


<p align="center"><b>Praveen Kumar TM</b> Asst. Prof. Dept. of M.B.A <a href="mailto:Praveenkumar.tm@cittumkur.org">Praveenkumar.tm@cittumkur.org</a> Ph: +91 9845190073</p>	<p><b>Research Interests</b></p> <ul style="list-style-type: none"> <li>• Sales &amp; Retail Management</li> <li>• Effectiveness of Advertisements</li> <li>• Service Marketing</li> <li>• Product Management</li> </ul>
	<p><b>ISBN Book Chapter Publications</b></p> <ul style="list-style-type: none"> <li>• A paper titled “Corporate Governance – Internal Control &amp; Risk Management” is included in the book <i>Corporate Governance</i> by Dr. V Prabhudev Publisher: Excel India, New Delhi ISBN – 978-93-81361-33-7</li> </ul>
<p>K-SET (Management) (M.Phil), Dravidian University, Kuppam PGDHRM, IGNOU M.B.A (2006), VTU, Belgaum B.Sc (2003), Bangalore University</p>	<p><b>Teaching</b></p> <ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Management Behavioural Process</li> <li>• Business Communication</li> <li>• Supply Chain Management</li> <li>• Human Resource</li> <li>• Marketing</li> </ul>
<p><b>Research :</b></p> <p align="center">“Effectiveness of Social Marketing initiated by Government with special reference to selected schemes in Tumkur District”</p>	