



**Dr. B. Navaneetham MBA, Ph.D**

Assistant Professor

Department of Agriculture

School of Agriculture and Biosciences, KITS, Coimbatore 641114

navaneetham@karunya.edu

Academic Background

---

Degree	University	Year
Ph.D	Tamil Nadu Agricultural University, Coimbatore	2019
MBA	Tamil Nadu Agricultural University, Coimbatore	2014
B.Tech.	Tamil Nadu Agricultural University, Coimbatore	2012

Courses Taught

---

- Entrepreneurship Development and Business Management
- Economics and Marketing
- Agricultural Finance and Cooperation
- Horti Business Management
- Communication Skills and Personality Development
- Agricultural Marketing, Trade and Prices

Research Interests

---

- Agriculture supply chain management
- Farmer organisations management

- Marketing and value addition in agriculture
- Entrepreneurship and technology business incubators

#### Memberships in Professional Bodies

---

- Member, Green Reap Welfare Society
- Member, Society for Advancement of Human and Nature

#### **MOST RECENT PUBLICATIONS**

- **Navaneetham. B**, S. Kavithambika, T.S. Senthil Nathan and Dhanya, K. (2020). Solar Water Pump: An Analysis of Farmers Utilization in Coimbatore District, India. *Int. J. Curr. Microbiol. App. Sci.* 9(7): 1409-1418. Doi: <https://doi.org/10.20546/ijcmas.2020.907.162>
- **Navaneetham. B**, Malarkodi. M, & M. Indumathi, V. (2020). A Study on Impact of Post Graduate Distance Learning Programme in the Case Institution- Master of Business Administration. *Asia-Pacific Journal of Management and Technology*, 1(1), 17-23. <https://doi.org/10.46977/apjmt.2020.v01i01.004>
- V. M. Indumathi, Malarkodi, M and **Navaneetham, B**. (2020). Factors influencing shrinkage of vegetables in select retail outlets in Coimbatore city, Tamil Nadu, *International Journal of Farm Sciences* 10(2): 88-92
- V.M. Indumathi, **Navaneetham. B**, and M. Malarkodi. (2020). Assessment of Shrinkage of Vegetables in Select Unorganised Retail Outlets of Coimbatore City. *International Journal of Agriculture Science*, 12(20) :10314-10317
- **Navaneetham. B**, Raj Shrivanthi, A. and Indumathi, V.M. (2019). Role of Farmer Producer Companies in Achieving Agricultural Sustainability in Tamil Nadu. *Multilogic in Science*, 9(31) : 188-191, ISSN 2277-7601
- **Navaneetham. B**, K. Mahendran and S.D. Sivakumar. (2018). Analysis of Constraints for Performance Improvement of FPCs in Tamil Nadu. *International Journal of Farm Sciences*, 9(2):12-18
- **Navaneetham. B**, K. Mahendran K., S.D. Sivakumar and R. Senthilkumar. (2017). Status of Farmer Producer Companies in India. *Agriculture Update*, 12 (3), 888-892. DOI: 10.15740/HAS/AU/12.TECHSEAR (3)2017/888-892