



FACULTY PROFILE

Name : Dr.S.Nithyasumathi
Area of Specialisation : Marketing
Education : M.Com.,M.Phil.,PGDCA Ph.D.,



Professional Experience(in years) `

Teaching : 14

Contact Details

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Research Supervision/Guideship

M.Phil. : 8

Professional Highlights

Publications – Articles

UGC : 15

Publications – Books & Chapters

Chapters Published : 1

Membership in Academic or Professional Organisations

Life Member - International Institute of Organized Research -Nil

Resource Person / Professional Engagement

1. Seminar / Conference -3