

M - Infiniti

Journal of Management

A Double Blind Peer-Reviewed Referred Journal

Vol.12

Special Issue -3

March - April 2018

ISSN 0973-7197

S.No	Title	Page No
1	A General Study on Impact of Drug Overdose in India - Suresh V, M.Vaishali	1
2	An Empirical Study on Customer Awareness of Mobile Banking With Reference to Chennai City - A. Meharunisha, D. Ayub Khan Dawood	4
3	A Study on Consumer's Preference towards Product Features: with Reference to White Durable Goods - R. Aarthi Alamelu, Dr. K. Maran	9
4	A Study on Cryptocurrency with Reference To Bitcoin And Ether - D.Thirumala Rao, Madana Mohan	14
5	CSR- Phenomenon and Consequences of Food Waste in Restaurant - H. Hari Harasudha, N.Saranya Devi	20
6	Financial Management Practices of Individuals during Post Demonetization Period: A Study with special reference to Kancheepuram District - Y.Lokeswara Choudary, A.Hemachandra Naidu	24
7	Management of NPAs in Selected Public and Private Sector Banks: Issues and Concerns in the Post Reforms Period in India - Y.Lokeswara Choudary, K.B.Santha Kumari	34
8	Does Workforce Participation of Women Improves Productivity and Efficiency: An Empirical Study from Chennai - V.Sandhiya, Y.Lokeswara Choudary	43
9	A Study on the Socio Economic Status of Street Vendors under Unorganized Sector at Arakonam Town, Tamil Nadu - R. Rajaveni, M. Sudhakar	50
10	An Overview of Online Sales Promotion Techniques in e-Marketing Era – An Indian Perspective - Vinothini A, R Tamilmaran, Usman Mohideen K S	65
11	A Mathematical Study on Hidden Markov Models and Bayesian Networks - Paulin Mary	69
12	Rebuilding Customer Loyalty with Consumer Electronics Extended Warranty Programs in Indian Organized Retail - Vivek Venugopal, A.J Joshua	76
13	A Conceptual Study On Inspirational Leadership With Special Reference To Steve Jobs - M Siva Krishnam Raju, V S K Chaturya	82
14	Consumer Behavior and Buyer Behavior - D.Manimegalai, S.Ajitha	86
15	Problems and Challenges Faced by Fishermen in Chennai City - S.Ramya, D.Ayubkhan Dawood	95

16	Awareness towards Entrepreneurship Education and Training among Young Graduates - Kumari Preeta	99
17	The Role Of Psychological Contract And Faculty Views On Retention And Turn-Over Intentions Of The Chosen Self-Financing Arts And Science College In Chennai - Parveen Banu S, Ayub Khan Dawood	103
18	Influence of Personal Attitudes Dimensions on Entrepreneurial Intentions - Nisha Ashokan, Priya.K, P.S.Rajeswari	109
19	Integration among Stock Returns of Selected Asian Markets - C.Padma Prabha, K.Maran	115
20	Practicing Green Marketing in Passenger Car Industry in India for a Sustainable Future- Deepan C, Chitra Devi S	121
21	An Overview on Electronic Banking in India - L. Priya, Vijayaraghavan	124
22	Emerging Trends of Digital Marketing in India - Sam Paul. B	128
23	A Study on the Relationship between CSR spending and Financial Performance: An Analysis from Sensex Companies - Aparna K, S.Amilan	134
24	A Study on Service Quality and Patient Satisfaction with reference to Vasani Eye Care Hospital - C.Ramadevi, S.Kavitha	141
25	A Study on Influence of Social Networking Sites among College Students - M. Rekha, R. Shanthi	147
26	A Study on Competency Skills Among IT Professionals Working in Top IT Companies, with reference to Chennai - R.Gayatri, Purushothaman	154
27	A study on Modern leadership theories and Chanakya's ancient leadership styles - Ranjithaa.K.C, R.Gayatri	160
28	Consumer Perception On The Tamilnadu's E-Sevai (E-Governance) Service Centres - C.R.Senthilnathan, K.Maran	167
29	A Study on Portfolio Analysis of Equity Fund Share Telecommunication Sector with special reference to India Infoline Investors Service Limited (IIFL), Kumbakonam - S.P. Manicka Vasugi	172
30	An Evaluation of Effectiveness of Training and Development in Select Small Scale Software Companies in Chennai - B.Venkateswara Prasad, Usman Mohideen K S	178
31	A Study on Factors Influencing the Customer Satisfaction of Organized Stores with reference to Chennai Region - P.M.Lakshmi, A.Manorselvi	183
32	A Study on Relationship between Employee Stress and Happiness with reference to JBM Group - S. Kavitha, P.Priyadarsini.	193
33	Study of Audit of Child Rights and You (Cry) - Sunita Tidke	202
34	Socio Economic Status of Scheduled Tribes Women Self Help Group Members in Tiruvannamala District - K.Jeeva, D.Aravazhi, G.Vinod Kumar	207
35	Stress Management with Special Reference to IT Employees in Vellore - M.Karunanithi, D.Anand, G.Vinod Kumar	215