

**SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
INTERNATIONAL CONFERENCE PRESENTATION SCHEDULE (IEBFHT'13)**

DATE: 20/12/2013

TIME: 2.00 PM

VENUE: AUDITORIUM (A/C) – Rapporteur: Ms.G.Bhavani Devi, Faculty -SIMS

TRACK: FINANCE

Chair Persons: Dr.B.Nagaraju, Professor,Dept. of Commerce, University of Mysore.

Dr. Rajni, Professor, G.Tech. , Vellore.

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|---|--|
| 1 | Dr. B. Nimalathansan & Ms.Priya. | Evaluating Financial Performance using Cash Flow Ratios: A Case Study of Listed Manufacturing Companies in Sri Lanka |
| 2 | Mr.P. PRAVEEN KUMAR & Dr. R. Kasilingam | Merger Deals And Its Impact On Shareholders Wealth In India |
| 3 | Dr. Malla Praveen Bhasa & Professor S SPrasadaRao | Can Banks Swap Debt for Equity to Improve Corporate Governance? |
| 4 | Mr NARAYANAN KANNAN | Financial Inclusion-Bank the Unbanked |
| 5 | Ms.K.LAKSHMI & Dr.S.VASANTHA | Microfinance Crisis in Andhra Pradesh and Regulatory Response |
| 6 | Dr.S.ARCHANA BAI | Top 6 companies Mergers and acquisitions of 2011-2012. How is the Firm Dealing with the Merger? A Study of Employee Satisfaction with the Change Process |
| 7 | Ms.Aruna.G | Merger Motives, Trends And Post Merger Performance Of Select Chemical Companies in India |
| 8 | Mr.B.Ganesh kumar | A Study On Role Of Financial Management In Business In An Organization |
| 9 | Ms.A.Umahani | Corporate Social Responsibility : An Analysis of Indian banks |
| 10 | Mr.RAGHUNATH T | A study of perceptions of Chartered Accountants, Academicians and Account Preparers of Companies in Mysore city-Karnataka |
| 11 | Dr. C.CHELLADURAI & Mr.N.KANAGAVEL | A STUDY ON WOMEN SELF HELP GROUPS IN -MADURAI DISTRICT |
| 12 | Dr.A.Kumudha | Role Of Ngos In Empowering Women Through Shgs – A Study In Coimbatore District |
| 13 | Mr.B.THIRUMOORTHI | Determinants and Impact of Sensex movements on Equity Investment |
| 14 | B. Venkateswara Rao | Forensic Accounting- An overview |
| 15 | Adapa Jyothi & B Chellayya | Role of Micro Finance through self Help Groups for Rural Development |

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VENUE: PHILIP KOTLER HALL, Rapporteur: Mr.R.Suresh, Faculty - SIMS

TRACK: HR

Chair Persons: Dr.Siva Subramanian, Professor & Head – Business administration,

DDE, Annamalai University, Chidambaram.

Dr. S. Subramanian, Professor – School of Management Studies, TNOU.

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|-------------------------|--|
| 1 | B. Murugan | Quality of Work Life of School Teachers |
| 2 | T.Navaneetha | AN EMPERICAL STUDY ON JOB STRESS AND ITS IMPACT ON BANK EMPLOYEES AT TIRUPATHI, ANDRA PRADESH. |
| 3 | Ms.Evangeline.E.T | The impact of tangible and intangible rewards on employee engagement |
| 4 | Dr.J.Kavitha Selvaranee | Diversity in Workforce |
| 5 | D.Shobanraj | RELEVANCE OF ENTREPRENEURSHIP CELLS IN TECHNICAL INSTITUTES AND BUSINESS SCHOOLS |
| 6 | Sovanjeet Mishra | HR Issues and Challenges in Pharmaceutical sector in India |
| 7 | V Chandra Shekar | EMPLOYABILITY SKILLS: NEED OF THE HOUR FOR FRESH ENGINEERING GRADUATES IN INDIA |
| 8 | Mrs. Haritha | A STUDY ON JOB EMBEDDEDNESS AND ITS IMPACT ON JOB OUTCOMES |
| 9 | A Pradeepa | A Study on Impact of Cluster Development Scheme towards Safety Matches clusters in Sivagasi Dt |
| 10 | S. THIRUNAVUKARASU | THE SURVEY OF RELATIONSHIP BETWEEN MANAGERS' EMOTIONAL INTELLIGENCE AND INNOVATION OF COMMERCIALIZATION |
| 11 | M.BANUMATHI, | A STUDY ON CORPORATE ENTREPRENEURSHIP AND STRATEGIC ENVIRONMENT |
| 12 | Ch.Bhagya Phanindra, | Role of Tertiary Educational Institutions towards Employability |
| 13 | P.B.VANEETHA | EMOTIONAL INTELLIGENCE OF WOMEN ENHANCES WORK LIFE BALANCE AND QUALITY WORK |
| 14 | M. Babima | The influence of Quality of work life on Job Satisfaction – A study at Technopark Trivandrum |
| 15 | ABHILASHA.N | A study of perceptions of Chartered Accountants, Academicians, Students and Account Preparers of Companies in Mysore city- Karnataka |

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**VENUE: F.W.TAILOR HALL, Rapporteur: Mr.B.Venkateswara Prasad, Faculty - SIMS
TRACK: MARKETING**

**Chair Persons: Dr.M.Arul & Dr. M.Ramesh,
Professor, Dept. of Business administration, Annamalai University, Chidambaram.**

