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**Miss.P.Jeevitha** is currently working as Assistant Professor in Commerce Department. Her research area is Marketing. She has published 9 research papers in Journals and presented . She has attended Faculty Development Programme at Infosys Campus, Mangalore.She has participated in many technical seminars and workshops. She has received Rs.67,500 from National Human Rights Commision for conducting One day Basic Training Programme for students on values of Human Rights.

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