Label Brands using UTAUT2,” Journal of Positive School Psychology, Volume -6, No.5, 2022.
- Consumer purchase intention of private label edible products with an emphasis on price and quality - (UGC Care Listed Journal - Studies in Indian Place Names).

Papers Presented in Conferences

- Presented a paper on the topic “A weekends shopping behaviour of women consumer with special reference to Retail outlets in Chennai” in 8th International Conference on Innovation, Entrepreneurship and Economy for Sustainable Development – Sairam Institute of Management Studies – 2018.
- Presented a paper on the topic “A Cross Sectional Study on Emotional Intelligence with the special Reference to Post Graduate Students” in HR International Conference on The Era of Cure (Cross-Skilling, Up-Skilling, Re-Skilling and Empowering) – SRM Institute of Science and Technology – 2018.
- Presented a paper on the topic “A Study on Consumer Buying Habits of Ready to Eat Food Products in Rural Areas” in 5th International Conference on Business Research – SRM Institute of Science and Technology – 2018.
- Presented a paper on the topic “Factors Influencing Impulse Shopping Behaviour in Modern Retail Outlets” in Summer Marketing – IS Conference on Smart Marketing in the Digital Age – IIM Indore – 2019.
- Presented a paper on the topic “A Study on Shopping Behaviour with Special Emphasis on Bricks to Click in Omnichannel Retail Outlets – SRM Institute of Science and Technology – 2019.
- Presented a paper on the topic “Measuring the Impact of National Brands and Private Label Brands in Organized retail outlets” in 4th International Conference on Marketing, Technology and Society – IIM Kozhikode – 2020.

Workshops/ Seminars

- Participated in Three days workshop on Data Analysis and Advanced Statistical Techniques using SPSS and R-Programming – 2018.
- Participated in Faculty Development Programme on “Machine Learning and Artificial Intelligence for Business Solutions” – 2018
- Participated in Management Development Programme on “Trending Strategies for Effective Corporate Governance” – 2018

Achievements

- Presented paper on the topic “Situational factors ascendant impulse purchase behaviour of private label brands with special reference to modern trade retail outlets in Chennai,” – Won 1st prize in Research Day organized by SRM Institute of Science and Technology – 2020.
- Presented poster on the topic “The Attitude and Purchase Intentions Towards Private Label Brands in the Context of Economic Crisis” - Won 1st prize in Research Colloquium organized by SRM Institute of Science and Technology – 2020.

Industry Experience

- From November 2016 to July 2018 in Skyrams Digital Media as Marketing Manager at Chennai.
- From August 2015 to October 2016 in Kaleesuwari refinery Pvt Ltd Sr. Executive at Chennai.
- From May 2014 to November 2015 in Kaleesuwari refinery Pvt Ltd as Executive at Chennai.
- From March 2012 to April 2014 in Kaleesuwari refinery Pvt Ltd as Business Development Executive.

Personal Details

Name	V. Anitha
Permanent Residential Address	No.4/11, Gandhi Street, Railway Station Road, Singaperumal Koil, 603204.
DOB	08.07.1988
Languages Known	Tamil, English, Telugu, Hindi
Religion	Hindu
Email ID	Anitha.ramananmba@gmail.com
Mobile Number	9884604767

Declaration

I hereby declare that all the facts mentioned above are accurate, and I take full responsibility for their accuracy.

Place: Sigaperumal Koil

V. Anitha

Date: