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Specific Areas: Marketing, HR & General Management

Publication details:

Sr. No.	Particula <mark>rs</mark>	Number of publications
1	Research Papers	79
2	Books	7

> Approved Ph.D. Guide: Yes

No. of Ph.D. scholars pursuing Ph.D. under the guidance: 03

No. Ph.D. scholars completed Ph.D. under the guidance: 17

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