

## CURRICULAM VITAE

**Dr. V. Anitha,**  
**Assistant Professor,**  
**Sri Sairam Institute of Management Studies,**  
**Sri Sairam Engineering College,**  
**West Tambaram**

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### **Educational Qualification**

Ph.D. (Full-Time)	Factors Ascendant Consumer Online Purchase Decision of Private Label Brands	SRM Institute of Science and Technology April 2024
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

### **Certified Courses**

1. Currently perusing “Advanced Certificate in Digital Marketing and Communication” in MICA
2. Microsoft Power BI Desktop for business Intelligence – Udemy
3. Generative AI Foundations Certificate Program on 9th May 2025

### **Research Interest**

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

### **Working Paper**

1. Determinants of Customer Segmentation using various Machine Learning Techniques with special emphasis on retail Sector (Paper sent to SCI Journal: Technical Check)

### **Selected Publications**

- Factors Ascendant Consumer’s Impression Towards Purchase Decision on social media Evolutionary Studies in Imaginative Culture (ESIC), ISSN 2472-9884 (PRINT) & ISSN 2472-9876 (ONLINE). (Q2) (B Category)
- The Impact of Augmented Reality on Consumer Purchase Intention: The Mediating Role of Hedonic and Utilitarian Value, Advances in Consumer Research, Volume 2, Issue 3 (ACR, 2025). B – Category.
- Role of Incipient Influencers in Affective Behavioral Intentions of Instagram Users, Advances in Consumer Research, Volume 2, Issue 3 (ACR, 2025). B – Category.
- “Digital media credibility indicators: The heuristic approach to understand the technology cues using MAIN model”, “European Economics Letters”, ISSN: 2323-5233, Vol 14, Issue 2 2024, (Q3) (C Category)
- “Factors Ascendant Z Generation’s Purchase Decision towards Apparels”, “Educational Administration: Theory and Practice”, 024, 30(4), 9593 - 9596 ISSN: 2148-2403.

- “Introducing various new technologies in emerging organizations and the Hitches”, “Innovative Business Practice for Sustainable Development”, ISBN: 978-81-964689-6-5.
- “A weekends shopping behaviour 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 behaviour 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).

### **Consultancy Work for Industry**

1. 5K Car Care – Mayuran Carz (Franchisee Unit), Chengalpattu: taken a theoretical and practical sessions on sales and marketing development techniques which can help them to enhance their business unit.

### **Papers Presented in Conferences**

- Paper presented on the Topic on the Topic “Smart Tourism, AI, and Technological Trends in Tourism” – A National Seminar and Panel Discussion on Innovations in Tourism Industry: Redefining Opportunities in a Dynamic Global Landscape in Training and Development Trivandrum chapter associated with Kerala Institute of Tourism and Travel Studies.
- Presented a paper on the Topic “Emotional Intelligence and its effects on work life balance among IT professionals in India” in 8<sup>th</sup> International conference on Contemporary Management (ICCM) 2024, University of Jaffna, Sri Lanka.
- Presented a paper on the Topic “Factors Ascendant psychological capital on management Students” in 4<sup>th</sup> International Conference on Emerging Approaches in Business Management 2024, SRM Institute of Science and Technology, Vadapalani.
- Presented a paper on the topic, Revolution of Mobile Payment Applications in Indian Digital payment System” in 12<sup>th</sup> International Conference on Contemporary Issues in Management, IISc Bangalore – 2024.
- Presented a paper on the topic “A weekends shopping behavior of women consumer with special reference to Retail outlets in Chennai” in 8<sup>th</sup> 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 5<sup>th</sup> 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 4<sup>th</sup> International Conference on Marketing, Technology and Society – IIM Kozhikode – 2020.

### **Workshops/ Seminars**

- FDP in Creative Teaching Techniques, Loyola Institute of Business Administration - 2024.
- Participated in one week FDP on Real World Applications of Business Analytics, Presidency University – 2023
- Participated in ten days workshop on Research Tool Box – SPSS and R Programme, Happy Valley Business School – 2023.
- 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 1<sup>st</sup> 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 1<sup>st</sup> prize in Research Colloquium organized by SRM Institute of Science and Technology – 2020.

### **Industry Experience**

- From November 2016 to July 2018 in Skyrans 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 (Speak), Hindi (Read & Write)
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: Singaperumal Koil**

**V. Anitha**

**Date: 12.04.2024**