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|--|--|
| 1 | Ramanakumar K P V & Ravi kiran | A STUDY ON EMPLOYER BRANDING IN IT SECTOR |
| 2 | P.Jotheswari & Gunasekhar & Mr.RaviTeja & Dr.BCLakshmana | A study on Customer perception on DTH services in Chennai city |
| 3 | D.RAVINDRAN | RETAIL PROMOTION OF SOFTDRINKS IN SIVAGANGA DISTRICT |
| 4 | P.SATHISH | A COMPARATIVE STUDY ON STANDARD TECHNIQUES FOR BRAND AWARENESS FOLLOWED BY ORGNIZED AND UNORGANIZED RETAIL SHOPS IN SALEM AND TIRUVANNAMALAI REGION IN TAMILNADU |
| 5 | Shailendra Yadav | Green Building: A Step in Right Direction |
| 6 | Mrs. R. Kamala Saranya | A CONCEPTUAL STUDY ON STRATEGIC CUSTOMER VALUE FOCUS IN LEAN SUPPLY CHAIN MANAGEMENT |
| 7 | A.Iyappan | CUSTOMER SERVICES IN RETAIL |
| 8 | S.Anupama | CONCEPTS AND FRAMEWORK FOR GREEN MARKETING |
| 9 | Sudhalakshmi.k | A STUDY ON CONSUMER PURCHASE TOWARDS EBIKE WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT |
| 10 | Dr. A. Vickram Ph.D | Consumer's Level of Satisfaction on using TVS Motorbikes in Chennai City |
| 11 | Ismail, M. B. M | Determinants of Technological and Socio-cultural Environment of Mobile Phone Outlets |
| 12 | R.Chinnaraj | A Study on Consumer Behaviour towards Selected Fast Moving Consumer Goods in Tiruvannamalai town |
| 13 | S. THAMEEMUL ANSARI | EMERGENCE OF SWITCHING CONSUMER BEHAVIOR |
| 14 | OmidMinooei | Importance of Food packaging and its Relation to the Consumers' Demographic Profile |
| 15 | Arasuraja & Dr.Mu.Subrahmanian | A study on urban shoppers buying behaviour in organised retail |

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**VENUE: PETER DRUCKER HALL, Rapporteur: Mr.C.R.Senthil Nathan, Faculty - SIMS
TRACK: GENERAL**

**Chair Persons: Dr.S.Pragadeeswaran, Professor – Dept. of Business administration,
Annamalai University, Chidambaram.
Dr. Sankaran, Principal, MSSN, Chennai.**

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|--|--|
| 1 | Dr.B.Premkumar & Ganeshkumar.M | AGRICULTURE MANAGEMENT – INDIAN ISSUES & TRENDS |
| 2 | Dr.S.R.V.Ravindran | Health care industry – Problems and Prospects (A study with Reference to Tamil nadu) |
| 3 | RM.CHANDRASOODAN | THE CURRENT STATUS OF OVERALL DEVELOPMENT OF QUALITY EDUCATION IN INDIA: GROWTH AND PROSPECTS |
| 4 | A.S.Radhakrishna Pillai | BACKWATER CRUISE TOURISM IN ALAPPUZHA, KERALA – STRATEGIC ISSUES |
| 5 | N. Moorthy | Irrigation Management for Sustainable Agricultural Development in Tamil Nadu with Special Reference to Drip Irrigation |
| 6 | Dr.K.Mohan & Dr.R.L.RAMNATH | Frailty – Thy name is no longer woman |
| 7 | Dr.K.Arunthavarajah & Dr.B.Nimalathan | The Srma - Sastri Agreement (1964) – A Historical View |
| 8 | Dr.C.VETHIRAJAN,Mrs.S.Nagavalli | DEVELOPMENT OF TOURISM INDUSTRY INTAMILNADU WITH SPECIAL REFERENCE TO CHETTINAD IN sivaganga district |
| 9 | S.Vijayanand | THE ISSUES AND PERSPECTIVES OF PILGRIMAGE TOURISM DEVELOPMENT IN TANJUR |
| 10 | Prem veeraragavan | Tourism potentialities in Pondicherry and its sustainable development |
| 11 | R. Anantha Laxmi & S. Santhana Kamala | FISHER FOLK AND THEIR STANDARD OF LIVING IN SOUTHERN COASTAL DISTRICTS OF TAMILNADU' |
| 12 | Dr.J.M.ARUL KAMARAJ | SUSTAINABLE DEVELOPMENT OF CHILDREN WITH LEARNING DISABILITIES THROUGH INCLUSIVE EDUCATION |
| 13 | Mr.C.BABU SUNDARAMAN & Dr. V.SACHITHANANTHAM | CHALLENGES AND OPPORTUNITIES OF HEALTH INSURANCE |
| 14 | M. KOLANJIMANI & Dr. S. JOHN GABRIEL | PROBLEMS FACED BY DEAF / HEARING IMPAIRED ENTREPRENEURS |
| 15 | Dr.P.SELVAMANI | ROLE OF SCIENCE AND TECHNOLOGY FOR THE SUSTAINABLE DEVELOPMENT OF RURAL AREAS IN INDIA |
| 16 | HemaPriya.J | AGRICULTURAL LABOUR ISSUES – FINDING SUSTAINABLE GROWTH SOLUTIONS BY LEVERAGING NREGA |

SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
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DATE: 21/12/2013

TIME: 09.30 AM

VENUE: AUDITORIUM (A/C), Rapporteur: Dr.V.Sasi Rekha, Faculty - SIMS

TRACK: FINANCE

Chair Persons: Dr. B.Nimaladhasan, Professor, University of Jaffna.

