

**Dr. (Mrs.) Anaya Aditya Markandeya**

**Associate Professor**

Mobile: +91 – 9619311228

E-mail : [anayam@mes.ac.in](mailto:anayam@mes.ac.in)

**AIM: To utilize my skills and experience to help students to achieve high improvements in academics.**

**ACADEMIC CREDENTIALS:**

- ❖ **PH.D.** (Doctorate in Philosophy) from University of Mumbai in April 2019  
Thesis submitted on “A Study Of Customer Relationship Management And Its Reflection On Level Of Customers Satisfaction With Reference To Thane District Of The Department Of Post India’.
- ❖ **M.PHIL** (Master in Philosophy) from Madurai Kamraj University in June 2009 with 55.80%,  
Dissertation submitted on “Study Of Customers Awareness With Reference To The Deposit And Credit Guarantee Scheme In Commercial Banks Of Thane District Maharashtra”.
- ❖ **NET** (National Eligibility Test for Lectureship) in November 2006
- ❖ **M.COM.** (Master in Commerce) from Mumbai University in June 2006 with 60.00%
- ❖ **B.COM.** (Bachelor in Commerce) from Mumbai University in June 2004 with 66.00%
- ❖ **H.S.C.** (Higher Secondary School Certificate) from Maharashtra Board in June 2001 with 72.33%
- ❖ **S.S.C** (Secondary School Certificate) from Maharashtra Board in June 1999 with 79.73%

**RELEVANT EXPERIENCE:**

1. **From June 2007 till date working with Mahatma Education Society’s, Mahatma Night Degree College of Arts and Commerce, ChemburGo , Mumbai 400071**

**The Key Areas of Exposure:**

**Accountancy:** F.Y.B.COM (Accountancy & Financial Management), S.Y.B.COM (Management Accounting and Auditing) T.Y.B.COM (Cost Accounting)

**Commerce:** S.Y.B.Com.(Semester III and IV)

3. From December 2009 to October 2010 as Lecturer for B.M.S (Bachelor in Management Studies) as visiting faculty at MSG'S (Maharashtra Samaj Ghatkopar) S.G.K.M College of Arts Science and Commerce Ghatkopar, Mumbai

**The Key Areas of Exposure:**

**Accountancy:** Semester 1, Semester 2 and Semester 3

4. From September 2006 to March 2007 worked as Lecturer on clock hour basis (CHB) with S.K.Somaiya Vinaymandir, Vidyavihar, Mumbai

**The Key Areas of Exposure:**

**Foundation Course:** FYJC, SYJC (MCVC)

**Research Work Done**

Successfully completed a Minor Research Project from University of Mumbai on "A study on non-interest income in banking sector with special reference to Nationalized Banks in India".

Sr. No.	Name Of The Book	Name Of The Publishers / Journal	Issue No.	Year Of Publication	Page Nos.	ISSN / ISBN Number
1	International Research And Review	International Research And Review	1	April 2012	22-23	ISSN 2250-2556
2	Research Analysis And Evaluation	Research Analysis And Evaluation	42	March 2013	74-76	0975-3486
3	Emerging Issues On Economic And	Emerging Issues On Economic And Management Studies	1	March 2013	108-116	ISBN 978-81-

	Management Studies					922144-5-0
4	Bizz Ness	International Journal Of Sustainable Development	2	January 20	408-414	ISSN 2277-4823
5	Nurturing Innovations In Business Building The Future	Atharva Publications	1	January 20	110-113	ISBN-978-93-82795-89-6
6	Tactful Management Research Journal	Tactful Management Research Journal	1	March 2015	16-21	ISSN 2319-7943
7	Management Guru: Journal Of Management Research	Management Guru: Journal Of Management Research	4	2015	193-197	ISSN 2319-2429
8	International Journal Of Creative Research Thoughts - IJCRT	International Journal Of Creative Research Thoughts - IJCRT	1	March 2018	207-213	ISSN: 2320-2882
9	International Journal Of Advance And Innovative Research (Part - 2)	International Journal Of Advance And Innovative Research (Part - 2)	1 (V)	2020	140-144	ISSN 2394 ?7780
10	International Journal Of Advance And Innovative Research (Conference Special)	International Journal Of Advance And Innovative Research (Conference Special)	1(XVII)	2020	200-206	ISSN 2394-7780
11	Shodh Sarita - An International	Shodh Sarita - An International	26	2020	214-217	I

