

Subhashree Natarajan

Education	B.Sc., MBA, Ph.D
Research and Professional Interest	Business analytics, Behavioural Analysis and Relationship Management in marketing, social media; Socioeconomic research; Entrepreneur Development
Teaching Competence	Analytics, Marketing, Finance and Economics

Served in several capacities over time as Academia, Editor of Journal and College Magazines, Research and Placement coordinator, Coordinator of Entrepreneurial cells -NEN and SIFE

Bio (2015)

Has published over 17 articles in Journals-of-repute, 3 book chapters and over 15 papers in conferences. Received Grants-in-aid for research, Best Research Paper award and other recognitions for academic contributions
