

Personal Details	SANTHI A/P APPANNAN
Academic Qualifications	Bachelor of Arts with Education(USM) Master in Business Administration (UUM)
Administrative Duties	NIL
Publications (last 5 years)	<ol style="list-style-type: none"> 1. An Investigation of the factors affecting consumer decision making of Smartphone in Kedah Malaysia, Vol 4,ISN 2219-6145, December 2014, Global Management Journal for Academic and Corporate Studies 2. A study on service quality on customer satisfaction in low cost airline industries, ISSN 2278-3687, Vol4 August 2015 . International Journal of Science Environment &Technology. 3. The effect of Inventory Movement on Company Gross Profit,2017 Journal of Management Research
On-going Research	NIL
Completed Research	NIL
Research Grants	NIL
Consultancy	NIL
Awards	NIL
Professional Membership	NIL
Supervision	NIL
Teaching	Financial Accounting, Management Accounting, Advanced Management Accounting, Forensic Accounting and Financial Criminology
Areas of Expertise	Accounting Education and Personal Financial Management
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