

Dr. J. L. PURNIMA
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Dr. J. L. Purnima is an Assistant Professor in the Department of Business Administration with over 9 years of teaching experience. She holds an MBA and a doctorate in Humanities from Andhra University, and is qualified in APSET for management. Dr. Purnima specialises in subjects such as Marketing, Human Resource Management (HRM), and Retailing, bringing both academic insight and practical relevance to her classroom.

She has authored a textbook on *International Business*, published by Himalaya Publishing House, and has contributed to the field of human resource management by publishing two research papers in the same area. Her commitment to research and teaching enhances the learning experience for her students, fostering both theoretical understanding and real-world application.

Dr. Purnima's approach to education is marked by a focus on creating an engaging, supportive environment where students can thrive and develop essential business skills. Her dedication to the subjects she teaches and her contributions to academic literature reflect her passion for both student success and the broader field of business education.