

Services Marketing

**Prof.R.Jothi Priya
Dr.K.Balasaravanan
Dr.J.Subashini
Dr.S.Sivagamy**



Archers & Elevators Publishing House
www.aeph.in

Services Marketing

ABOUT THE AUTHORS



Prof. R.Jothi Priya Pursuing Ph.D., in Management in the area of Human Resource Management. She has qualified Diploma in Yoga at Annamalai University 2021. At present she is working as Assistant Professor, Department of Business administration, Annai College of Arts & Science, Kovilacheri, Kumbakonam, Affiliated at Bharathidasan University, Tiruchirapalli, Tamil Nadu, India. She is taking online yoga Classes. She has published papers in reputed journals and presented papers in national and international conferences.

Dr.K.Balasaravanan is an endeavoring research in Management Studies. He is serving as Associate Professor in MASS College of Arts & Science, Kumbakonam, Affiliated at Bharathidasan University, Tiruchirapalli, Tamil Nadu, India. He has produced more than 10 M.Phil., and research advisor for 6 Ph.D., Scholars. He has served in education for more than 2 decades in various University in India and Abroad. He has published papers in reputed journals and presented papers in national and international conferences.



Dr.J.Subashini is an aspiring researcher in the field of Finance of Commerce. She has qualified State Eligibility Test in 2017. At present she is working as Assistant Professor & Head, Department of Commerce, Annai College of Arts & Science, Kovilacheri, Kumbakonam, Affiliated at Bharathidasan University, Tiruchirapalli, Tamil Nadu, India. She has awarded outstanding Faculty Teaching Award in International faculty awards – 2020, and Perasiriyar Sigaram Award – 2020. She has published papers in reputed journals and presented papers in national and international conferences.

Dr.S.Sivagamy is holds Ph.D., in Commerce in the area of Marketing. At present she is working as an assistant professor in the Department of Commerce at Periyar Maniammai Institute of Science and Technology, Thanjavur. She has published papers in reputed journals and presented papers in national and international conferences and Editor Board member in Commerce and Management Journal.



ISBN:978-93-90996-93-3



9 789390 996933

Archers and Elevators Publishing House

131, ACB Layout, 6th Cross, Hesaragatta Main Road, Bangalore - 560090
Karnataka, India.

www.aeph.in | archerselevators@gmail.com | +91 91643 62263

Dr. S. SIVAGAMY

Services Marketing ISBN- 978-93-90996-93-3