## **Faculty Profile**

Dr. Kavita Sasidharan Kulkarni Name:

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

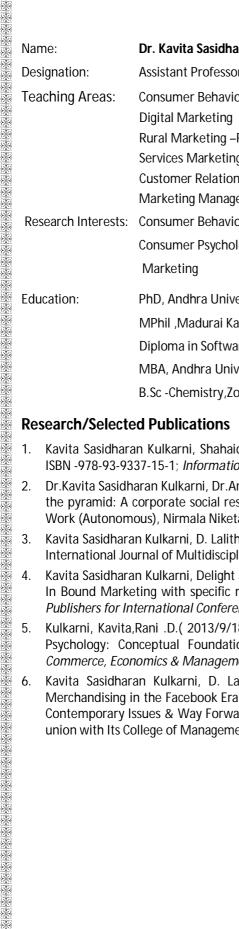
Marketing

**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)



Kavita Sasidharan Kulkarni, Shahaida, Sales and Distribution management for Rural Products, (2023), ISBN -978-93-9337-15-1; Information and Broadcasting Department, New Delhi.

- 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)
- Kavita Sasidharan Kulkarni, D. Lalitha Rani, Visual Merchandising in the Facebook Era, (2018/2), ZENITH International Journal of Multidisciplinary Research
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- 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.
- 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.

