

PROFILE IN BRIEF

Dr.K.CHITRA

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Dr.K.Chitra, has to her credit thirty years of rich and varied academic experience in teaching, research, consultancy and administration. Her recent accomplishments include leading her team to achieve **A+** Grade from **NAAC** with a CGPA of 3.35 which stands as a testimonial to her visionary and strategic leadership. Prior to her current assignment, she was the founder Director of Management Studies at Sri Ramakrishna Engineering College.

Dr.Chitra has to her credit more than fifty five research publications in referred Journals. She has received funding assistance to the tune of 50 lakhs from various bodies like Dept of Science and Technology, NST-MIS, AICTE and IMPRESS for the purpose of conducting research, FDP, Seminars etc.,

She has contributed as a member in the Board of studies of reputed institutions. 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 Bharathiar University.

She is certified as the ‘Accredited Management Teacher’ by All India Management Association. Dr. Chitra is recognized by Ulektz Hall of fame as one of “ Top 20 influential Women Educators in Tamilnadu”. She is also the recipient of “Life Time Education Achievement Award” by NIC, New Delhi for Outstanding Achievements and Remarkable Role in the Field of Education. She has visited countries like, Singapore, Malaysia and USA on academic assignments

Dr.Chitra also contributes as Vice President in Coimbatore Productivity Council and as Treasurer in the Association of Principals of Colleges of Bharathiar University and is a member in various professional bodies.