

FACULTY PROFILE

Name : **Dr. P.M.ANUSHIA**
Qualification : M.B.A., Ph.D (Mgmt).
Designation : Assistant Professor
Dept. of Business Administration & PG Dept. of HRM
Years of Experience : 5 years **UG** : 0 years **PG** : 5 years
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Areas of Specialization : Human Resource & Marketing

Publications

- Published a paper titled, A STUDY ON THE INFLUENCE OF IMPRESSION MANAGEMENT TACTICS ON EMPLOYEE APPRAISAL PROCESS in International Journal of Research in Economic and Social Sciences – Euro Asia Publication., ISSN No : 2249-7382, Volume - 8 issue 3rd March 2018.
- Published a paper titled, A STUDY ON THE INFLUENCE OF PERSONALITY TRAITS ON EMPLOYEE APPRAISAL PROCESS in International Research Journal of Management and Commerce – Associated Asia Research Foundation ISSN No : 2348-9766, Impact Factor 5.564 Volume 5, Pg no. 311-31, Issue 4, April 2018.

Presentation

- Presented a paper titled, CHALLENGES OF NATIONAL DIFFERENCE IN HIGHER EDUCATION INSTITUTIONS – A STUDY CONDUCTED AMONG DEEMED UNIVERSITIES IN TAMIL NADU in the International Conference on “Emerging Trends in Fitness for Longevity & Education for Empowerment (INCOFLEE-09)” organised by School of Education & School of Physical Education, Alagappa University, Karaikudi on 5th & 6th March 2009.
- Presented a paper titled, ASSESSING THE COMPETENCIES OF KNOWLEDGE WORKERS IN INDIAN EDUCATIONAL INDUSTRY in the International Conference on “Management Technologies for Educational Practices – MTEP 2009” organised by Team

Tech Foundation at Jnana Jyothi Auditorium, Central College, Bangalore on 29th & 30th July 2009.

Seminars / FDP Attended

- Participated One day State level seminar on “Developing Social Harmony & National Integration among NSS Volunteers” organized by National Service Scheme, Avinashilingam University, Coimbatore and Rajiv Gandhi National Institute of Youth Development, Sriperumbudur on 23rd August 2008.
- Participated in the Management Development Program on “Research Methodology & SPSS 16.0 organised by AIM, Ernakulam from 10th to 12th December 2008.