Dr. Rajasekar, Professor, Dept. of Management, AMET University.

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|------|--|---|
| 1 | Morteza Ansari | THE EFFECT OF PROFITABILITY RATIOS ON STOCK RETURN |
| 2 | Morteza Ansari | AN INVESTIGATION ON THE EFFECTS OF GROSS PROFIT MARGIN AND FINANCIAL EXPENCES RATTIOS ON |
| 3 | Dr. Lakshmi Narayanan | A study on the volatility as a function of volume and price action in the Indian stock market |
| 4 | K Padmini | A STUDY ON SELF HELP GROUP OF WOMEN IN KANCHEEPURAM DISTRICT |
| 5 | Sinnathurai Vijayakumar | DOES TRADE LIBERALIZATION MAKE A POSITIVE IMPACT ON THE ECONOMY OF SRI LANKA? A |
| 6 | Amrutha Pavithran | Challenges and Roadmap to Convergence of IFRS in India |
| 7 | CH. SUJATHA & G. MANGAYAMMA & Dr.K.V.SIVA | IMPACT OF FINANCIAL CRISIS ON INDIAN ECONOMY |
| 8 | DR. N. RAGAVAN | A STUDY ON PERFORMANCE AND ECONOMIC CONDITION OF SELF HELP GROUP IN CHENNAI, TAMIL |
| 9 | Zahra Ghadiri | Transparency of Credit Derivatives and Impact on Market |
| 10 | Devika Rani | Impact of Energy Crises on the Indian textile Industry – Initiatives for Sustainable development |
| 11 | Tharshiga Murugesu | DIVIDNED POLICY AND STOCK PRICE VOLATILITY Diversified Holdings Listed Companies in Sri Lanka |
| 12 | Sivapalan Achchuthan & Rajendran Kajananthan | Foreign Direct Investment, Economic Growth and Unemployment: Evidence from Sri Lanka |
| 13 | Jeevitha Sivakumaran | CAPM Model |
| 14 | S.K.Gaayathri Dr.J.M.Arul kamaraj | ROLE OF SELF HELP GROUP FOR THE SUSTAINABLE DEVELOPMENT OF RURAL WOMEN |
| 15 | Kabirdoss Devi | Microfinance Crisis in India |
| 16 | M.SUDHEER KUMAR,B.VENKATA SURESH | Financial Derivatives in Indian Market |
| 17 | Tharshiga Murugesu | Effect of aggressive financing policy on firm performance (Listed manufacturing companies in Sri Lanka) |
| 18 | Rathiranee Yogendrarajah | MICROFINANCE IN SRI LANKA: AN ANALYSIS OF OUTREACH AND IMPACT ON EMPOWERMENT OF |

**SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
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DATE: 21/12/2013

TIME: 01.15 PM

VENUE: AUDITORIUM (A/C), Rapporteur: Ms.R.Jayalakshmi, Faculty - SIMS

TRACK: FINANCE

**Chair Persons: Dr.C.Vethirajan,Professor,Dept. of Corp. Secretaryship,Alagappa University,Karaikudi.
Dr. Ayoob Khan,Professor,Quaide millath college, Chennai.**

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|---|--|
| 1 | Mahalingam Gayathri | Long Range Dependence in the Indian Stock Market with special reference to S&P BSE PSU Index |
| 2 | K K K CHAND & DR.A.CHANDRA MOHAN | IMPACT OF STAGFLATION ON THE ECONOMY OF THE NATION |
| 3 | P.Vinothraj & Dr.D. Anand | RISK MANAGEMENT in financial Derivative Instruments |
| 4 | K K K CHAND & DR.A.CHANDRA MOHAN | IMPACT OF STAGFLATION ON THE ECONOMY OF THE NATION |
| 5 | K N USHA | Microfinance |
| 6 | K. Jegan & N. Joly Shalini | CARBON CREDITS AND ITS IMPACT ON REDUCTION OF GREEN HOUSE GASSES AND |
| 7 | R. Anantha Lakshmi & J . Janani | INVESTORS' AWARENESS AND ATTITUDES TOWARDS MUTUAL FUND INVESTMENT |
| 8 | R.POORNIMARANI & Dr.R.SAMINATHAN | A STUDY ON FINANCIAL FORECASTING OF BHARATH HEAVY ELETRICALS LIMITED, INDIA |
| 9 | G.Manickam & Dr.K.Shyamasundar | Practice of Corporate Governance in Indian Companies- An Analysis |
| 10 | Mr.Vinaya.T & Dr. B. Nagaraju | POST- ISSUE PERFORMANCE OF FIXED PRICE & BOOK BUILT IPOs IN INDIAN MARKETS |
| 11 | Dr. Haridayal Sharma & | PERFORMANCE OF BSE GREENEX IN CONTRAST WITH BSE 500 INDEX |
| 12 | T.Velmurugan & S.Jahira parveen & Dr.N.Vijai Anand | A STUDY ON COMPARATIVE ANALYSIS OF MUTUAL FUNDS EQUITY RETURN WITH OTHER |
| 13 | Dr. Ayub Khan Dawood | RISK MANAGEMENT – A COMPREHENSIVE STRATEGIC APPROACH FOR INSURERS |
| 14 | S.K. KANNAN & Dr.G.KARUNANITHI | BANKING LINKAGE PROGRAMME – A STUDY ON SELF HELP GROUPS |
| 15 | Mr. K. Veeramani & Dr. R. Elangovan | WOMEN EMPOWERMENT THROUGH MICROFINANCE |
| 16 | Mr. Vijay Kashyab J & Ms.Sruthi & Dr V M Ponniah | IMPACT OF LONGEVITY RISK IN INDIAN INSURANCE INDUSTRY |
| 17 | P.S.Rajeswari & Britto A & Dr. K.Sadasivan | AN ANALYTICAL STUDY ON SELECTIVE INVENTORY CONTROL TECHNIQUES FOR AN |
| 18 | Dr.D.Rajasekar | IMPACT OF FINANCIAL INTELLIGENCE UNIT IN PURSUING THE GLOBAL EFFORTS AGAINST |

