

Staff Profile

Name : Dr. N. Naveena

Qualification : M.Com., Ph.D.,

Designation : Assistant Professor

Department : Commerce – Bank Management

Experience : UG : 08 Years PG : 02 Years

Key Domain / Subject Expert in : Marketing, Accountancy

Subject / Field of Interest : Marketing

Research Activities :

Journal Published	:	National	4	International	3
Paper Presented	:	National	4	International	4
Workshops	:	National	3		
Seminars	:	National	4	International	4 State 2
Research Guided	:	M.Phil	4		
Online Webinar	:	National	2		

Details of Publications & Research Contribution :

1. International Journal of Indo Global Journal of Applied Management Science
Promoted by the Kongu Regional Education and Research Foundation, Erode, TN,
ISSN 2320-7892 in Vol.1, April 2013
2. Self Journal of Social Science, Vol. V, Issue 21, July – Sep 2014.
3. Aayragam and International Journal of Multidisciplinary Research Vol.No. 5B, Issue
2, Feb 2017, ISSN(Print): 2321-5739
4. Shanlax International Journal of Commerce, ISSN : 232-4168

5. Literary findings. International urnal of Multidisciplinary Research, ISSN:2278 – 2311
6. South Indian Journal of Sciences promoted by A.P. Academy of Scial Sciences
Vol.XXI, No.38, Jan – June 2023. ISSN: 0972-8945
7. Industrial Engineering Journal promoted by Indian Institution of Industrial
Engineering, Vol : 52, Issue 6, No.4, June 2023, ISSN : 0970-2555