

Ms. V. Jenithaprinicy



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Education Qualification:

- Master of Commerce – Lady Doak College, Madurai with First Class at 2022 - 2024
- Bachelor of Commerce - Lady Doak College, Madurai with First Class at 2019 – 2022

Teaching areas:

1. Human Resource Management
2. International Business
3. Strategic Management
4. Auditing
5. Business Law
6. Marketing
7. Taxation

Research interests:

1. Banking Sector Innovations
2. Consumer Behavior and Marketing Strategies
3. E-Commerce and Digital Transformation

Experience:

- Working as Assistant Professor in Rev. Jacob Memorial Christian College, Ambilikkai, from May 2024 to Till Date.

Total number of publications:

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Total number of paper presentation:

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