

<b>Name &amp; Designation</b>	<b>K.R. GOVINDARAJAN</b>  <b>Lecturer in Business Administration</b> 
<b>Subject Interests</b>	Business & Organisation.  Human Resource Management.  Advertising & Sales Management.  Services Marketing  Accounting for Management
<b>Professional Experience as a Academician</b>	<ul style="list-style-type: none"> <li>• Overall Experience – 14 years at the college level and 22 years at the school level.</li> <li>• As Lecturer in R. K. M. Vivekananda College Evening College since June 2008</li> </ul>
<b>Research &amp; Publications</b>	<ul style="list-style-type: none"> <li>• At present, pursuing Research for Ph.D. in Retailing.</li> <li>• Presented paper on <b>LEVERAGING INSURANCE FOR DEVELOPMENT</b> (for PhD) in a State level seminar organized by the Department of Commerce, University of Madras and Department of Commerce, Agarsen College, Chennai in March 2006.</li> </ul>
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