

Name : Dr.R.R.Balaji

Date of Birth & age : 29-03-1962; 56 years

Designation : Assistant Professor

Specialization : Marketing

Teaching Experience : 24 years

Academic Qualification : B.B.A.,M.Com.,M.phil.,Ph.D.,PGDCA.,



Course	Name of the Institution	Year of Passing	Class
B.B.A.,	Sourashtra college Madurai	April, 1985	II
M.com.,	Sourashtra college Madurai	April, 1987	I
M.Phil.,	Madurai Kamaraj University.	April, 1992	II
Ph.D	Madurai Kamaraj University, Madurai-21	2015	---
PGDCA	Sourashtra college Madurai		

Dissertation : A study of Buying Behavior of Consumers of
Handloom Products In Madurai city.

Ph.D : A Study on the functioning of the Tamil Nadu
Co-operative Housing Federation Ltd., Chennai.

Additional Qualification : Diploma in Computer Programming and
Application DCPA @ TATA Unisys Ltd.,
Education centre.

