

## BIO DATA

Name : Dr. V. ANAND  
Qualification : M.Com., M.Phil., Ph.D., MBA., PGDCA., NET, SET, SET (Mgt)  
Designation : Guest Lecturer  
Date of Birth : 19/01/1984  
Mobile Number : 9976885159  
Email id : aganand84@gmail.com  
Education history :



Degree	University	Year	Class	
Ph.D.	Madurai Kamaraj University, Madurai	December 2012	Highly Commanded	
M.Com	Madurai Kamaraj University, Madurai	April 2007	I	
M.Phil.	Madurai Kamaraj University, Madurai	April 2008	I	
B.Com.	Madurai Kamaraj University, Madurai	November 2004	III	
NET	University Grand Commission	June 2011	-	
SET	Bharathiar University	October 2012	-	
SET ( Mgt)	Mother Teresa Women's University	February 2016	-	
Others	MBA (Evening Programme)	Madurai Kamaraj University, Madurai	July 2014	I
	PGDCA	Madurai Kamaraj University - DDE, Madurai	April 2009	II

**Teaching Experience:** 13 years and 6 months (upto March 2023)

**Papers Published** : UGC Referred Journals – 8 Papers  
ISSN/ISBN Journals (National/International)– 20 Papers

**Books Published** : 1. Advertising and Salesmanship – Meenakshi Publications, Madurai

**Positions Held** : Board of Studies Alumni Member, Mannar Thirumalai Naciker College, Madurai. External examiner in various universities and colleges, also question setter in various colleges.

**Social Activities** : Nil

**Any Other Information:** 1) I have presented 9 International, 30 National and 4 State level papers in various seminars. Also participate 8 international & national and 15 state levels in various seminars. 2) Giving Guest Lecture in various colleges.

**Signature of the Staff Member**