



Dr.J.Kavitha Selvaranee

Assistant Professor

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Academic Background

Degree	University	Year
Ph.D.	Mother Teresa women's University	2012
M.Phil.	Alagappa University	2003
MBA	Karunya Institute of Technology	2000
BLM	Madras University	1998

Specializations

- Human Resource Management
- Marketing Management

Courses Taught

- Research Methodology
- Organizational Behaviour
- Human Resource Management
- Industrial Relations & Labour welfarr
- Consumer Behaviour
- Warehouse Management
- Training & Development
- Total Quantity Management
- Customer Relationship Management
- Labour Legislations

Research Interest

- Work-life Balance
- Market Trends
- Customer Retention
- Quality of work-life