

Faculty Profile

Name: **Dr. Kavita Sasidharan Kulkarni**
Designation: Assistant Professor
Teaching Areas: Consumer Behaviour
Digital Marketing
Rural Marketing –Rural Distribution
Services Marketing
Customer Relationship Management
Marketing Management
Research Interests: Consumer Behavior
Consumer Psychology
Marketing



Education: PhD, Andhra University, Visakhapatnam (Vizag); (2016)
MPhil, Madurai Kamaraj University, Madurai (Tamil Nadu); (2008)
Diploma in Software Technology, ACE (Datapro), Visakhapatnam; (2002)
MBA, Andhra University, Visakhapatnam (Vizag); University -8th (2000)
B.Sc -Chemistry, Zoology, Botany Andhra University, Visakhapatnam (Vizag); (1995)

Research/Selected Publications

1. Kavita Sasidharan Kulkarni, Shahaida, Sales and Distribution management for Rural Products, (2023), ISBN -978-93-9337-15-1; *Information and Broadcasting Department*, New Delhi.
2. Dr.Kavita Sasidharan Kulkarni, Dr.Anup Raj(2021/12) ,Menstrual hygiene management at the bottom of the pyramid: A corporate social responsibility approach, Perspectives in Social Work, College of Social Work (Autonomous), Nirmala Niketan, Mumbai.(UGC approved under Social Sciences Sr. No. 218)
3. Kavita Sasidharan Kulkarni, D. Lalitha Rani, Visual Merchandising in the Facebook Era,(2018/2), ZENITH International Journal of Multidisciplinary Research
4. Kavita Sasidharan Kulkarni, Delight and Amaze to Retain-Yesterday's USP, Today's CEP: A case study on In Bound Marketing with specific mention to the real estate sector in India, (2017/1/27), *Excel India Publishers for International Conference on Management Challenges & Trends in the Digital Era*
5. Kulkarni, Kavita,Rani .D.(2013/9/18), A Review of the Impact of Visual Merchandising on Consumer Psychology: Conceptual Foundations and Research Issues, *International Journal of Research in Commerce, Economics & Management*.
6. Kavita Sasidharan Kulkarni, D. Lalitha Rani, (2013/2), Prospects and Challenges faced by Visual Merchandising in the Facebook Era, *International Conference on Management of Infrastructure (ICMI): Contemporary Issues & Way Forward*; University of Petroleum and Energy Studies (UPES) Dehradun in union with Its College of Management & Economics.