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Dr.S.Gangadharan is working as Associate Professor in Department of Management Studies at St. Joseph's College of Engineering, Semmecherry, Chennai,Tamilnadu. He has 25 years of experience in the field of teaching management subjects. He is also recognized Supervisor from Anna University to guide Ph.D candidates .He has completed his Ph.D from Alagappa University, he has completed his MBA from Madras University in the year 1998 with distinction with specialization in Marketing and BBA from Madras University in the year 1996. He has written 3 books in the field of Marketing Management. He has attended many National and International Conference and published more than 26 International journals with scopus indexed and 15 National journals. Apart from Service Marketing his area of interest includes Marketing Management, Organizational Behavior, Legal aspects of Business, Strategic Management, Research Methodology, Human Resource Management, Non-verbal Communication and Hospital Management.

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