



Dr.D.Jayanthi, M.B.A., M.Phil., PGDCA, Ph.D.,

Head & Associate Professor

Department of Business Administration

E-mail id :hod-mgt@srcw.ac.in

Dr.D.Jayanthi is currently working as Head & Associate Professor in Business Administration Department. Her area of research is Marketing. Her research interests are Human Resources Management, Business Communication, Consumer Behavior and Marketing Management. She has published 18 research papers in various reputed International journals including Scopus Indexed and UGC Care List. She has presented around 40 papers in many National and International Seminars and Conferences. She has participated in Faculty Development Programs and Workshops organized by reputed Institutions. She is the Convener of Women Empowerment Cell and President of Institutions Innovation Council. She has received a fund of Rs 10,00,000 lakhs funding from ICSSR IMPRESS.

Academic Identity:

- **Orcid Id: 0000-0002-9478-3813**
- **Vidwan id: [129972](#)**