



K.CHITRADEVI
Assistant Professor

Contact

Address : International Business
Alagappa University
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Academic Qualifications: M.Com., M.Phil., PGDCA

Teaching Experience: 06 Years

Research Experience: 05Years

Additional Responsibilities

1. NSS

Areas of Research

Investment and Capital Market

Research Supervision / Guidance

Program of Study		Completed	Ongoing
Project	PG	--	5

Publications:

International		National		Others
Journals	Conferences	Journals	Conferences	Books / Chapters / Monographs / Manuals
1	-	-	2	-

Events organized in leading roles:

Assisted the Department in discharging roles assigned in 2 programs.

Recent Publications

1. K.Chitradevi, (2016), " Impact of Computer Applications in the Research Process ", Research Methodology in Library And Information Science, Department of Library and Information Science, Alagappa University, Karaikudi, India, ISBN:978-8-928690-6-3, page numbers 68-71.
2. K.Chitradevi, (2016), " Green Marketing: Emerging Trends and Challenges in India ", Emerging Trends and Challenges in India, Business Environment , Department of Commerce(SF), St.John's College, Palayamkottai, India, ISBN:978-93-94734-20-6, page numbers 269-272.
3. K.Chitradevi, (2016), " Analysis of Personal Factors Influencing Investments in Capital Market ", International Journal of Research in Commerce and Management, Vol-7, Issue No:2, Feb 2016, India, ISSN:0976-2183, p. 52.