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DATE: 21/12/2013

TIME: 01.15 PM

VENUE: PHILLIP KOTLER HALL, Rapporteur: Mr.K.S.Usman Moideen, Faculty - SIMS

TRACK: FINANCE & OPERATIONS

Chair Persons: Dr.K.Harihara Raju, Professor, Andhra University.

Dr. Rajeshwari, Professor, Dept. of Management Studies, Pondicherry University.

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|---|---|
| 1 | N.SanthoshKumar & Dr.M.Swaminathan | A STUDY ON INVESTMENT PATTERN WITH SPECIAL REFERENCE TO SMALL AND MEDIUM |
| 2 | Dr. Bashir Ahmad Joo | Correlates of Asset Quality and Profitability in Banks: A Comparative Study of Public and Private Sector Banks in |
| 3 | Sankar | ROLE OF BANKING IN ECONOMIC DEVELOPMENT OF INDIA |
| 4 | A.SANKAR | ROLE OF INFORMATION TECHNOLOGY IN BANKING SERVICES – A PERSPECTIVE |
| 5 | T.ATHIKESAVAN | A STUDY ON WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS SPECIAL REFERENCES WITH |
| 6 | R.Arumugam & Dr.S.ArulKumar, | THE ROLE OF WORLD TRADE ORGANIZATION IN BUSINESS BETWEEN TRADE & GROWTH: A |
| 7 | P. JYOTHI & DR.K.HARI HARA RAJU | RUPEE FLUCTUATION AND ITS IMPACT ON INDIAN ECONOMY |
| 8 | Dr.G.Sudha | DEAL BREAKERS |
| 9 | Dippi Verma & V Bheemeswar Reddy | Impact of Corporate Governance on the Credibility of the firm: Study based on Investor's Perspective in capital |
| 10 | Mr.P.Satheesh babu | “TECHNOLOGY BANKING: ISSUES AND CONCERNS AND THE STRATEGIES TO WAYOUT”– A SURVEY |
| 11 | S.CHITRA | “FACTORS INFLUENCING WOMEN EMPOWERMENT AMONG SELF HELP GROUPS |
| 12 | Dr. K. HARI HARA RAJU & Dr.K.SATYANARAYANA & | NEED AND IMPORTANCE OF LOGISTICS MANAGEMENT IN TODAY'SBUSINESS AND |
| 13 | ALI ZEBARDAST, Habib Valizadeh, Taghiev Namik | Preference and selection A Graph Theory of one Method for Fuzzy Ordering and Ranking of Fuzzy Numbers |
| 14 | Mahesh Dani & Dr. Dayanand.M.S | Factors affecting supplier selection process in manufacturing industry. |
| 15 | Dinesh Dhoka & Dr.Y.Lokeswara Choudary | “INVENTORY PLANNING OPTIMIZATION” THE CHALLENGES WITH SEGMENTING AND |

**SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
INTERNATIONAL CONFERENCE PRESENTATION SCHEDULE (IEBFHT'13)**

DATE: 21/12/2013

TIME: 9.30AM

**VENUE: PHILLIP KOTLER HALL, Rapporteur: Ms.S.Helen Roselin Gracy, Faculty - SIMS
TRACK: HR**

Chair Persons: Dr.M.Senthil,Dean, Alagappa University,Karaikudi.

**Dr.Sudha, Professor, Dept. of Business Administration,
Annamalai University, Chidambaram.**

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|--|--|
| 1 | Sudha Ramesh | OCCUPATIONAL STRESS: ROLE OF TRAINING |
| 2 | S.Anitha | A study on current trends in retention strategies in IT industries |
| 3 | R.HariniHingnekar | PROFESSIONAL HEALTH MENACES AMONG EMPLOYEES IN BANKING SECTOR |
| 4 | VINAY CHAITANYA GANTA | EMPLOYEE MOTIVATION FOR ORGANIZATIONAL DEVELOPMENT |
| 5 | Dr.J.Shanthilakshmi | COMPETENCE MAPPING FOR THE EMPLOYEES OF LEATHER PRODUCTS MANUFACTURING |
| 6 | V.K.Punithavathi | Quality of Work Life of Teachers Among Self Financing Educational Institutions(A study with |
| 7 | Dr. B.Devamaindhan | Effectiveness of Training and Development for Employees of Chennai Port Trust |
| 8 | D.Jaichitra | SPIRITUALITY IN THE WORKPLACE AND ITS IMPACT ON ORGANIZATIONAL COMMITMENT |
| 9 | Dr.S.Prakash | STRESS AMONG WOMEN ENTREPRENEURS |
| 10 | Mrs.S.Anandasaynan | EFFECT OF STRESS ON TEACHERS PERFORMANCE WITH SPECIAL REFERENCE TO |
| 11 | P.SHALINI & Dr.Mu.Subrahmanian | Employee Engagement Activities a Conceptual Study |
| 12 | Dr.M.Thiagarajan & R.Dhanalakshmi & R.Sumaya | Effectiveness of training and development” of the employees in Mercury Manufacturing Co. Ltd |
| 13 | P.Kamalakkannan | Meta analysis – Employee Engagement |
| 14 | Sorubini Murugiah | Emotional Intelligence as a predictor of Employees’ Performance A study Based on Jaffna Teaching |
| 15 | Dr. J.VIJAYADURAI A.SUBBURAJ | OCCUPATIONAL STRESS: ROLE OF GENDER DIFFERENCE IN POLICING |
| 16 | B.Ambrose | 1. Title “Socio, Economic And Psychological Problem of Hearing Impaired Employees At Their Working |

