### **FACULTY PROFILE**

Name : Ms. B. PAVITHRA

**Area of Specialisation** : Marketing

**Education** : M.Com (IB)., (Ph.D)



# **Professional Experience**

Teaching : 2 Years

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# **Professional Highlights**

**Publications – Articles** 

UGC : 9

Seminar Proceedings : 5

## **Publications – Books & Chapters**

**Books Published as Author** : 1