

PROFILE IN BRIEF

Dr.K.CHITRA

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Dr.K.Chitra, has to her credit close to two and half decades of rich and varied academic experience of teaching, research, consultancy and administration. She holds post graduate degree in Commerce and Management and specializes in Marketing Management. Prior to her current assignment, she was the founder Director of Management Studies at Sri Ramakrishna Engineering College and has been associated with Management Studies for more than a decade.

She has presented more than 50 research papers in the National and International Conferences including those conducted at New York, Singapore and Malaysia. She has visited and interacted with academicians in Hagan School of Business - New York, Duke University -North Carolina, North Carolina State University –Raleigh, Universiti Malaysia and Nanyang Technological University, Singapore.

She has to her credit more than fifty research publications in referred Journals including International Journals. She is the member in the review panel for National and International Journals. She has been invited as Chairperson in National and International Conferences including the one conducted at Nanyang Technological University, Singapore. Dr.Chitra has received the funding assistance to the tune of 40 lakhs from various bodies like Dept of Science and Technology, NST-MIS, AICTE for the purpose of conducting research, FDP,Seminars,etc.,

She also contributes as a member in the Board of studies of reputed institutions. She is certified as the ‘Accredited Management Teacher’ by All India Management Association. She has authored books on “Research Methods in Business”, “Retail Management” and “Retail Shopper Behavior” She is presently guiding research scholars leading to Ph.D degree in Anna University and Bharathiar University. She actively contributes as Management Committee member in Coimbatore Management Association and as Governing body member in Coimbatore Productivity Council.