	Multidisciplinary Quarterly Bilingual Peer Reviewed Referred Research Journal (Special Issue)	Multidisciplinary Quarterly Bilingual Peer Reviewed Referred Research Journal (Special Issue)				
12.	Modern Thamiz Research	A Quarterly International Multilateral Thamiz Journal	Special Issue	June 2021	40-44	ISSN 2321-984X
13.	Royal An International Journal	Peer Reviewed Refereed and UGC Listed Journal No. 47037	Issue II	December-May 2021-22	62-69	ISSN 2278-8158 Impact Factor 5.756
14.	AMIIERJ Aarhat Multidisciplinary International Education Research Journal	Peer Reviewed Journal	Vol. XI Issue II	March-April 2022	48-55	ISSN 2278-5655
15.	Government Initiatives for \$5 Trillion Economy	Vidyavarta Peer Reviewed Journal, Impact Factor 9.29	Special Issue	March 2024	140-146	ISSN 2319 9318
16	Navigating the gen Z Shopper: Tailoring Retailers' Strategies for Success	Vidyavarta Peer Reviewed Journal, Impact Factor 9.29	Special Issue	March 2024	16-26	ISSN 2319 9318
17	A Study On Role Of AI Driven Recommendations	Vidyavarta	Special Issue	March 2024	27-35	ISSN 2319 9318

	In Reducing The Impact Of Paradox Of Choice On The Viewers Of Online Video Streaming Platforms	Peer Reviewed Journal, Impact Factor 9.29				
18	A Study On Customer Preference For Digital Payment For Transaction Motive	Sanshodhak	UGC-CARE Listed	March 2024	247-252	ISSN 2394-5990
19	A Study On Impact Of Influencer Marketing On The Buying Behaviour Of The Consumers With Special Reference To Consumer Durable Goods	South India Journal of Social Sciences	UGC CARE Listed	Vol. XXI, No.34, January – June 2023	132-139	ISSN 0972-8945
20	A Study On Impact Of Modern Media On Gen Z	Sanshodhak	UGC CARE Listed	March 2024	178-183	ISSN: 2319-9318

Orientation Programmes, Refresher Courses, FDPs attended

<b>Sr. No.</b>	<b>Type Of Course</b>	<b>Name Of Course / Summer School</b>	<b>Duration</b>	<b>Sponsoring Agency</b>
1	Orientation Course	Special Summer School 2013	April 29 To May 18, 2013	University Grant Commission
2	Refresher Course	Refresher Course In Commerce And Management	February 9 To February 28, 2015	University Grant Commission
3	Refresher Course	Refresher Course In Business Studies	February 10 To February 22, 2020	RUSA
4	Methodology Workshop	Workshop On Research Methodology In Social Sciences	August 8 To August 14, 2015	ICSSR, Western Region
5	Methodology Workshop	A Seven Day Workshop On Analytical Tools For Research	May 02 To 08 May, 2016	University Of Mumbai, Ramanand Arya D.A.V. College, K.P.B. Hinduja College
6	Methodology Workshop	Online Seven Day National Workshop On Research Methods And Techniques	April 25 To May 01, 2020	University Of Mumbai, Ramanand Arya D.A.V. College
7	Faculty Development Programme	One Week Online Research Methodology Workshop On BFSI Sector	June 08 To June 12, 2020	PMMMNTT, MHRD, New Delhi

8	Faculty Development Programme	One Week Online FDP On Transition Management For Higher Education During Covid-19 Pandemic- A Roadmap	May 02 To May 06, 2020	PMMMNMTT, MHRD, New Delhi
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- ❖ IQAC coordinator for Mahatma Night Degree College of Arts and Commerce
- ❖ Appointed as member of Board of Studies (BMS), University of Mumbai
- ❖ Appointed as member of Syllabus Framing Committee for B.Ed. B.Com. Integrated Course , University of Mumbai.
- ❖ Appointed as member of M.Com. Examination Committee, University of Mumbai.

#### **ADDITIONAL QUALIFICATIONS:**

- ❖ **Diploma in Office Automation and Graphics** in August 2006 with **A** grade
- ❖ **Advanced English Conversation** in May 2006 from Indo-American Society
- ❖ **MSCIT** (Maharashtra State Certificate in Information Technology) in October 2005 with 89.00%
- ❖ **Certificate Course in Financial Accounting and Computerized Financial Accounting** in May 2004 with **A** grade
- ❖ **Diploma in MS Office** in May 2001 with **A** grade.

#### **PERSONAL SKILLS AND STRENGTHS:**

- ❖ Honest and hardworking
- ❖ Can work under pressure in a dynamic, multi-tasked environment.
- ❖ Strong drive and determination to complete tasks with quality and on time.
- ❖ Able and willing to share knowledge.
- ❖ Ability to plan, organize and work independently, as well as within a team environment.
- ❖ Ability to communicate fluently and clearly in English.

**PERSONAL DETAILS:**

Maiden Name : Anaya Ashok Kavishwar

Category : Open

Date of Birth : October 13<sup>th</sup>, 1983

Present Address : Flat No 503,504, Sai Ambika, L. T. Road, Mulund - East, Mumbai – 400 081

Permanent Address : Flat No 503,504, Sai Ambika, L. T. Road, Mulund - East, Mumbai – 400 081

Marital Status : Married

Language Known : English, Marathi, Hindi.

Interests : Reading, Listening to Music

I, hereby declare that all the statements made above are true and I stand by the same. I will present my credentials and references as requested. I will serve your esteemed organization with dedication and best of my ability.

**Dr. (Mrs.) Anaya A. Markandeya.**