

CURRICULUM VITAE



Dr. ANITHA THIMMAIAH *BBM, M.B.A, PhD, MISTE*
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Educational Qualifications:

- Bachelor's Degree in Business Management (BBM), 1989-91. First class and IIIrd Rank, VidyaVardhaka College, University of Mysore, Mysore.
- Masters Degree in Business Administration (MBA), 1991 – 93, first class, I rank. The post graduate department of Business Administration, Manasagangothri, University of Mysore.
- Awarded PhD for the thesis “Marketing strategy of Multinational Corporations - A case study of Automobile Industry in India”.
- Passed NET exam conducted by UGC for the eligibility of lectureship.
- Life member of ISTE

Work Experience:

- Worked as a lecturer in the Department of Business Administration, Manasagangothri, University of Mysore (1994 – 95).

- From July 1998 to June 2004 Lecturer, M.E.S college of Commerce and Management, University of Mysore, Mysore.
- From July 2004 till June 2009, Lecturer, Department of Business Management, St. Philomena's College, University of Mysore, Mysore.
- From July 2009- July2012 Vidyavardhaka College of Engineering, Associate Professor, Department of M.B.A., VTU, Mysore.
- From September 2012 -2016 , B N Bahadur Institute of Management Science and Yuvaraja's Autonomous college, University of Mysore, Guest Faculty.
- December 2012-2016 Guest Faculty in Department of Management Science, Yuvaraja's College, Mysore
- 2016- Till date Assistant Professor in Department of Management Science, (Contract Basis)

Subjects Taught:

Cost Accounting, Accounting for Management, Principles & Practice of Management, Consumer Behavior, Rural Marketing, Business Statistics, Marketing Management – Marketing Research, Advertising Management, International Marketing Management, Sales & retail management, Industrial Relations, Recruitment, compensation and selection management, Labour legislation, Strategic Management, Managerial Economics, Management Accounting.

Personal Details:

Date Of Birth: 29-06- 1969.

Height – 4.11ft. Health – good.

Interests: Music, Literature (serious), Charity

Other Achievements: Published 5 articles in International Journals

Published 4 articles in National journals

Presented papers in 5 International conference

Presented papers in 7 National conferences

Has attended several national and international conferences

Has delivered several guest lectures

Served as Member Board of Studies of MBA in Yuvaraja's College

Board of Studies of BBA in Yuvaraja's College

Board of Examiners of BBA in Yuvaraja's College

Dr. Anitha Thimmaiah