

**GUDLAVALLERU ENGINEERING COLLEGE
SESHADRI RAO KNOWLEDGE VILLAGE :: GUDLAVALLERU**

PG DEPARTMENT OF BUSINESS ADMINISTRATION

FACULTY PROFILE

1. Name : Ch.Kavitha Naidu

2. Date of Birth : 15-08-1983

3. Educational Qualifications : M.B.A.



4. Work Experience (in years)

- Teaching - 3 Years 11 months
- Research - NIL
- Industry - NIL
- Others - NIL



5. Area of Specializations : Marketing & HR

6. Subjects teaching at

Under Graduate Level : NIL

Post Graduate Level : 1) Strategic H R M
2) Business Law and Regulation
3) Marketing Management
4) Human Resource Management
5) International Marketing
6) Services Marketing
7) Consumer Behavior
8) Advertising, Sales Promotion & Distribution

7. Research guidance : M.Techs - NIL, Ph.Ds - NIL

No. of papers published in : National Journals - NIL

International Journals - NIL

Conferences - NIL

8. Projects Carried out : NIL

9. Patents : NIL

10. Technology Transfer : NIL

11. Research Publications : NIL

12. No. of Books published with details : NIL

Signature

