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Dr.S.Manju is currently working as Assistant Professor in Business Administration Department. Her research area is Human Resource Management and Marketing. Her research interests include Employee recruitment and training, Performance management, Succession Planning, Employee retention, Advertising and E-Commerce. She has published 10 research papers in Journals and presented 20 research papers in various National and International Conferences. She has published a book on Viral Marketing. She has participated in many technical seminars and workshops. She has participated in a Faculty Development Programme on “Global Business Foundation Skills” organized by Infosys. She is the co-ordinator of Women Empowerment Cell and a member of Institutions Innovation Council.

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