

Dr. Navleen Kaur

Area of Specialization: Marketing

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Dr. Navleen Kaur has ten years of teaching and almost six years of Industrial experience. She has published research papers in Reputed National and International journals and has attended several National and International Conferences. She has organized and attended various Workshops and FDP's. She has acted as department In charge in School of Commerce & Management for almost one year. Additionally, she has also handled charge of training & Placement Officer along with her teaching. Her major areas of Interest are Marketing Management, Advertising and Sales Management, Logistics Management, Product and Brand Management, Services Marketing, Customer Relationship Management, Consumer Behaviour &Organizational Behaviour.