| | | |
|----|---|---|
| 17 | A.K.SUBRAMANI & S.PANNEERSELVAM | CANDIDATE EXPERIENCE TOWARDS RECRUITMENT & SELECTION PROCESS AT TCS |
| 18 | Santhosh Karthikeyan & Dr. N. Muthu | BUILDING A WORKFORCE FOR THE FUTURE: HRM PRACTICES -SELECT CASE STUDY |
| 19 | Elangkumaran.P & Nimalathanan. B | An analysis of Decision Making Styles (DMS): A study of Sri Lankan (SL) Managers |
| 20 | Dr. K.Nanthini & Mr. P.Mathivanan & Mr. M.Satheesh | COMPENSATION MANAGEMENT IN THE MANUFACTURING INDUSTRIES, COIMBATORE |

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DATE: 21/12/2013

TIME: 9.30AM

VENUE: F.W.TAYLOR HALL, Rapporteur: Ms.P.S.Immaculate, Faculty - SIMS

TRACK: HR

Chair Persons: Dr. R.Magesh, Professor, Management studies, Anna University, Chennai.

Dr.S.Sowmiya, Professor, Dept. of Business Administration,

Annamalai University, Chidambaram.

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|--|--|
| 1 | G. Prasanna | A STUDY ON JOB SATISFACTION AMONGST THE EMPLOYEES OF CHENNAI PORT TRUST |
| 2 | N.Thamizhselvi | EMPLOYEE RETENTION STRATEGIES |
| 3 | Shanthoshi Sona S | SUPERVISING PEOPLE EFFECTIVELY |
| 4 | MUTHU NATARAJAN & K. R. Kishore Kumar | MANAGING THE GLOBAL CHALLENGES OF EMPLOYMENT ENGAGEMENT |
| 5 | S. Balaji & Dr. V. M. Shenbagaraman | A STUDY ON JOB ENGAGEMENT AND WORKPLACE DEVIANT BEHAVIOUR AMONG |
| 6 | K. ASOKAN & Dr. K.MARAN | A Preliminary study on Stress overcome factors among Women Medical Practitioners in Chennai |
| 7 | POORANI.T & Dr.B.RAJESWARI | A PAPER ON SELECTION, EVALUATION AND MANAGEMENT OF RECRUITMENT CONSUTANTS |
| 8 | N. Joly Shalini & K. Jegan | A Study on impact of job enrichment on employee motivation with special reference to Sugars and Chemical |
| 9 | Peter Emil Jebakumar & Dr.C.Thilakam | ENTREPRENEURSHIP - AT CROSS ROADS |
| 10 | P.Sanathanam & Dr.C.Thilakam | SUCCESS LEVEL AND CHALLENGES FOR WOMEN ENTREPRENEURS IN TUTICORIN DISTRICT |
| 11 | Karunesha Kumar & Dr.B.Nagaraju | ANALYSIS OF EMPLOYEES' PERCEPTION - A CASE STUDY ON SRS TRAVELS |
| 12 | T.S.Kumar & Dr.M.Arul | Improving Organization Performance through Knowledge Management Practices |
| 13 | Prema Manohara & Dr.K.Maran | IMPACT OF AGE ON THE PERCEPTION ABOUT QUALITY OF WORK LIFE FACTORS |
| 14 | Mr. K. Balanagarajan & 2. Dr. M. Senthil | Factors responsible for Placements at B-Schools in Tamil Nadu |
| 15 | Mr.T.L.Vannarajah | "Job satisfaction and employees' work performance" at Divisional Secretariat of Jaffna |
| 16 | Mrs.T.SIVAGAMI & Dr.K.Maran | A STUDY ON PERCEPTION OF EMPLOYEE TOWARDS QUALITY OF WORK LIFE WITH |
| 17 | ABRAHAM & Dr. J.M.ARUL KAMARAJ | RURAL ENTREPRENEURSHIP FOR THE SUSTAINABLE DEVELOPMENT |

| | | |
|----|--------------------------------------|--|
| 18 | P.S. RAJESWARI & Dr.K.SADASIVAN | Employee Involvement and Job satisfaction in Automobile Industry with Special reference to Ashok Leyland |
| 19 | Mrs.C.Devi & Dr. D. RAJASEKAR | IMPACT ON EVENTUAL MANNER OF WOMEN'S PERSPECTIVE AND THEIR HUMAN RIGHTS IN |
| 20 | K.Bhuvaneswari & Dr. D. RAJASEKAR | STUDY ON IMPORTANCE OF WOMEN REPRESENTATION TOWARDS INCREASING LEVEL |

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DATE: 21/12/2013

TIME: 9.30AM

**VENUE: PETER DRUCKER HALL, Rapporteur: Mr.S.Vasanth Kumar, Faculty - SIMS
TRACK: HR**

**Chair Persons: Dr. B.Devamaindhan,Prof.-MBA, University of Madras,Chennai
Dr.Arul Kamara,Professor,Loyala College,Chennai.**

