

CURRICULAM VITAE

D.ANNIE JENIFER

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Career Objective:

Self-directed, enthusiastic educator with a passionate commitment to student development and the learning experience. Skilled in the design of challenging, enriching, and innovative activities that address the diverse interests and needs of students.

Education:

College, University ,school	Year of Completion	Degree	Class obtained	Main Subjects
Avinashilingam university,coimbatore	2014	M.Phil	First class with Distinction (83%)	Commerce
Distance education of Barathirayar university,Coimbatore	2013	MBA	Second class (57%)	Financial management
MGR arts and science,hosur	2013	M.Com	First class (72%)	Commerce
Avinashilingam deemed university,coimbatore	2011	B.com(CA)	First class with Distinction (81%)	Commerce with computer application
St.Joseph.Matriculation Higher Secondary. School. Hosur.	2008	HSC	Distinction (85%)	Commerce
St.Joseph.Matriculation Higher Secondary. School. Hosur.	2006	SSLC	First class (78%)	Matriculation

Work Experience:

1. **College** : St. Joseph's college of Arts and Science for Women, Hosur
- **PERIOD** : Sep 2014 – Oct 2015
- **ROLE** : Asst Professor , Department of Commerce

Technical Skills:

Tools & Packages : MS-OFFICE, Tally, Multimedia and Graphics
Software : Oracle

M.Com Theses:

“A Study On Consumer Buying Behaviour In Mobile Handset-Hosur Taluk”.

M.Phil Theses:

“Consumers buying behavior towards Green products”

Extra Curricular :

- Represented Tamil Nadu state for Throw- Ball.
- Volunteer in NSS camps.
- Diploma in Multimedia and Graphics (2 yrs in avinashilingam university)
- Certified computer accountant using TALLY 9(IN CSC).
- Diploma in MS-office (IN CSC).

Achievement

- Got “**International best oral presentation award**” in 3rd International Science Congress (ISC-2013), Karunya University, Coimbatore.
- Got Runner-up in District Throw ball

Workshop attended:

- Attended the Three day International National Meet(Conference, colloquium, convention) on “**Emerging Research Paradigms in Social Sciences**” during August 22-24, 2013 organized by Bharathiar University, Coimbatore.
- Attended the UGC sponsored National Workshop on “**Advanced Data Analysis and Structural Equation Modeling (SEM) for Commerce and Management Research**” during February 11-17, 2014 organized by Avinashilingam University, Coimbatore.

National conferences

- Presented a Paper entitled “**Role Of Women In Health Enhancement Through Green Consumerism**” international women's Week National Symposium 13-14th March, 2014, organized by Women's studies center ,Avinashilingam university, Coimbatore .
- Presented a Paper entitled “**Community development and corporate social responsibility- success models**” in ICSSR Sponsored Two Day National Seminar on “Corporate Social Responsibility in Community Development” on January 22 and 23, 2014 organized by Department of Home Science Extension Education, Avinashilingam university, Coimbatore .

- Presented a paper entitled “**Customer Brand Preference of Mobile phones at Hosur**” in National Level Conference on “Innovative and Challenging strategies in Management”, held on 20 September, 2013 organized by Kongunadu Arts and Science College, Coimbatore.
- Presented a paper titled “**Bank rates and Inflation**” in “One day National level seminar on role of banking sector in Indian economic development” organized by MGR arts and Science, Periyar University, Hosur on September 30, 2011.

International conferences

- Presented a paper on “**A Study On Consumer Behaviour Towards Purchase Of Eco Friendly Products In Coimbatore**” in 3rd International Science congress (ISC-2013) held on 8&9 December, 2013 organized by International Science Congress Association, Karunya University, Coimbatore.

Publications (National / International):

National Journals

- D.Annie jenifer(2013)“**CUSTOMER BRAND PREFERENCE OF MOBILE PHONES AT HOSUR**”, Kongunadu Journal of Management , Vol.1[1], pg.197, ISSN 2321-9823

International Journals

- D.Annie jenifer(2013) “**CUSTOMER BEHAVIOR TOWARDS GREEN MARKETING IN COIMBATORE**”, International Journal of Management and Development studies. ISSN 2321-1423 Volume 1, Number 3 (2013), pp. 160-163
- D.Annie jenifer (2014) “**A STUDY ON CONSUMER BEHAVIOUR TOWARDS PURCHASE OF ECO FRIENDLY PRODUCTS IN COIMBATORE**”, International Journal of Research in Management and Technology online. ISSN 2320-0073

Personal Details

Date of Birth : 16.10.1990
 Father's Name : Dennis.J
 Nationality : Indian
 Languages Known : Tamil, English
 Permanent Address: 16A, Indira Gandhi Nagar,
 New Siddhapudur,
 Coimbatore – 641044.

Declaration:

I hereby declare that all the above furnished information is true to the best of my knowledge.

Date:

Place: Coimbatore

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