



**St. Joseph's College of Commerce
(Autonomous)**

Affiliated to Bengaluru City University
Accredited with A++ Grade by NAAC (4th Cycle) | College with Potential for Excellence(CPE)
Ranked 93rd in NIRF 2022 by MHRD
#163, Brigade Road, Bengaluru - 560025, Karnataka.

CURRICULUM VITAE

Name: Ms. Ankitha Antony

Designation: Assistant Professor, Department of Commerce and Management

Gender: Female

Email-ID (Official): ankitha@sjcc.edu.in

Education: M.Com, NET, (Ph.D)

Personal Website:

Blog:

Areas of specialisation: Marketing

Research Interest: Marketing, Organizational Behaviour, Human Resource Management

Teaching Interest: Marketing, Organizational Behaviour, Human Resource Management , Entrepreneurship

Work Experience with current institution:

(Kindly press tab in the last row of each table to add as many columns as required to fill in your details)

Total Experience (including Teaching and Research)

Name of the Institution	Position Held	Experience from - to	Total Years of Experience
St. Joseph's College of Commerce (Autonomous), Bangalore	Assistant Professor, Department of Commerce	August 2022 onwards	

Work Experience with previous employer:

a) Teaching Experience :

Designation	Teaching Experience from - to	Total Years of Experience
Assistant Professor, Department of Commerce - Stella Maris College, (Autonomous), Chennai	June 2019- April 2021	2 years
Assistant Professor, Department of Commerce - St. Joseph's Evening College (Autonomous), Bangalore	August 2021- July 2022	1 year

b) Industry Experience :

Name of the Company	Designation	Total Years of Experience
Goldman Sachs	Intern	2 months
KPMG	Analyst - Governance, Risk and Compliance Services	1 years

Administrative Roles (i.e. VP, IQAC, TQM, HOD, Class Mentor, Co-ordinators, NSS Programme Officer and others):

Position Held	Years of Experience	Nature of responsibilities
Class Mentor- B.Com F	2 1 year	Mentoring the students

Eco Club Coordinator	1 year	Coordinating events of the association
Institution's Innovation Cell (IIC)- Social Media and Documentation Coordinator	1 year	Ensuring visibility of the cell on social media platforms and maintaining all documentation of the cell
International Desk-Assistant Faculty Coordinator	3 months	Assisting correspondence among various foreign institutions and coordination of student exchange programs
MOOCS- Coordinator	3 months	Coordinating and facilitating the MOOCs program

Academic Roles (Editorial Board Member, Member - Board of Studies, Examiners, External Examiner or Advisory Board in other Colleges, Peer Reviewer):

Position Held	Years of Experience	Nature of responsibilities
Member on the Board of Notable Alumni-Stella Maris College (Autonomous), Chennai, during the NAAC visit	1 year	Providing feedback on the programs offered in the college and offering suggestions for improvement in the capacity of an alumni of the college

Honors, Recognition, Awards:

Name of the Award	Name of the Awarding organisation	Year	Nature of Award

Research Projects (year wise latest to old):

Title of the project	Name of Funding Agency	Duration of Project	Sanctioned Project Grants	Status of Project (on-going/ completed)

Guideship Recognition M.Phil / Ph.D programmes:

Research Scholar's Name	Name of the University	Discipline and Area of Specialization	Title of the Thesis

Publications (year wise latest to old):

a. Books

Title of the Book	Publisher's Name	Year of Publication	ISBN No.
Contemporary Human Resource Practices	Notionpress.com	2022	979-8-88749-823-2

b. Chapters in Books

Title of the Book	Publisher's Name	Chapter Title	Page numbers	Year of Publication

c. Journal Articles

Title	Authors	Year of Publication	Details of the Journal
Digital Payment Systems (DPS) and its Influence on Impulsive Buying Behaviour Of Consumers	Lavanya Mary, Ankitha Antony	2022	International Journal of Health Sciences (SCOPUS)

A study on Consumer Behaviour through Social Media Influence	Ankitha Antony, Reema R Varghese	2022	Journal of the Oriental Institute (UGC CARE)
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d. Reports, Working Papers, Discussion Papers, Reviews

Title	Authors	Year of Publication	Details

e. Popular publications (Newspaper/Magazine Articles)

Title	Authors	Year of Publication	Details

f. Paper Presentations (Conferences, Seminars, Workshops)

Title and details	Presented at	Date
The Post-Pandemic Workplace: Perceptions of Work among Millennial Teaching Faculty in Higher Education Institutions	Christ (Deemed to be University)	01-12-2022
Digital Payment Systems (DPS) and its Influence on Impulsive Buying Behaviour Of Consumers'	Ethiraj College for Women (Autonomous), Chennai	23-02-2022
A study on Consumer Behaviour through Social Media Influence	SRM Institute of Science and Technology, Kattankulathur	01-12-2021

g. Invited Lectures, Presentation and Participation in Workshops, Trainings and Roundtables organised

Title of the Topic / Theme Discussed	Participant/panelist /presenter (Please mark the appropriate one)	Name of the Organisation	State/ National/ International	Date
Presented a Paper Titled "The Post-Pandemic Workplace: Perceptions of Work among Millennial Teaching Faculty in Higher Education Institutions:	Presenter	Christ (Deemed to be University)	International	1 st and 2 nd December 2022
Web Tools for Research and Researchers	Participant	Methodist College of Engineering and Technology	National	16th September 2022
Presented a Paper Titled "Digital Payment Systems (DPS) and its Influence on Impulsive Buying Behaviour Of Consumers"	Presenter	Ethiraj College for Women (Autonomous), Chennai	National	23 rd February 2022
Presented a Paper Titled "A study on Consumer Behaviour through Social Media Influence"	Presenter	SRM Institute of Science and Technology, Kattankulathur	International	1 st and 2 nd December 2021
Use of Elsevier Tools in Research Workflow	Participant	University of Madras	National	5th May 2020
Thought Leadership on	Participant	Stella Maris College	National	20th May, 2020

MSME Reforms		(Autonomous), Chennai		
Research Ethics and Research Integrity	Participant	Stella Maris College (Autonomous), Chennai	National	19 th October, 2020
International Webinar on "RESEARCH MATTERS"	Participant	Stella Maris College (Autonomous), Chennai	National	29 th June, 2020
ICT Tools for Teaching, Testing and Evaluation	Participant	Stella Maris College (Autonomous), Chennai	International	25 th May, 2020

Professional Body Membership (Name of Professional Bodies and Membership type (Annual/Life time):

Name of the Professional Body	Membership Type (Annual/Life time)	Details

Consultancy (year wise latest to old):

Nature of Consultancy	Name of organization	Duration