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|--|---|
| 1 | CHANDRADEKAR | A STUDY ON TRAINING AND DEVELOPMENT OF STAFFS IN STATE BANK OF INDIA |
| 2 | T.SWARNALATHA & Dr. K. MARAN | AN EMPIRICAL ANALYSIS OF WORKLIFE BALANCE OF WOMEN EMPLOYEES IN BANKING |
| 3 | Mrs. A. Aleeswari | Performance Evaluation of HPCL Limited: A Study |
| 4 | S.Jayaraman | A STUDY ON QUALITY OF WORK LIFE OF PAPER &PULP MILL EMPLOYEES IN DINDIGUL DISTRICT, |
| 5 | S.BALACHANDER & DR. R.JAYAM | <i>The merits of Virtual training/ learning methods,- their gaps identified and few suggestions to make it an effective</i> |
| 6 | H. Ramesh Babu & Dr. M. Ramesh | VARIABLES THAT CONTRIBUTE TO JOB SATISFACTION OF EMPLOYEE |
| 7 | R. KAVITHA | STRATEGIES TO COMBAT ORGANISATIONAL STRESS FOR THE SUSTAINABLE DEVELOPMENT |
| 8 | S.Panboli & Dr.K.Maran | Level of Emotional Intelligence amongITeS(Information Technology enabled Services) employees in Chennai city |
| 9 | Mr.D.Elamparuthi & Dr.S.Jamulingam | THE RELATIONSHIP BETWEEN QUALITY OF WORK LIFE AND ORGANIZATIONAL COMMITMENT IN |
| 10 | K.Vishnukumar & Dr.G.Sudha | IMPACT OF LEADERSHIP DEVELOPMENT TRAINING ON BEHAVIORAL COMPETENCY |
| 11 | Dr.M.Nagalatha & Prof. A. Gandhi | An Empirical Analysis of Work- Life Balance of faculty members with reference to Chennai Engineering Colleges |
| 12 | MAHISHA SURA MARDHINI | ATTRITION IN IT INDUSTRY, CHENNAI |
| 13 | A.SHALI SOWMIYA & Dr.SASIREKHA.V | SOCIAL, HEALTH AND PSYCHOLOGICAL PROBLEMS OF WOMEN EMPLOYEE IN IT SECTOR |
| 14 | N.INDHIRA & Dr. N.SHANI | EMPLOYEE ENGAGEMENT – THE DRIVER OF SUCCESS |
| 15 | S.Ramakrishnan & Dr.K.MARAN | TRAINING AND DEVELOPMENT IN BANKING SECTORS |
| 16 | M. Rajeswari | SOCIO-ECONOMIC POTENTIAL OF HANDICRAFT INDUSTRY IN INDIA: OPPORTUNITIES AND |
| 17 | T. Prabakaran & Miss.K Karani & Professor. N. Panchanatham | THE TIME MANAGEMENT PRACTICES AND IT'S EFFECTS ON THE PERFORMANCE OF THE |

| | | |
|----|-------------------------|--|
| 18 | T. Prabakaran | Stress among undergraduate students in Sri Lanka |
| 19 | Dr.S.Sowmiya | 720 DEGREE PERFORMANCE APPRAISAL,For Sustainable Development In HRM |
| 20 | R.Malarvizhi & S.Chitra | FACTORS INFLUENCING THE WOMEN ENTREPRENEURIAL SUCCESS IN BUSINESS : AN |

**SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
INTERNATIONAL CONFERENCE PRESENTATION SCHEDULE (IEBFHT'13)**

DATE: 21/12/2013

TIME: 9.30 AM

VENUE: ELTON MAYO HALL, Rapporteur: Mr.V.Selva kumar, Faculty - SIMS

TRACK: MARKETING

Chair Persons: Dr.K.Sadasivan,Professor- MBA,SRM University

Dr.Mu.Subramanian,Prof. & Head-MBA, SRM, Eswari Engg. College.

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|---|--|
| 1 | P.Jakulin Divya Mary & Dr.Mu.Subrahmanian | A STUDY ON TECHNIQUES USED BY DABBAWALLAS IN THE CITY OF MUMBAI |
| 2 | R. Mathias,Dr.N. Kumarasamy,Dr. R. Mohan kumar, | Medical tourism an Emerging Industry in India |
| 3 | S.L. Sobiya & Dr. N. Thangavel | IMPACT OF PLASTIC MONEY ON GREEN BANKING |
| 4 | S.MUTHUKUMAR & DR.N.MUTHU | M-COMMERCE ADOPTION IN INDIA-FEW ISSUES AND EVIDENCES |
| 5 | L.SHEEBARANI | Social changes through the FMCG product business states in advertising benefits of the society |
| 6 | Mr.T.L.Vannarajah & Mr.T.Ramajeyam | SERVICE QUALITY AND CUSTOMER SATISFACTION OF BANK OF CEYLON IN JAFFNA |
| 7 | J. Poovaraaghavan & G. Purushothaman | COMMUTERS' SATISFACTION TOWARDS RAILWAY SERVICES IN THE KANCHIPURAM TO |
| 8 | Dr. E. Krishna Karthik & Dr. N. GiriBabu | E-MAIL vs POP-UP ADVERTISING – WHICH IS MORE EFFECTIVE? |
| 9 | K. BAKYALAKSHMI | Uses Of E-Mail By Students |
| 10 | J. Renugadevi & Dr. S. Lourdu Initha | Impact of Chinese Toys in the Indian Unorganized Retail Sector: A Study in Chennai |
| 11 | C.R.Senthilnathan & Dr. K. Maran | THE IMPACT OF SITUATIONAL FACTORS ON PURCHASING IN DEPARTMENTAL STORE |
| 12 | N. Sarulatha & Dr. V. Sasirekha | A STUDY ON MARKETER'S PERSPECTIVE OF SOCIAL MEDIA FOR INDIAN BANKING SECTOR |
| 13 | S.R. Guru Prasath & B. Balamahalakshmi & S. | Impact of Marketing Towards Behavior intention |
| 14 | B.Baranirani & Dr.K.Jeyachandran, | CONSUMER BEHAVIOUR TOWARDS RETAIL TRADE With special reference to groceries – A study in |
| 15 | V V Ravi & Dr. D.Venkatrama Raju | Service Quality in Business Process Services – A study on Indian Companies |
| 16 | V.Ashok Kumar & S.Divyadharshini & A.A. Anusha | SOCIAL MEDIA MARKETING |
| 17 | Usman Mohideen K S & Dr. S. Subramanian | A STUDY ON SATISFACTION AMONG THE RETAILER'S DEALING WITH NAGARJUNA HERBAL |

**SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
INTERNATIONAL CONFERENCE PRESENTATION SCHEDULE (IEBFHT'13)**

DATE: 21/12/2013

TIME: 1.15 PM

VENUE: F.W.TAYLOR HALL, Rapporteur: Dr.K.Baranidharan, Faculty - SIMS

TRACK: MARKETING

Chair Persons: Dr. Venkatarama Raju, Professor – Pachiyappah College, Chennai

Dr. A. Chandramohan, Professor – SRM University, Chennai

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|--|--|
| 1 | M. Ahsan Sadiq & Dr.B.RAJESWARI | A REVIEW PAPER ON CONSUMER BEHAVIOR AND ATTITUDE TOWARDS ORGANIC FOODS |
| 2 | K.Ramesh | CUSTOMER RELATIONSHIP MANAGEMENT IN CITY UNION BANK (With special reference to |
| 3 | N.sridevi & Dr.Themozhi | A study on purchase of Immovable property with reference to consumers of Chennai |
| 4 | J. Janani & B. Reeta Joicy Christinal | AWARENESS AND ATTITUDES OF HOUSEWIVES IN FOOD ADULTERATION AND ITS IMPACTS ON |
| 5 | B Reeta Joicy Christinal & A. Antony Selva Priya | IMPACT OF TELEVISION FOOD ADVERTISEMENTS ON PRIMARY SCHOOL CHILDREN IN THE AGE |
| 6 | C. Rathinam & L.Dinesh | IMPACT OF TELEVISION FOOD ADVERTISEMENTS ON PRIMARY SCHOOL CHILDREN |
| 7 | B. Durga Devi & R. Anantha Laxmi | AWARENESS AND ATTITUDES OF THE CONSUMERS IN BUYING ORGANIC FRUITS AND |
| 8 | N. Vanitha | Awareness and Attitudes of consumers towards Packaged Drinking Water |
| 9 | S. Santhana Kamala & R. Tiffany | SERVICE QUALITY AND CUSTOMER SATISFACTION IN SERVICES OF RETAIL BANKING |
| 10 | S. Muthu Kumar & Dr. N. Muthu | MOBILE BANKING INNOVATION: OPPORTUNITIES AND CHALLENGES |
| 11 | B.Anuradha | Marketing of Health Insurance Products |
| 12 | R. Arone Franklin & Dr.C.Thilakam | Green Marketing-is Not Just a Catchphrase: It is Marketing |
| 13 | S.Durailingam & Dr.C.Thilakam | PROSPECTS OF TOURISM IN KANAYAKUMARI – AN EMPIRICAL STUDY |
| 14 | Chethan & Dr.B.Nagaraju | AN EVALUATION OF LAND ACQUISITION BILL ON THE REALTY SCENARIO IN INDIA |
| 15 | Girish Kumar. M & Dr. B. Nagaraju | SALES PROMOTION STRATEGIES OF FAST MOVING CONSUMER GOODS – A STUDY ON BAKERY |
| 16 | Thejaswini H.D & Dr. B. Nagaraju | A STUDY ON CONSUMERS' BEHAVIOR TOWARDS ECO-FRIENDLY FMCG PRODUCTS WITH |
| 17 | A.Arockiaraj & Dr.M.Arul | HEALTH RISK PERCEPTIONS AND PATIENTS BEHAVIOUR |

**SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
INTERNATIONAL CONFERENCE PRESENTATION SCHEDULE (IEBFHT'13)**

DATE: 21/12/2013

TIME: 1.15 PM

VENUE: PETER DRUCKER HALL, Rapporteur: Mr.P.VENKATESH, Faculty - SIMS

TRACK: MARKETING

Chair Persons: Dr.R. Thenmozhi, Professor – University of Madras, Chennai

Dr. K. Sathyanarayana, Professor – SKBR College, AP

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|---|--|
| 1 | SYED SHAKIR RAZVI & DR. D. AYUB KHAN DAWOOD | A STUDY ON SERVICES MARKETING IN APOLLO HOSPITALS, CHENNAI |
| 2 | Mr.S.Saravanan | RESISTANCE TO USE INTERNET BANKING SERVICES AMONG PROFESSIONALS IN |
| 3 | Dr.K.Sabitha | CRM STRATEGIES IN BANKING INDUSTRY |
| 4 | SAIJU M JOHN & DR. K. MARAN | EXPLORING THE FACTORS INFLUENCING RETAIL AND BAZAAR TRADE FOR PROMOTING |
| 5 | G. arockia raj | BRAND PREFERENCES IN CONSUMER DURABLE PRODUCTS |
| 6 | A.Irudaya raj | (3c) Credit Card Consumer |
| 7 | Mrs.D.Prema & Dr.M.Swaminathan | A STUDY ON ANALYSIS THE CONSUMER BEHAVIOUR OF AMWAY PRODUCTS IN |
| 8 | Mrs.M.Prema | A STUDY ON VIRAL MARKETING IN THE MODERN ERA |
| 9 | D.JAISANKAR | A STUDY ON CONSUMER ATTITUDE TOWARDS CREDIT CARDS -WITH REFERENCE TO |
| 10 | Mrs. Leena Thomas | Need for Customer Relationship Magement |
| 11 | S.CHANDRASEKAR & Dr.S.Arul Kumar | A STUDY ON GLOBALIZATION AND ITS IMPACT ON LIFE INSURANCE BUSINESS IN INDIA |
| 12 | K.Sanathi & Dr. K. Maran | PERCEPTIVE ONLINE SHOPPING BUYING BEHAVIOR |
| 13 | P. Jayakumar & Dr. S. Arul Kumar | A STUDY ON ONLINE SHOPPING ADOPTION AMOUNG COLLEGE STUDENTS |
| 14 | Miss. R. Sindhya | Bio-medical Waste Management System in Health Care Units |
| 15 | J.MARTIN MAHIMAIDOSS & Dr. J.M.ARUL KAMARAJ | UPLIFTMENT OF RURAL SELF HELP GROUP WOMEN THROUGH NON-GOVERNMENT |
| 16 | Ali Reza Mahnam & Dr. M.L. Ashoka | A Study of Customer Relationship Management Implementation in Star Hotels in Karnataka |
| 17 | O.S.VEDAVALLI & DR.D.VENKATRAMA RAJU | A CONCEPTUAL FRAMEWORK OF SUSTAINABILITY OF MULTI LEVEL MARKETING |

**SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
INTERNATIONAL CONFERENCE PRESENTATION SCHEDULE (IEBFHT'13)**

DATE: 21/12/2013

TIME: 1.15 PM

VENUE: ELTON MAYO HALL, Rapporteur: Mr.K.Murugan, Faculty - SIMS

TRACK: SYSTEMS & MARKETING

**Chair Persons: Dr.T.Velnamby,Dean- Faculty of Commerce & Mgmt.,
University of Jaffna,Srilanka.**

Dr.K.Raja, Dean- Alpha Engineering College, Chennai.

| S.NO | AUTHORS NAME | TITLE OF THE RESEARCH PAPER |
|-------------|---|---|
| 1 | Karthiya Banu.R & Dr.Ravanan.R | Implementation of e-learning to empower Rural students through data mining technique |
| 2 | S.VIJAYAKUMARI | BLUE OCEAN STRATEGY: HOW TO CREATE UNCONTESTED MARKET SPACE |
| 3 | Habib - 1) Morteza Piri, 2) Mehdi Alvani, 3) Hasan Zareee | DESIGNING A MODEL TO PROMOTE THE POLICY IMPLEMENTATION CAPACITY BASED ON |
| 4 | Velnampy, T | Impact of Income on Information Technology (IT) in South Eastern Region of Sri Lanka (SERSL): Non- parametric |
| 5 | Dr. J.ARUL SURESH | DIGITAL INNOVATIONS IN THE CONTEMPORARY BUSINESS FOR THE SUSTAINABLE DEVELOPMENT |
| 6 | R.Sowmya & P.VijayaRagavan | MULTI-APPLICATION ENVIRONMENT USING CONCEALED DATA AGGREGATION IN WIRELESS |
| 7 | Dr.M.Nagalatha & Dr. P. Umarani | A comparative analysis of End users' satisfaction of ERP system in different organizations |
| 8 | Bharanivendhan N & Dr.T.Amitha | IMPLEMENTATION OF SOFTWARE AS A SERVICE USING ANDROID BASED ON CLOUD COMPUTING |
| 9 | VIDYA NASSISTANT PROFESSOR,SDNB VAISHNAV | SOFTWARE EMPLOYEES RETENTION : A KEY FACTOR FOR SATISFACTION |
| 10 | N.KALAINESAN Dr.M.SAKTHIVEL MURUGAN | Factors influencing the Usage of Technology Enabled Services In Banks |
| 11 | Dr.M.Arul T.S.Kumar | Improving Organization Performance through Knowledge Management Practices |
| 12 | Bithalis Raja | Role of Technological Innovation for Business Sustainability (TIFBS) |
| 13 | Dr Deepa Ittimani Tholath & Dr Fr Casimir Raj.N. | Improving The Travel Experience by Listening to the Customers-The Indian railways |
| 14 | Mrs.R.Malarvizhi & Dr.Y.Lokeswara Choudary | FACTORS INFLUENCING WOMEN ENTREPRENEURSHIP SUCCESS IN UTILITY |
| 15 | T. Sunitha | Brand Choice and its Relevance to Risk Relievers in Purchase of Car |
| 16 | Dr.S.Subramanian Ms.R.Monisha | A STUDY ON ONLINE/INTERNET ADVERTISEMENT- AT A CLICK |

